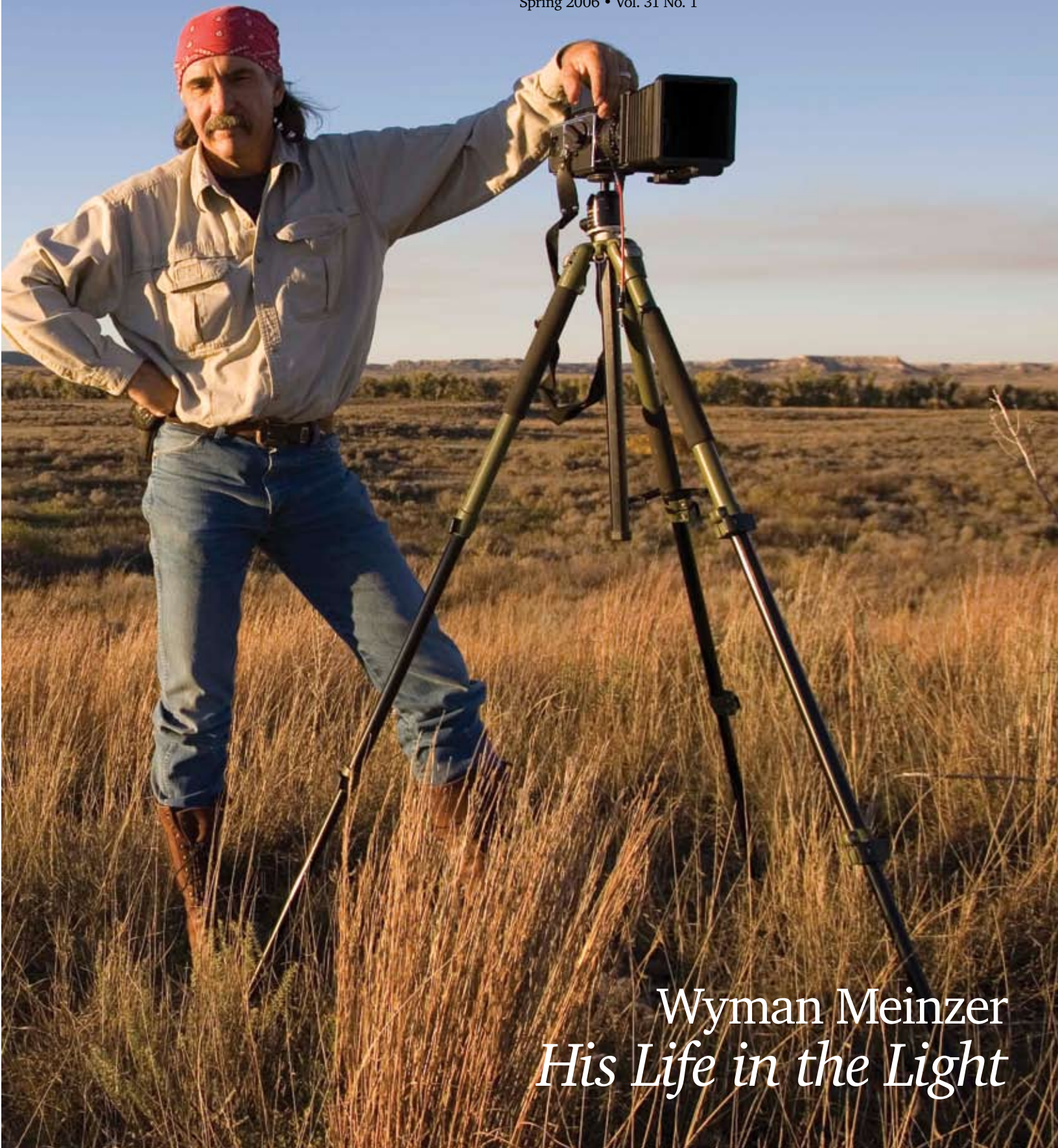


The Mass Communicator

A publication for alumni and friends of the College of Mass Communications at Texas Tech University

Spring 2006 • Vol. 31 No. 1



Wyman Meinzer
His Life in the Light



The Administration building bell tower, by Kelly Wing



TEXAS TECH UNIVERSITY
College of Mass Communications

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ON THE COVER

- 16 His Life in the Light
By Emily K. Harrison
Cover Photo by Sylinda Meinzer
Photographs by Wyman Meinzer and Emily K. Harrison

ALUMNI

- 4 Alumna Gina Biondillo Wins Bronze Quill Award
- 6 Alumni Updates
- 8 Alumni survey
- 10 Outstanding Alumni Honored at Annual Breakfast
- 12 Outstanding Alumni Listing
- 9 A Mass Comm 'Apprentice'

FACULTY AND STAFF

- 2 2005-06 Faculty and Staff listing
- 15 Outstanding Faculty Member Honored
- 18 Meinzer Receives Award

STUDENTS

- 3 Opportunity of a Lifetime
- 22 Fostering Freshmen Success
- 26 Student enrollment listed by major
- 26 Miller Bonner Scholarship
- 26 Fall 2005 for-credit internship placements

NEWS

- 1 Dean's Notes
- 9 Career Fair invitation
- 14 Partners In Scholars
- 14 Morris Lectureship
- 20 Fall 2005 in Photos
- 24 2005 Mass Communications contributors
- 27 Hall of Fame
- 28 National Board of Directors listing
- 28 Professional Advisory Board listing
- 29 Lifetime Support Award



Dean's Notes

From all the faculty and staff, we extend best wishes to you and your family for 2006 – much happiness and good health.

The College of Mass Communications continues unprecedented growth and success. The factors that contribute to our growth and success are grounded in the support of university administrators, dedication from our faculty and loyalty among our staff. I have described below some of these factors that impact our success.

Strategic Plan – In 1999, the faculty developed a five-year strategic plan that included nine goals and corresponding objectives. In August 2005, the college faculty developed another five-year strategic plan. The plan lists successful benchmarks we have accomplished, five new goals and related objectives for each goal. You may review these benchmarks and our new five-year plan at masscom.ttu.edu on the college's new Web site. I think you will be impressed with our successes and pleased with our plans.

New Personnel/Student Growth – An academic program may document its growth via numerous methods and data. I believe that the most impressive method of documenting growth is in the number of new faculty and staff positions and by the quality and quantity of its students. We can proudly lay claim to success in all of these areas.

During the past two years, Provost William Marcy has allocated six new faculty and four new staff positions to the college. Two of the new faculty positions are funded at the assistant professor level, two at the associate or full professor level and two Regents' Professorships. One of the Regents' Professorships will be filled by someone with expertise in Hispanic and International Communication, while the Sharleen and Marshall Formby Professorship will be awarded to a faculty member with a national reputation in convergent media and/or integrated communication.

One of the most critical areas of growth is in the area of academic advising. The college employed two academic advisers in Fall 2003. In September 2005, the college employed four full-time academic advisers and a full-time secretary. Each of these five advising personnel has a private office and electronic access to relevant student and university data.

When the school became a college, Provost Marcy asked us not to think in terms of limiting enrollment and curricula, but to think in terms of the resources we need to grow. He has kept his promise to provide the resources, and we have continued to grow.

Even though the university freshman enrollment in Fall 2005 decreased by about 300 students compared to Fall 2004, our college enrollment increased by about 100 students. The college enrolled 1,538 undergraduate majors in Fall 2005. The average SAT scores for these freshmen increased more than 100 points compared to the Fall 2004 freshman class. Enrollment in the master's program remained flat at 36 students; however, the number of full-time doctoral students exceeded our expectations. We anticipated five or six full-time doctoral students. We have enrolled nine full-time doctoral students with plans to add three or four additional students in Fall 2006. The doctoral enroll-



ment figures suggest that we are about two years ahead of schedule.

Donations/Scholarships – You have received or probably will receive a telephone call from university students representing the Office of Annual Giving. These students call all alumni, regardless of one's major, to request a contribution. Alumni are told that they may designate a contribution to a specific academic unit or program.

Thank you for your contributions last year to the college. As a result of these calls, we had one of our most successful years. Gifts ranged from about \$25 to \$5,000. We promised you that 80 percent of the donations would be used for student scholarships. After we reviewed the scholarship applications for 2005-06, we decided to use 100 percent of the donations for scholarships. We plan to use 100 percent of your donations again this year for student scholarships.

Our highest endowment priority for the next four years will be to double the value of our endowed scholarships. We can have the best program in the nation; however, if we can not provide some financial assistance to our brightest students and prospects, we will lose them to another program or they will not attend college at all.

To recognize and honor alumni and friends who have a record of sustained giving, we list names of alumni in The Mass Communicator – our alumni publication. Beginning with the May 2006 issue, we will list the names of donors and the amount of their total contributions to the program over time. The amount of contributions will be listed in nine categories or levels of giving. The following comprise the levels of giving:

- \$5,000 to \$9,999 – Black
- \$10,000 to \$24,999 – Red
- \$25,000 to \$49,999 – Bronze
- \$50,000 to \$99,999 – Silver
- \$100,000 to \$249,999 – Gold
- \$250,000 to \$499,999 – Platinum
- \$500,000 to \$749,999 – Emerald
- \$750,000 to \$999,999 – Ruby
- \$1 million or more – Diamond

Invitation – I invite you to visit the campus and college as frequently as possible. We have several new faculty members for you to meet and many new labs/facilities to see. You will be impressed with the new faculty members and the facilities. ■

2005 – 2006 Faculty and Staff of the College of Mass Communications

College Administrators

Jerry C. Hudson
Dean

Bill Dean
Associate dean for Students Affairs
Public Relations

Dennis Harp
Associate dean for Faculty Affairs
Electronic Media and Communications

Michael Parkinson
Associate dean for Graduate Studies
Public Relations

Academic Sequence Coordinators

Coy Callison
Coordinator of Public Relations
Director of the Center for Communications Research

Todd Chambers
Coordinator of Electronic Media and Communications

Randy Reddick
Coordinator of Journalism

Donald Jugenheimer
Coordinator of Advertising

Full-Time Faculty

Shannon Bichard
Advertising

Maria Fontenot
Journalism

Amanda Gallagher
Public Relations

Jacqueline Lambiase
Public Relations

Gary Miller
Photocommunications

Alex Ortiz
Advertising

Judy Oskam
Electronic Media and Communications

Megan Pinch
Photocommunications

Jimmie Reeves
Electronic Media and Communications

Roger Saathoff
Journalism

Elizabeth Watts
Journalism

Joann Wong
Journalism

Ed Youngblood
Electronic Media and Communications

Peter Brewton
Journalism

Kirk Crumbley
Advertising

Mary Ann Edwards
Journalism

Anthony Galvez
Electronic Media and Communications

Derrick Ginter
Electronic Media and Communications

Doug Hensley
Journalism

Wyman Meinzer
Photocommunications

Marie Parkinson
Mass Communications

Ann Rodriguez
Advertising

Marijane R. Wernsman
Mass Communications

Robert Wernsman
Journalism

Teaching Assistants

Glenda Alvarado
Advertising

Kris Boyle
Journalism

Emily Kinsky
Public Relations

Sufyan Mohammed
Public Relations

Paul Watson
Journalism

Staff

Melissa Frazier
College design specialist

Alicia Garcia
Office assistant

Randy Hays
Information technology support manager

Missy Helbert
Accountant

Mark Mamawal
Information technology supervisor

Dawn Moreno
Senior office assistant

Juli Murrah
Assistant academic adviser

Robert Peinert
Information technology support

Donna Peters
Assistant academic adviser

Aleesa Ross
Director of the Career Center

Annie Ruland
Executive assistant to the dean

Ja'Na Schmidt
Office assistant

Joel West
Director
Center for Communications Research

Jeffrey Wells
Academic adviser

Janet Wright
Director of advising ■



Ashley Black in the press box at the Astros stadium, Minute Maid Park.

Photo courtesy Ashley Black

Opportunity of a Lifetime

by Courtney Welch

A Texas Tech student scored a home run of her own this year with Major League Baseball.

For the first time in franchise history, the Houston Astros made it to the World Series in the fall of 2005.

Some life-long Astros fans had waited for this moment their entire lives; many devoted Astros fans watched every minute of the series from their homes.

Ashley Black, a senior communications major from Kingwood, had the opportunity to watch the World Series from a press box at Minute Maid Park in Houston.

After working with the Houston Astros as a business communications intern in summer 2005, Black was called to intern again for the Astros at the 2005 World Series.

Black said many of her responsibilities at the World Series included providing information for various media representatives.

She said she handed out pre-game and post-game transcripts, supplied the media with any statistics they needed and passed out the line-up before the game.

"The second night, the media doubled," Black said, "because there was a chance that the White Sox could sweep."

There were news media representatives from around the world at the World Series. She said that there were journalists from Tokyo and Central America, as well as news media representatives from across the United States.

Black said she considered herself lucky that the Astros went to the World Series the fall after her internship.

Black got the internship with the Astros after applying on-

line.

"I sent my resume just to see what would happen," she said.

Black said she had an interview a few weeks later.

Emily Kinsky, Black's public relations writing professor, said internships are essential for students pursuing a career in public relations.

"To have people give her their business card and say, 'Call me when you graduate,'" Kinsky said, "you can't beat that."

Kinsky said that public relations students should also look for organizations that they can believe in. She said Black has her priorities straight.

"She told me at the beginning of the semester that doing what you love is more important than making money," Kinsky said.

Black said her internship with the Astros was a great experience.

"I've loved the Astros my whole life," she said.

Black said she would like to work for a baseball team after she graduates.

"My ideal situation would be working for the Boston Red Sox," Black said.

She said she looks up to Theo Epstein, the former general manager of the Boston Red Sox who started his career with the Baltimore Orioles as an intern.

"That's my goal. I don't know if there's ever been a woman general manager," Black said. "I'd like that. I could make some executive decisions." ■



Alumna Gina Biondillo Wins Bronze Quill Award

By Courtney L. Casey

Gina Biondillo arrived at Texas Tech in the fall of 2001 a quiet and timid individual.

Like many college freshmen, Biondillo had no clue what she wanted to major in or what she wanted to do with her life, but she did know that she loved to write.

Once she got acclimated to the challenging college curriculum, she began to realize her passion for writing would lead her to public relations.

There was only one problem: A quiet personality was usually not ideal for a public relations practitioner.

It didn't take long for Biondillo's strong journalistic talent to become apparent to everyone.

Biondillo graduated from Tech in the spring of 2005 with a degree in public relations, a prestigious job at Pierpont Communication and the 2005 International Association of Business Communicators Bronze Quill Award for the Houston area.

Biondillo said she submitted a writing piece, entitled "Wit," which she worked on while enrolled in Robert Wernsman's News Writing class. The article paralleled the Pulitzer Prize-winning play "Wit," depicting the lives of local residents affected by ovarian cancer.

"I interned at Pierpont Communications, and they were the ones who came and told all of the interns about the contest," Biondillo said. "You just had to submit your sample, and I decided to submit my favorite writing piece from Mr. Wernsman's class."

According to the Web site <http://www.iabchouston.com>, the Houston chapter of the association annually awards five students the Bronze Quill Award in the categories of photography, writing and design.

"This has been my biggest honor and award that I have ever received, and I was very excited to receive it," Biondillo said.

Robert Wernsman, faculty member in Tech's College of Mass Communications and Biondillo's former professor, said his first memory of Biondillo was that she was very quiet, and he did not know if she was absorbing or ignoring the material being presented in the class.

By the second assignment, he said, it was clear Biondillo was absorbing the information, and she was producing piec-

es that were far above average.

"I always thought, she's going to make someone a very good employee because she listens, pays attention and does the work," Wernsman said.

"I'd say for an instructor, you can't ask for much more than that combination."

He said students like Biondillo take delight in seeing improvement in their work. The bright students, the ones on top of things, recognize that what the News Writing class teaches extends well beyond the journalism realm.

"My banker doesn't ratchet (up) my balance because of awards my students win or because of e-mails I get from someone six years later saying, 'I'm still using that stylebook you made me use,'" Wernsman said.

"Frankly, you can't buy that kind of evidence of human growth and personal achievement."

Biondillo said the most interesting part of her job at Pierpont Communications is she learns something new every day. One of her clients is a software company that she knows little about, but enjoys working with.

"Now that I'm working for a public relations company, the company will submit my work that I have done for recognition and possible awards," Biondillo said.

Biondillo said she has an undying love for Tech and fondly remembers her time at the university. She was a member of Kappa Delta sorority, Raider Recruiters, Public Relations Student Society of America, Order of Omega and Raider Comm.

"It would be so amazing to be honored with the Texas Tech Mass Communication Outstanding Alumna Award and to see my face on one of those plaques," Biondillo said with a sparkle in her eye.

Wernsman said Biondillo's award and other students' accomplishments speak highly of the College of Mass Communications in general and the journalism program in particular.

"I would say she has a firm grip on the doorknob, and the door is open," Wernsman said. "Now all I have to do is wait to find out what's the next door she is going to open; what's the next room she's going into to succeed." ■

Alumni Updates

We welcome your input. You can submit your information at <http://mcom.ttu.edu/alumni/feedback.html> by April 1 for our next publication. Information submitted by mass communications alumni.

1970s

Name: Sid Allen
Degree: Telecommunications
Year graduated: 1974
Residence: Midland, Mich.
Current employer: Midland Area Chamber of Commerce
Job title: President/CEO

Name: Joe Scruggs
Degree: Master of Arts in mass communications
Year graduated: 1976
Residence: Austin
Current employer: Shadow Play Records
Job title: Co-owner

Name: Sheryl Barnes Standifer
Degree: Advertising
Year graduated: 1977
Residence: Dallas
Current employer: TM Advertising, Irving
Job title: Senior vice president, media director

Name: Roxie McDaniel
Degree: Advertising
Year graduated: 1978
City: Midland
Additional degrees: Master of Arts in counseling from the University of Texas; Civil Mediation Certificate from Texas Women's University
Current employer: Self-employed with MB Associates

Name: Jo Ann Grant Vaughan
Degree: Journalism
Year graduated: 1978
Residence: Lubbock
Additional degrees: Master of Arts in communications from Angelo State University, 2002
Current employer: TTU Health

Sciences Center
Job title: Director of marketing for the School of Medicine

Name: Joe Wilson
Degree: Advertising
Year graduated: 1979
Residence: Dallas
Current employer: Northwestern Mutual Financial Network

1980s

Name: Mark Eichelberger
Degree: Advertising/marketing
Year graduated: 1986
Residence: Los Angeles
Current employer: Bay View Acceptance Corporation
Job title: Regional West Coast marketing director

Name: W. Kent Hamilton
Degree: Public relations
Year graduated: 1987
Residence: New Braunfels
Current employer: Texas State University
Job title: Development officer for Colleges of Science and Health Professions

1990s

Name: Amy Komatz Moynihan
Degree: Journalism
Year graduated: 1992
Residence: Denver
Additional degrees: Master of Arts from the University of Denver
Current employer: GroundFloor Media
Job title: Senior public relations manager

Name: Kellie Heartwell
Degree: Advertising
Year graduated: 1994
Residence: Boston
Current employer: Hill Holliday Advertising
Job title: Senior producer for TV and radio

Name: Cory Jones
Degree: Advertising
Year graduated: 1995
Residence: Richardson
Current employer: Nokia
Job title: Senior manager, Global Mobile Phone Marketing

Name: Carlos Gutierrez
Degree: Telecommunications
Year graduated: 1997
Residence: Washington, D.C.
Additional degrees: Master of Public Affairs Degree from the Lyndon Baines Johnson School of Public Affairs at the University of Texas
Current employer: National Association of Home Builders
Job title: Director of Industry Relations/Government Affairs

Name: Alex Hinojosa
Degree: Telecommunications
Year graduated: 1999
Residence: Orlando, Fla.
Current employer: Clear Channel Radio - Real Radio 104.1
Job title: Evening talk show host

2000s

Name: Richie Cook
Degree: Advertising
Year graduated: 2000
Residence: Dallas
Current employer: Karlie Clothes
Job title: Director of Operations

Name: Sara Skirboll
Degree: Public relations
Year graduated: 2000
Residence: New York
Current work: Bratskeir & Company Public Relations
Job title: Account executive

Name: Jessica Hegger
Degree: Public relations
Year graduated: 2002
Residence: Richardson
Current employer: Copyline Express Printing
Job title: Sales manager

Name: Tamara Metcalfe
Degree: Broadcast journalism/journalism
Year graduated: 2002
Residence: Tallahassee, Fla.
Current employer: Florida State University
Job title: Assistant athletic media relations director

Name: Meredith Mino
Degree: Public relations
Year graduated: 2002
Residence: Washington, D.C.
Current employer: U.S. Sen. John

Cornyn
Job title: Legislative correspondent

Name: Derrick Redmon
Degree: Advertising
Year graduated: 2002
Residence: Dallas
Current employer: Ivie
Job title: Print buyer

Name: Jaime Tomás Aguilar
Degree: Photocommunications
Year graduated: 2004
Residence: Denver
Current employer: Rocky Mountain News
Job title: Imaging specialist

Name: Allison Baxley
Degree: Advertising
Year graduated: 2004
Residence: Chicago
Additional degrees: Currently a student at the Chicago Portfolio School; to finish in March 2006.

Name: Emily Bruce
Degree: Public relations
Year graduated: 2004
Residence: Richardson
Current employer: Michael & Partners
Job title: Account executive

Name: John Bull
Degree: Public relations
Year graduated: 2004
Residence: Watertown, N.Y.
Current employer: U.S. Army
Job title: Transportation officer

Name: Jannibah Coleman
Degree: Public relations
Year graduated: 2004
Residence: Lubbock
Current employer: Girl Scouts of Caprock Council
Job title: Membership/program specialist

Name: Haley Fernau
Degree: Advertising
Year graduated: 2004
Residence: Plano
Current employer: Dow Jones/The Wall Street Journal
Job title: Account coordinator

Name: Natalie Gomez
Degree: Photocommunications
Year graduated: 2004
Residence: Austin

Name: Alee Hartline
Degree: Public relations
Year graduated: 2004
Residence: Lubbock
Current employer: First United Methodist Church
Job title: Executive assistant

Name: Samantha Hasting
Degree: Advertising
Year graduated: 2004
Residence: Midland
Current employer: American State Bank
Job title: Personal banker

Name: Brett Henry
Degree: Public relations
Year graduated: 2004
Residence: Pearland
Current employer: Fastenal Industrial and Construction Supplies

Name: Julie Jenkins
Degree: Photocommunications
Year graduated: 2004
City: Dallas
Current employer: National Energy Group
Job title: Lease analyst

Name: Jennifer Schroder Loper
Degree: Public relations
Year graduated: 2004
Residence: Nashville, Tenn.

Name: Michael McKeller
Degree: Public relations
Year graduated: 2004
Residence: Midland
Current employer: Arthur J. Gallagher - Risk Management Services, Inc.
Job title: Producer

Name: Stephen McKeller
Degree: Communication studies and electronic media and communications
Year graduated: 2004
Residence: Midland
Current employer: Texas Refreshments
Job title: Vice president

Name: Courtney Muench
Degree: Public relations
Year graduated: 2004
Residence: Abilene
Current employer: Abilene Reporter-News

Name: Jordan Polk
Degree: Telecommunications

Year graduated: 2004
Residence: Lubbock
Current employer: Digital Base Productions

Name: Jay Porterfield
Degree: Telecommunications
Year graduated: 2004
Residence: Oklahoma City
Current employer: KSBI-TV
Job title: Technical operations manager

Name: Cortney Rodriguez
Degree: Public relations/communication studies
Year graduated: 2004
Residence: Plano
Current employer: The Thomas Agency
Job title: Assistant account executive

Name: Kellie Tolbert
Degree: Journalism and French
Year graduated: 2004
Residence: Marble Falls
Current employer: Highland Lakes Newspapers
Job title: Reporter

Name: Andrew Torres
Degree: Advertising
Year graduated: 2004
Residence: Dallas
Current employer: The Park Cities News
Job title: Account executive

Name: Alice Wilson
Degree: Public relations
Year graduated: 2004
Residence: Dallas
Current employer: Tribal DDB
Job title: Assistant account executive

Name: Scott Winegar
Degree: Public relations
Graduation: 2004
Residence: Lubbock
Additional degrees: Currently working on Master of Arts degree in mass communications at Texas Tech
Current employer: Texas Tech University Office of Development
Job title: Graduate assistant

Name: Aimee Allred
Degree: Advertising
Year graduated: 2005
Residence: Dallas
Current employer: TracyLocke
Job title: Assistant media planner

Name: Gina Biondillo
Degree: Public relations
Year graduated: 2005
Residence: Houston
Current employer: Pierpont Communications
Job title: Assistant account executive

Name: Brett Davidson
Degree: Electronic media and communications
Year graduated: 2005
Residence: Lubbock
Current employer: KLBK 13
Job title: Production

Name: Michelle Davis
Degree: Public relations
Year graduated: 2005
Job title: Sales and marketing assistant

Name: Joe Fairless
Degree: Advertising
Year graduated: 2005
Residence: New York
Current employer: TBWA\Chiat\Day
Job title: Junior project manager

Name: Lisa Harrell
Degree: Public relations
Year graduated: 2005
Residence: Lubbock

Current employer: Admarc Southwest
Job title: Media account service assistant

Name: Katherine Hepburn
Degree: Journalism
Year graduated: 2005
Residence: San Antonio

Name: Emily Jackson
Degree: Public relations
Year graduated: 2005
Residence: Philadelphia
Current employer: Global Events Partners, Philadelphia (GEP Philly)
Job title: Project coordinator

Name: Lisa Johnson
Degree: Public relations
Year graduated: 2005
Residence: Dallas
Current employer: Publicis Dialog
Job title: Account coordinator

Name: Ryan Rinella
Degree: Public relations
Year graduated: 2005
Residence: Dallas
Current employer: Laurey Peat + Associates

Name: Erica Smolik
Degree: Advertising
Year graduated: 2005
Residence: Fort Worth
Current employer: Arnold Worldwide
Job title: Assistant Account manager

Name: Angela Timmons
Degree: General studies
Year graduated: 2005
Residence: Marble Falls
Current employer: Highland Lakes Newspapers
Job title: Reporter

Name: Melissa Vogel
Degree: Advertising
Year graduated: 2005
Residence: Austin
Additional Degrees: Working on Master of Arts in advertising at the University of Texas

Name: Amy Wooten
Degree: Public relations
Year graduated: 2005
Residence: Lubbock
Additional Degrees: Currently pursuing master's degree at Texas Tech in sport and media with an exercise and sport sciences minor ■

A Mass Comm 'Apprentice'

By Megan LaVoie

Amanda Hill's personal motto, "Think big," landed this College of Mass Communications graduate in a very big place: the Big Apple.

Hill, who graduated from Texas Tech with a degree in public relations in 1997 and went on to complete her law degree from the Tech School of Law in 2001, was recently a featured contestant on "The Apprentice: Martha Stewart."

Hill said she decided to audition for the reality television show because she was ready for a different challenge – although she was not the ultimate winner.

"I have always enjoyed watching Martha Stewart, and have been following her recipes for years," she said. "I thought her company would be a fun place to work, and I knew I would learn a great deal from a woman who was a self-made millionaire."

Hill, who is an attorney for the U.S. Department of Veteran Affairs in Austin, said she felt overwhelmed when chosen to be a contestant on the show from a pool of nearly 1 million applicants.

As a contestant on "The Apprentice: Martha Stewart," Hill had to live in New York City and participate in daily tasks such as designing a children's book, developing a flower business and creating a salad dressing. Each week, the weakest member of the losing team was kicked off by Stewart.

"We would get up early, get the assignment and run like crazy until we were finished," Hill said. "Twenty-four hours certainly seemed to zoom by, and there was no time for sleeping."

Throughout her two-month experience on the show, Hill said she was able to meet several celebrities, including Donald Trump and Fran Drescher, but Hill said being away from her hometown of Austin was not easy.

"It was horribly difficult to be away from my husband for so long, especially with such little communication," she said. "We were so busy that we really didn't have much time to talk, and because it was all secret, we couldn't tell our spouses about the tasks."

Hill said her experiences on the show were different than the ones that the TV audience saw.

"Editing plays a large role in every show," she said. "There is much more to see than the audience witnesses, but that's part of reality television."

Hill said she returned to Austin after the filming of



Photo courtesy Amanda Hill

the show wrapped and began to air eager to get back to a more normal life.

"I get recognized from time to time," she said. "But, I've gone back to my regular job practicing law, and things are remarkably back to normal."

Hill said that being on the show was amazing but said her experiences at Tech were equally amazing and she relishes her memories as a student.

"My favorite class was probably a creative writing course," she said. "I wish I could go back and take it again, with new writing."

Hill said she was serious about her academic career and that her favorite instructor at Tech was law professor Daisy Floyd, but she said she was like any other college student and enjoyed football games and, on rare occasions, the snow in West Texas.

"I liked hanging out with friends, going to parties, working out at the rec center, and the good restaurants in Lubbock," she said. "I do remember it snowing one Halloween, which was a real shocker. We all went outside – dressed up in costumes – and played in the snow."

Hill said she has many plans for the near future, but for right now, she is very content with her career as an attorney for the U.S. Department of Veteran Affairs.

"I am still looking at what to do with my future," she said. "In 10 years, I see myself as a published author, a mother, a wife and a very happy person."

Even though she has a successful career and has been on a TV show, Hill said her greatest achievements come from inspiring others.

"If I ever draw someone closer to God, I feel like I am making a difference," she said. "Those are the accomplishments that really matter."

Although she did not win "The Apprentice: Martha Stewart," Hill said she did learn one thing:

"Never wear white on camera." ■

Alumni Update, Survey We want to know what you have been up to, so please return this questionnaire at your earliest convenience. If you prefer, you can complete the questionnaire online at <http://www.depts.ttu.edu/masscom/alumni/feedback.php>. If returning by mail, please send to: Aleesa Ross, College of Mass Communications, Texas Tech University, PO Box 43082, Lubbock, TX 79409-3082

Name _____

Major/degree _____

Year graduated _____

Job title _____

Additional degrees and institution _____

Residence _____

Current employer _____

Where else have you worked since graduating from Tech? _____

Level of Satisfaction with the following: (Scale of 1-7 with 1 being not satisfied and 7 being extremely satisfied)

____ 1. Your career to date

____ 2. The quality of education you received from Tech

____ 3. The potential for advancement in your current job



Steve Beasley



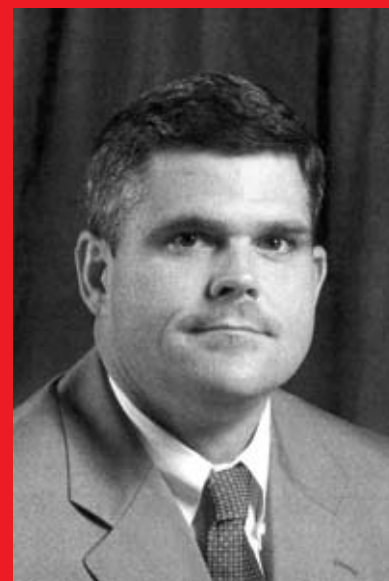
Michelle Bleiberg



Max Faulkner



Brian Jensen



Todd Neal



Tanji Patton



Ashton Thornhill



Morris Wilkes

Outstanding Alumni Honored at Annual Breakfast

By Megan LaVoie

Eight distinguished alumni of the College of Mass Communications gathered early Nov. 19 to receive honors from their peers at the Outstanding Alumni Breakfast.

Accomplishments by these alumni are varied and seemingly endless; however, they all shared one prominent characteristic – thankfulness for the education they received at Texas Tech University.

Some of the outstanding alumni expressed amazement that they were receiving the honor because mass communications wasn't the field they initially intended on entering.

Brian Jensen, the acclaimed voice of Red Raider football, said he stumbled upon his career in broadcasting accidentally.

"I was pre-law and I went to an internship meeting," he said. "Dr. Hudson said, 'Have you ever thought about being on camera? You are kind of a ham.'"

Jensen said he began his career at KCBD-TV in Lubbock and continued his career in sports as an anchor and reporter in Beaumont. Later, he said, he covered sports in Dallas before becoming the voice of Red Raider football.

Michelle Bleiberg, the director of public relations for the Dallas Museum of Art, said that receiving the recognition of Outstanding Alumni was amazing, considering she almost left Tech after her first semester.

"I can remember when I was a freshman at 440 Wall," she said. "I was homesick and wanted to come home – I am really glad that I stayed."

Ashton Thornhill, a retired Tech professor of photocommunications, said he originally wanted to enter the business

field, but he said his appearance, specifically his long hair, was not conducive to the world of finance.

"For some reason, I couldn't get a job at a bank," he said. "They thought I was doing a job on the bank."

Under the direction and advice of faculty members in the then-School of Mass Communications, Thornhill said he later discovered his passion for photography and received a master's degree in mass communications.

Other 2005 Outstanding Alumni said they knew all along that the field of Mass Communications was for them.

Steve Beasley, the publisher of the Lubbock Avalanche-Journal, said he always wanted to work in the newspaper business.

"I never had another interest or major," he said. "Don't engage me in that conversation that I didn't learn anything from my major – I use it every day."

Beasley said that all of his success in the newspaper business came as a result of his education at Tech and working for the Lubbock Avalanche-Journal.

"The biggest breaks in my career were after I started working for the paper in 1972," he said.

Max Faulkner, the director of photography at the Fort Worth Star-Telegram and a member of the College of Mass Communication's Advisory Committee, said his passion had always been photography and he voiced thanks for the environment Tech provided, both during and since his formal education.

"I really feel fortunate having grown up in Lubbock," he said.

After his first job at the University Daily, Faulkner worked as a photographer for the Odessa American and finally landed at the Fort Worth Star-Telegram – where he worked his way up to his dream job.

Several of the 2005 Outstanding Alumni agreed that much of the success in their careers was attributable in part to their education at Texas Tech.

Tanji Patton, the anchorwoman for WOAI-TV in San Antonio who was voted best female newscaster in 2003 by the San Antonio Express-News and was a finalist to co-host "Live with Regis," said the professors she had at Tech helped her develop into the journalist she is today.

"Harmon Morgan made a huge impact on my life," she said. "I don't think I would be here today if it hadn't been for him."

Jensen agreed; he said he appreciated everything that Tech had done for him and his career.

"Never have I thought that I wasn't prepared with what I learned at Tech," he said. "I am humbled and honored to be here, and I appreciate everything that was done for me."

Beasley said professor Bill Dean made the greatest impact on his education and his choice of major.

"Bill Dean – I hope this university is replete with professors that work as hard as he," Beasley said. "I have used my education every day in my work life."

Todd Neal, the advertising manager for the Houston Chronicle, said that the faculty members at Tech still push their students, even after they graduate.

"I have had an opportunity to get more involved with the

university through Jerry Hudson's guidance," he said.

Bleiberg said the dean inspired her, too.

"I want to thank Dr. Hudson for always including me," she said. "I want to thank him for his tireless leadership and for making my degree more valuable."

All of the 2005 Outstanding Alumni expressed gratitude that their family members and friends could join them on the momentous occasion.

Morris Wilkes, the vice president of public affairs for Cox Communications and a member of the Advisory Committee for the College of Mass Communications, said it was very important that his family was with him, because they have been with him throughout his entire career.

Patton said having her family at the breakfast meant the world to her.

"Broadcasting is demanding on your emotions," she said. "It is demanding on stress, time and your family."

Wilkes said he is very thankful for his time at Tech and encouraged other alumni in attendance to stay involved.

"I am honored to be with you all today," he said. "Find a way to support this great College of Mass Communications."

Jensen said that receiving the recognition was wonderful, but that it wouldn't keep him from wanting more from the world of mass communications.

"If we were to characterize our lives with a doughnut," he said, "we would focus on the hole in the doughnut, not the doughnut itself. Thank you for honoring the doughnut, but I am still going to be chasing the hole." ■

Outstanding Alumni The employment titles listed below the recipient's name indicate the position held at the time of recognition. The Mass Communications Outstanding Alumni Awards were instituted in 1981 to recognize alumni of Texas Tech University who have made outstanding contributions to the field of mass communications.

2005: Steve Beasley
Publisher, Lubbock Avalanche-Journal
Lubbock

2005: Michelle Bleiberg
Director of public relations,
Dallas Museum of Art
Dallas

2005: Max Faulkner
Director of photograh,
Fort Worth Star-Telegram
Fort Worth

2005: Brian Jensen
Director of communications,
Cushman & Wakefield
Fort Worth

2005: Todd Neal
Display advertising manager,
Houston Chronicle
Houston

2005: Tanji Patton
Anchorwoman, WOAI News 4
San Antonio

2005: Ashton Thornhill
Retired professor, Texas Tech University
Lubbock

2005: Morris Wilkes
Vice president, Cox Communications
Lubbock

2004: Cindy Fluitt
Producer, Gundy, Berlin & Silverstein
San Francisco

2004: Beth Harris
Director of marketing, Academy Awards
Beverly Hills, Calif.

2004: Gregory Paul Heitzman
National sales manager, ABC Radio
Dallas

2004: Arthur E. Mayhew
Retired publisher, Bucks County Courier Times
Levittown, Pa.

2004: Karin McCay
Anchorwoman, KCBD-TV
Lubbock

2004: Carol McKelvy McWhorter
Director of sales, Lubbock Avalanche-Journal
Lubbock

2004: Mack Owen
Founder, Owen Group Advertising
Lubbock

2004: Beth Pratt
Religion editor, Lubbock Avalanche-Journal
Lubbock

2004: John J. Rafferty Jr.
General sales manager, WJXT-TV
Jacksonville, Fla.

2004: Renee Underwood
Director of advertising, United Supermarkets
Lubbock

2003: Eddie Aldrete
Managing director, Public Strategies Inc.
San Antonio

2003: Abner Euresti
Anchorman, KCBD-TV
Lubbock

2003: Charles Gerardi
Vice president of advertising,
The Palm Beach Post
West Palm Beach, Fla.

2003: Will Jarrett
Former owner, Westward Communications
Dallas

2003: Jay Rosser
P.R. consultant
Wichita, Kan.

2002: Jim Gaither
Broadcast director, The Richards Group
Dallas

2002: Jeff Klotzman
Anchorman, KJTV-TV
Lubbock

2002: Linda Burke Rutherford
Director of public relations, Southwest Airlines,
Dallas

2002: Keith Samples
VKS Entertainment
Calabasas, Calif.

2002: Ann Ward
Vice president for communications,
Texas Hospital Association
Austin

2001: Brice Beaird
President, The Beaird Agency
Dallas

2001: Ray Chavez
Professor, University of South Dakota
Vermillion, S.D.

2001: Katie Keifer
Anchorwoman, KMOL-TV
San Antonio

2001: Scott Pelley
Correspondent, 60 Minutes II
Washington, D.C.

2001: Mike Read
Web operations editor, Houston Chronicle
Houston

2000: Larry Beaulieu
Vice president, KFDM-TV
Beaumont

2000: Miller Bonner
Co-chairman, Global Technology Practice
Edelman/GTT
New York

2000: James L. Stuart
Owner, Stuart Bacon Advertising
Fort Worth

2000: Rick Perez
Vice president, TNT Latin America
Atlanta

2000: Charlene Rogers
Vice president, Stark and Company
Dallas

1999: Robert S. Condron
Director, media and public affairs,
U.S. Olympic Organization
Colorado Springs, Colo.

1999: Malcolm Bordelon
Executive VP/business operations
San Jose Sharks
San Jose, Calif.

1999: Don Richards
Partner, McWhorter, Cobb and Johnson, L.L.P.
Lubbock

1999: John M. Drollinger
Vice president, Publicis Advertising Agency
Powder Springs, Ga.

1998: Marian Herbst Kelley
Director, public relations, Tracor, Inc.
Austin

1998: James Ferguson
Chief creative officer, DDB Needham
Dallas

1998: Jeanna Clark Wolf
Senior vice president, DDB Needham
Dallas

1998: Robert A. Rooker
Associate professor
School of Mass Communications
Lubbock

1997: Hector Galan
Owner, Galan Productions of Austin
Teaneck, N.J.

1997: William Dean
Executive vice president and CEO,
Texas Tech Ex-Students Association
Lubbock

1997: Mary Lou Kromer
Vice president, W.R. Grace & Co.
Palm Beach Gardens, Fla.

1997: Lt. Col. Virginia N. Pribyla
Chief media relations, USAF, Public Affairs
Hickam AFB, Hawaii

1996: Ron Askew
Director, account services, DDB Needham
Dallas

1996: Freda McVay
Instructor, School of Mass Communications
Lubbock

1996: Ginger C. Hardage
Director, public relations
Southwest Airlines
Dallas

1996: Frank Bass
Pulitzer-Prize winner,
Houston Post
Houston

1995: Dennis Copeland
Two-time Pulitzer-Prize winner
Hollywood, Fla.

1995: Mary Alice Robbins
Austin bureau chief, Morris Communications
Austin

1995: Rich Flora
Owner and CEO, Flora Creative
Plano

1995: Don McBeath
Lubbock County judge
Lubbock

1994: Tina Tippit
Writer, photographer and performer
New York

1994: David Fowler
CEO, Tracy-Locke, division of DDB Needham
Dallas

1994: Jim Hayhurst
Manager, Blue Bell Creameries
Brenham

1994: Victor Cooper
CBS News cameraman and editor,
Moscow Bureau, USSR
New York

1993: Chino Chapa
Vice president Fleishman-Hillard
Dallas

1993: O.G. "Speedy" Nieman
Publisher, Hereford Brand
Hereford
Publisher, Snyder Daily News
Snyder

1993: Charles Reinken
Editorial section editor
Fayetteville Observer
Fayetteville, N.C.

1992: Max Jennings
Editor of newspapers in Ohio and Arizona
Pahrump, Nev.

1992: Jeanne Knapp
President, Knapp Communications
Lubbock

1992: Patsy Lokey
Former vice president,
United Coupon Clearing House
Lubbock

1992: Thomas Sandoz, Jr.
Owner and president, Family Publishing
Dallas

1991: Ernest Joiner
Newspaper publisher, editor and
columnist
Carrizozo, N.M.

1991: Janet Miles
Sales representative, NAB
Falls Church, Va.

1991: Dorothy Bowles
Author/professor
Knoxville, Tenn.

1991: James Watts
Owner, Watts Advertising Agency
Springfield, Mo.

1990: Dale Johnson
District manager, external affairs, SWBT
Mason

1990: Ira Perry
Executive director,
Society of Professional Journalists
Houston

1990: Phil Price
Owner, Phil Price Advertising
Lubbock

1989: Marie Harris
Regional editor, Plainview Daily Herald
Plainview

1989: Jim Lindsey
Senior assistant to Texas Land Commissioner
Cedar Park

1989: Russel Pate
Freelance magazine writer
Dallas

1988: Barbara Culver
Texas Supreme Court justice
Lubbock

1988: Bronson Havard
Owner, Urban News, Inc.
Dallas

1988: Jane Rushing-Gilmore
Author of seven novels
Lubbock

1987: Jerry Hall
Principal in Jerry Hall & Associates
Austin

1987: Jack Bowen
Television producer, KWTU-TV
Oklahoma City

1986: Carolyn Barta
Viewpoints Page Editor and
Associate Editor of Editorial Page
Dallas Morning News
Dallas

1986: Dale Buckner
Founder and operator, Buckner Advertising
Lubbock

1985: Debbie Bolner Prost
Principal in Promark Advertising/PR
San Antonio

1985: Robert Taylor
Deputy editor, American Illustrated
and editor, U.S. Information Agency
Surrey, Maine

1983: Jay Harris
Editor, Lubbock Avalanche-Journal
Lubbock

1983: Kirk Carr
Advertising services director,
Wall Street Journal
Stamford, Conn.

1984: Bill Crume
Owner, Crume PR/Advertising
Dallas

1984: Robert Montemayor
Pulitzer-Prize winner for Journalism, 1984
Bloomfield, N.J.

1982: Everett Groseclose
Assistant general manager, The AP
New York

1982: Dan Perkes
Director of product development,
Dow Jones
East Orleans, Mass.

1981: Marshall Formby
Editor, publisher of Plainview Daily Herald
Plainview

1981: Leon Hale
Columnist, Houston Post
Houston ■

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Outstanding Faculty Member Honored

By Aleesa Ross



Meghann Lora and Robert Wernsman with his Outstanding Faculty Member award plaque.

For one College of Mass Communications instructor, homecoming offered a chance for him to step onto the field at Jones SBC Stadium and be recognized.

Robert Wernsman, journalism instructor, was one of five professors and instructors named Outstanding Faculty Member for 2005-2006 by Omicron Delta Kappa and Mortar Board. The award honors exemplary classroom instruction, style and accessibility to students.

The award winners were honored before the homecoming football game Oct. 15. The on-field recognition came a day after the five recipients were recognized in a ceremony in the Student Union Building.

"I had the urge to give 50,000 people a quiz, but I didn't feel I had enough time to grade them," Wernsman joked.

He said he was surprised and pleased about the award.

"No one from Mass Comm had won this since Wayne Melanson in 1996," Wernsman said. "Appropriately, he was one of my mentors here."

Wernsman was nominated for the award by Meghann Lora, a public relations student who works at The Daily Treader student newspaper.

"I nominated Mr. Wernsman as an outstanding faculty member because of what he has done for me and so many other students," Lora said. "At a time when I was unsure of

my future and what I really had a passion for, Mr. Wernsman inspired me by fostering and developing abilities I didn't even know I had. His real-world experience and insightful wisdom about journalism and the writing process helped me realize that writing is my passion."

She said her experience with Wernsman was not a "chance encounter."

"I have heard the same story from many other students," Lora said. "He serves as a role model for so many students and deserved to be recognized for the life-changing work he does every day."

Wernsman is a part-time journalism instructor. He teaches Principles of Journalism and News Writing, for which he serves as team coordinator. News Writing is required of all mass communications majors.

In addition to his teaching duties, Wernsman is coordinator of the grammar, spelling and punctuation test students must pass before enrolling in News Writing.

Other Outstanding Faculty Member award winners were Nathan Lloyd Collie, associate professor of biological sciences; Brian J. McFadden, assistant professor of English; Aliza S. Wong, assistant professor of history; and Janet White, professor of education. ■

2006 Mass Communications Career Fair Invitation

The College of Mass Communications Career Fair is quickly approaching! Mark your calendar for Feb. 15, 2006.

The event is from 9:30 a.m. to 3 p.m. in the Frazier Alumni Pavilion on campus.

To be a part of the free event or for more information, please contact Aleesa Ross at aleesa.ross@ttu.edu or 806.742.6500, ext. 266. She can also answer any general questions you have regarding the need for interns or publicizing job openings.



Sawtooth in the Davis Mountains by Wyman Meinzer

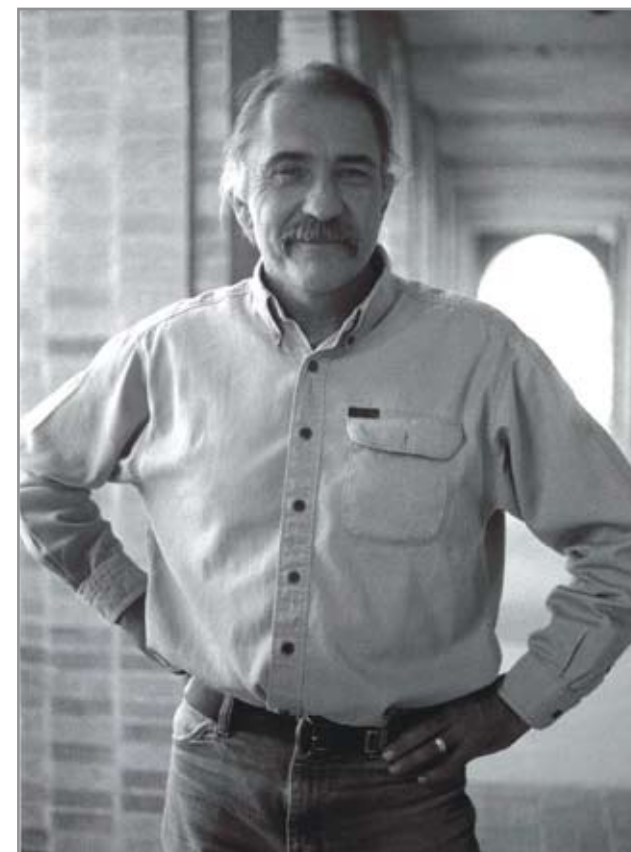


Photo by Emily K. Harrison

His Life in the Light

By Emily K. Harrison

As he wades across the river, camera held high, his students follow and realize that this is no simple hobby for this man – this is his passion.

In Junction, Texas, at the remote campus of Texas Tech University, groups of photography students have been introduced to Wyman Meinzer in his element for the past five summers.

“I’m a hands-on person and I like to work closely with the students and I feel like I can do a more thorough job if I’m right there with them,” Meinzer said, comparing the Junction experience to the classroom time on Tech’s Lubbock campus. “I feel like I can do better being in the field with students. Also, it’s just fun being in the outdoors with people with energy. And the students have the energy.”

The class time in Junction is thrilling and all-consuming. Students awaken at 4:30 a.m. to meet with Meinzer to drive out and catch the morning light on that day’s location. The emphasis on distinctive light saturates Meinzer’s photographs, and he tries to instill the importance in his students, whether in Junction or in a Lubbock classroom.

“You can compose and focus, but if you don’t have that nice, exciting light you’ve got a mundane shot. That is unless it’s of a rabbit killing a mountain lion, but if you have nice light, too, then you’ve got you a real shot,” says Meinzer as he laughs at the idea. “Light is so very important.”

Meinzer has taught in Junction for five years and at the main campus for four years.

“I think my approach is really good for seniors and juniors because it gives them a window of expectancy – real-

world stuff to look forward to,” Meinzer said. “If they see things differently, I did my job. If I don’t have something to offer, I don’t want to teach anymore.”

Meinzer has devoted 25 years to photography. He graduated from Tech in 1974 with a wildlife management degree. From the time he was young, he remembers having an intense interest in wildlife and its behavior.

“When I was a kid I had the title of wildlife manager on the ranch I grew up on,” Meinzer recalls. After graduation, he was a professional hunter for five years.

Meinzer’s work was first published in 1976 in the Texas Ornithological Bulletin. This unpaid article acted as his break-in piece. In 1980, Texas Parks and Wildlife published Meinzer’s article on coyotes. Meinzer recalls the editor commending his writing at the time, which served as a great inspiration to continue. Since then, there have been some rejections, but there have also been many publications. They include his 19 books, two of which he authored as well as provided the photographs, and 250 magazine covers for publications with state, national and international circulations.

Meinzer’s two books were “Roadrunners” and “Coyotes.” In February 2006, he plans to release two new books: “Texas Skies Revisited” and “Pride of Place: A Contemporary Anthology of Texas Nature Writing.” Meinzer’s Web site, <http://www.wymanmeinzer.com>, provides a list of his books as well as a place to purchase signed copies.

Among Meinzer’s many accomplishments was being named Texas State Photographer by Gov. George W. Bush

and the 75th Texas Legislature. This seems to be a more-than-appropriate title considering Meinzer's great love for the state. There is no place he would rather be than Texas.

"I've traveled other places. I've spent time in Canada, the British Columbia, Alaska, the Yukon, all over. I used to travel a lot," Meinzer says as he gets a starry look in his dark eyes thinking about the things and the places he loves most in Texas. "But I just love Texas. It's so versatile."

Among those locations, he mentions the far west side of the state, the Davis Mountains, the open range and the rolling plains of the northern panhandle.

"The best part of the Panhandle is the weather. You just don't get weather like this anywhere else."

Meinzer's most beloved memories in his time shooting a camera evolve from capturing an image that evokes the same emotions and his excitement wells up once more when he looks back on the photograph.

He rubs his grayed mustache as he tries to choose one instance as a favorite – and memory serves.

"I was near a lake in Knox County and this storm took on so many different faces before sunset, and the most incredible and ephemeral light play with rainbows coming and going, and cloud formations erupting and dying. It was so constant that I had three cameras set up in different locations. I was just running and grabbing and shooting. The lightning got so bad I actually laid down on the ground to shoot up because I was afraid to be standing up. Anytime a storm like that comes along, you want to be sure to have a lot of film."

The experience and the images that come forth are part of the driving factor behind Meinzer's passion for photography. The other part is the producing.

"I love to produce, I love to be creative and if I'm not producing something very frequently, I get depressed. It's trying to prove to yourself that you can still do it. It still amazes me, even after 25 years of photographing, that I can experience a scene that excites me and then still be just as excited when I see the image. There's no end to the fascination.

Every time I get a box of film, I pull one out and go 'My god! That's exactly how I felt.'"

When Meinzer looks into the future, he sees himself exactly where he is right now.

"I love my life. I love the work I do. I know this state. I'm living where I want to live and I'm married to the finest lady any guy could ever hope to be married to."

Meinzer's home of 18 years has been the former jailhouse in Benjamin, Texas. He purchased it and proudly made it into a home. However, his images and family recently outgrew the small estate. He now resides in a house erected just next door and the erstwhile jail is used as a guest house.

One goal he would like to meet in the next five years is publishing a total of two dozen books.

Wyman Meinzer's rugged appearance matches his lifestyle and love for the outdoors. His kind eyes match his tenderness toward his subjects and his creative mind matches his beautiful photographs. He accepts his accomplishments with humility and remains connected to his medium through and through.

Meinzer's students cannot help but respect his life experience. They cannot help but be inspired by his passion. ■

Meinzer Receives Award

The Department of Agricultural Education and Communications surprised Wyman Meinzer with a plaque Nov. 17 as the 2005-06 outstanding mass communications professor.

He received the award at the agricultural communications department's annual luncheon for mass communications faculty.

Cindy Akers, professor in the Department of Agricultural Education and Communications, said the department has been hosting the luncheon since before she began teaching at Texas Tech 10 years ago.

"Not only is this a great opportunity to show our thanks," she said, "but it is a great way for our faculty and students to meet the faculty of mass communications in a setting outside the classroom." ■

Mary Willeford

Bryan Lake by Wyman Meinzer



Fall 2005 in Photos



Choc and Gin Hutcheson at a welcoming event for new Mass Communications faculty members.

Dean Jerry Hudson, right, presented Bill deTournillon with a lifetime services award at the Outstanding Alumni Breakfast.



Advisory Committee members Greg Asher, Grant Gold and Greg Davis (from left) at a reception the evening before the annual Advisory Board Committee meeting.



Career Center Director Aleesa Ross receives a check from Paul Pieniadz, district manager of Vector Marketing of Lubbock. Each spring, summer and fall, Vector Marketing awards \$1,500 and \$1,000 prizes to the school or university career center program that provides the company with its strongest sales representatives. The College of Mass Communications Career Center was one of the Spring 2005 Campaign Honorees and won \$1,000 for its students' sales of Cutco Cutlery.



Academic Adviser Janet Wright presents Fall 2005 Public Relations graduate Sarah Bienek her diploma.



Larry and Nancy Beaulieu and Sue and Dean Jerry Hudson (from left) at the Outstanding Alumni Breakfast. At the breakfast, Dean Hudson presented Larry Beaulieu with a lifetime services award.

Fostering Freshmen Success

By Heather M. Woods

Students from Marijane Wernsman's Fall 2005 I S 1100 class: Michael Urbanik, Stephanie Crook and Seth Lynch (from left).



The College of Mass Communications is a major player in the Texas Tech push for freshmen success.

The Interdisciplinary Studies 1100 class is designed to facilitate a successful transition for students from high school to the university environment.

Roger Saathoff, Ph.D., an associate professor in the college, is the university coordinator of I S 1100, the Tech Transition: Freshman Seminar.

Saathoff has been the university coordinator for the past three and a half years. The previous coordinator, Ashton Thornhill, was also a mass communications professor.

"The mass comm college has had a big hand in the program for the past six or seven years," he said.

James Brink, Ph.D., senior vice provost for academic affairs, said he started the program in 1991, after the university raised its admissions standards.

"The students had more potential than ever before," he said, "but they were still lacking some fundamental survival skills for college."

He said that instead of allowing students to fail on their own, administrators at the university wanted to create a program for success, from which students could learn basic etiquette and protocol for what constitutes a successful college student.

"The idea is to front-load the students with as much information as possible to make them successful," he said. "What the student does with the information is to his or her own avail, but we must offer the opportunity for student success."

Brink said the freshman seminar introduces new students to many academic support centers on campus, such as the university library, the Writing Center, the Success Center and the Teaching, Learning and Technology Center.

"We would like to convince students that these resources

are like tools," he said. "You have to know what tools are in your tool box to build your education."

Brink has taught one such class every fall since 1991. He said he teaches his class as a "no-fault" course. He tells his students it is not their fault if they make mistakes, but he will point them out, and they must learn from them.

"What we try to do is to get students to take charge of their lives," he said, "because there is a very big freedom available to freshmen, and we must teach them that with freedom comes responsibility."

I S 1100 coordinator Saathoff said the seminar is voluntary for both students and faculty. The professors who teach the course take the job as an overload in addition to their other classes. Students pay for the one-hour-credit course.

He said that despite its voluntary status, there is an average of 1,300 to 1,500 students who take the class each fall semester. This is roughly one-third of the entering freshman class.

In addition, he said, more than 70 professors, from almost every department on campus, participate by teaching sections of the class. Four mass communications professors taught at least one I S 1100 section during the fall 2005 semester.

In order to maintain consistency in the content of the course, he said instructors are required to cover several items in a core curriculum. In addition, an annual training seminar is held for new instructors at the Tech campus in Junction.

Todd Chambers, Ph.D., an associate professor in the mass communications college, teaches one version of the course, called the corridor.

He said the corridor is taught during the week before the fall semester begins. The students meet for two hours daily for five days; they have three or four additional class meet-

ings during the semester.

He said there is also a version of the course that meets two hours per week, for seven weeks during the fall semester.

"No matter which section the students take," he said, "the goals and objectives of the course remain the same."

He said some of the course goals are to help students develop critical-thinking, time-management and note-taking skills, teach students about diversity and cultural issues, and identify various campus services available to Tech students.

"I think it's important because we have all these programs for students to get started," he said, "like the Career Center, that my students used to take personality profiles."

Jessica Schwieters, a freshman biology major from China Spring, enrolled in the course in fall 2005.

She said she would recommend the class to any incoming freshman to Tech.

"I think the number one benefit was learning what's available to us, and where our tuition money is going," she said.

She said her class watched a Red to Black financial presentation that was very educational, as well. It informed the students about credit scores, budgeting, and tuition and fee payments.

She said she also appreciated the writing assignments because she received direct feedback and learned how to write better for her other classes.

Her I S 1100 instructor, Marijane Wernsman, Ph.D., said she has taught the class for several years and notices that attendance is high for a voluntary class.

"I had one student miss one time this semester," she said.

Wernsman said the amount of information available for students in the course encourages them to come to class.

"Freshmen can't learn everything about everything in one semester," she said, "but we try."

Another of her students, Seth Lynch, a freshman mass communications major from Raleigh, N.C., said the class taught him more about Tech than he thought he could ever learn.

"It feels more like a tool than a class," he said.

He said the contacts he made and students he met in his class are his favorite parts of the seminar. He said the class was small enough that he could get to know other students, and it is comforting to see those students out in public.

"It can be hard to come to college not knowing a lot of people," he said, "but we got paired with other students to work on all our assignments, so we really got to know the people in our class."

Coordinator Saathoff said statistics show that students who take I S 1100 are more successful than those who do not.

He said the grade point average is an average of .28 points higher for those who take the course. Also, the retention rate of students is 6 percent higher among those who take the course.

He said, as coordinator, he has the opportunity to read student evaluations and receive student feedback about the course.

He said many students report that they enjoyed the class because they learned new study and test-taking skills, met many new people and learned something about themselves in the process.

"I love to hear when students tell me the course taught them to think about things a way they never have before," he said. "To see a human being have that 'Ah-ha!' moment is pretty cool, and I think this course provides the opportunity for that moment." ■



2005 Mass Communications Contributors

The following donations were made between June 1 and Dec. 1, 2005.

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Mr. and Mrs. Scott H. Germann
The Honorable Kent R. Hance
Mr. and Mrs. Charles B. Harding
Robert M. Hough
Camille Keith

Keith E. Logan
Mr. and Mrs. Kyle L. Stallings
Alex L. Wells
James S. Wilson
AARS/Wells
Ball Associates
Rio Petroleum Inc.

Silver (\$500 - \$999)

David G. Clark
Crit S. Dement
David and Melissa Herber
Keith Moreland
Jacob I. Morrow
Todd W. and Kristi Neal
Pike Powers
Mr. and Mrs. James M. Stubbs
Jetta Production Company, Inc.
Joe H. and Mary Lee Bryant
Foundation

Bronze (\$250 - \$499)

Stephen A. Beasley
William S. Bergner
Lt. Colonel Mark H. Bryant
Mr. and Mrs. Joe Callaway
Mr. and Mrs. Hugo Cartaya
Mr. and Mrs. Marty R. Duniven
Missy M. Evenson
Susanna R. Gordon, M.D.

Karen Herbst
Mr. and Mrs. Paul E. Hilgers
Jerry and Sue Hudson
Mr. and Mrs. Aldean E. Kainz
Mr. and Mrs. Chris M. Kidd
Christopher and Stacy Loveless
Joel and Dea Martin
Lee and Ellen Robinson
Richard and Kristi Wiseman
David and Jean Yaeger
Alpha Chi Omega Fraternity
Bee Cave Printing, Inc.
Crusader Management Corporation
Lubbock Area Foundation, Inc.
Michael H. Asher, Inc.
Tyler Morning Telegraph

Red (\$100 - \$249)

Carrie C. Anderson
Cody and Jennifer Aufricht
Brian and Lindylou Austin
Dave Austin
Lynn and Diana Bartlett
Holly Bea-Weaver
Sarabeth Kimmel Boddy
Miller and Martha Bonner Sr.
Robert H. Bounds Jr.
David H. Brader
Robert D. Brewster
D. C. Van Bronkhorst
Kevin and Laura Bryan
Ron O. Calhoun

Mike Cochran
Blair Davis
Bill F. Dean, Ph.D.
Thomas B. Decola
James and Susan Dirting
Venancio Figueroa, III
Mina B. Fitting
William and Cynthia Ford
John Caryn Francis
Richard and Sarah Frank
Denne and Judith Freeman
David P. Fritz
Donna Joy Fuhrmann
Bradley and Debra Gaines
Kent Gamble
Marisa G. Gay
Cinde W. Gilliland
Lindall Helen Guillory
Holly A. Henderson
Teddy R. Hibbard
Margaret B. Hollowell
Chris and Anderea Hooten
Mark and Marla Hughston
Gary H. Garrison
Brian H. Gordon
Cecila J. Hardin
Duane Howell
Retired Maj. Robert T. Jacobson
Daniel and Lynette Jensen
Terry H. Jolliffe
Patrick and Pamela Jupe
John and Eleanor Kennedy
June Kennedy
Jim and Ann Kirschner
Joseph Caryl Laffey
James D. Larue
Sheri L. Lewis
David Alicia Marshall
Dale and Leah Mathews
Craig L. McCoy
Mona G. McMurray
Carl W. Mullins
Beth C. Pratt
David and Linda Roehrig
Theresa Rogers
Randy and Cara Sanders
Randall and Kay Scott
Scott and Nancy Sharp
Byrne and Marilyn Smith
Patrick and Jo Lynn Smith
Wayne and Ann Smith
Robert and Cindy Spurck Jr.
Mrs. Kristine R. Sullens
H. Grant Swartzwelder
Elizabeth G. Tepper
Jeffrey and Sheri Turner
Robert and Peggy Weddle
Robert W. White
Dennis and Lynn Wiesner
Craig and Joie Woody
Dolores Woody

Bounds McMurray Living Trust
Cordillera Energy Partners II, LLC
FastSigns
Kristynik Hardwood Flooring, Inc.
Meagher Oil & Gas Properties, Inc.
Nelson Communications
Palo Verde Oil, LP
Petroleum Place Energy Advisors, LP
Samson Investment Company
Thorofare Resources, Inc.
William A. Stewart & Assoc.

Black (up to \$99)

David V. Alexander
Jennifer L. Anderson
Julie A. Andrade
Richard J. Battles
Ms. Kristen D. Bacus
Stacy Michael Barry
Casey and Corrina Bean
Andrew D. Bell
Marsanna L. Beseda
Edward H. Blain
Jeff and Leighan Brown
Larry and Margaret Bryant
Tim and Laurie Bubel
Mike and Anja Carlisle
Randall and Terry Click
Thomas A. Cousins
Mark Patricia Curry
Bobby and Karen Davenport
Joseph A. Dengel
D. Lynn Denton
Jeff Doumany
John and Regina Dupree
David Mary Dyer
Ann M. Exall
Carolyn A. Fee
Dean Ferguson
Nancy E. Forde
Christopher S. Gouge
Mike and Shonda Gibson
Kaki Gilbreath-Goecks
Dr. Paula F. Gordon
Bobby Judith Greenwood
Laura T. Gutschke
Katherine B. Harp
Raymond and Marydel Harris
W. Daniel and Lisa Harris
Patricia Hartnett-Brown
Cindy Hess
Alec Hibbard
Freddy R. Hibbard
Julian W. Hibbard
Sarah J. Hill
Scott A. and Erica Irlbeck
Jerry and Jane Irwin
Jeffrey and Linda Jahnke
Donald and Virginia Johnston

Jeffrey P. Kennard
Jan B. Kliewer
Alfons and Jynon Koegel
Tara V. Kohlenberg
Ann M. Lafferty
Robert B. Lanter
Kathryn L. Limmer
James R. Lorenz
Phillip and Leticia Madison
Brent D. Magers
Heather M. Marrou
Helen McGill
Deanea S. McWaters
Andrew K. Miller
Erin D. Moore
Richard W. Moore
Amy E. Moynihan
Jody L. Myatt
Candy M. Myers
Aline W. Parks
Charles and Rebecca Paulson
Thomas and June Rain
Richie and Debra Reecer
K. O. Rhoades
Craig and Holly Rosenbower
Carolyn H. Rowley
Leo and Jane Sands
Casey and Pamela Sedden
Gary D. Sneed
Retired Col. Richard A. Sones
Amanda Soutter
Kaycee N. Spillman
Angela L. Stanford
Suzanne R. Stuchly
Jayne A. Sturdivant
Pat Sullivan, Ph.D.
Carol S. Terry
Josephine Abbott Thomason
Mrs. Patti L. Thompson
Kelley Tobin
J. Steve Ward
Casey and Kimberly Westenrieder
Gerald and Susan Wilbourn
Alice V. White, Ph.D.
Richard and Donna White
Jo Ann Whitfield
Bill Wright
John E. Wyne
Amarillo Retired Elementary
Principals
Gandino Publishing Services, Inc.
Kable News Company, Inc.
Lake Highlands High School PTA
Lake Highlands Jr. High PTA
Peeble Creek Homeowners Assoc.
Rosewood Resources, Inc.
St. John's Episcopal School ■

Miller Bonner Scholarship

Stephanie Bonner, Jessica Gonzales and Karen Bonner (from left) at Lost Creek Country Club in Austin during the Miller Bonner Memorial Golf Classic. The event raises funds for the Miller Bonner Endowed Scholarship. Jessica Gonzales is the first recipient of the Miller Bonner Scholarship.



Enrollment

The following chart illustrates enrollment trends.

Major	Students in 2004	Students in 2005
Advertising	325	381
Electronic Media and Communications	69	73
Journalism	220	276
Mass Communications	465	392
Photocommunications	48	65
Public Relations	314	351
Total undergraduate students	1,441	1,538
Master's	36	36
Doctorate	0	9
Total graduate students	36	45

Fall 2005 For-Credit Internship Placements

- | | | |
|-------------------------------|---------------------------------------|-------------------------------|
| Alamosa | Make-A-Wish Foundation | The Owen Group |
| American State Bank marketing | Plains Cotton Cooperative Association | TTU Athletic External |
| Covenant Health System | Randy Christian and Partners | Marketing |
| Disney World | Red Raider Club | TTU Athletic Media Relations |
| FUSE Television | Sen. Kay Bailey Hutchinson's | TTU Engineering Outreach |
| KAMC-28 | Washington, D.C., office | Center |
| KCBD, Newschannel 11 | South Plains Mall marketing | Visit Lubbock, the Convention |
| KJTV-34 | Susan G. Komen Foundation | and Visitors Bureau |
| KLBK-13 | Texas Tech Alumni Association | Volunteer Center of Lubbock |
| Lubbockonline.com | marketing | W Productions |
| Lubbock Gunslingers | The Daily Toreador advertising | |

Hall of Fame Recipients

The Mass Communications Hall of Fame was established to recognize Texas Tech University alumni and others who have distinguished themselves in mass communications and have specifically aided the educational programs in the School of Mass Communications.

- | | | | |
|---|---|--|---|
| 2005: Chino Chapa
Nationally recognized consultant
Dallas | 1998: Ralph Sellmeyer
Twenty years as Mass Communications faculty member, Texas Tech University
Branson, Mo. | 1990: C.R. "Choc" Hutcheson
First news director of KCBD-TV
Lubbock | 1981: Gordon McLendon
Established the Liberty Broadcasting System
Dallas |
| 2005: Marshall Formby
Owner of Texas mass communications properties
Plainview | 1997: Nelda Armstrong
First woman to own a Lubbock advertising agency, the n. Armstrong Advertising Agency.
Lubbock | 1989: William S. Morris III
Chairman and CEO of Morris Communications Corporation
Lubbock | 1980: Harry Montgomery
Associate publisher of The Phoenix Gazette
Phoenix |
| 2004: Miller Bonner
Co-founder Alliant Group
Austin | 1996: L. Ray Ward
Thirty years with Texas Utilities System; earned more than 24 national and regional awards for excellence
Dallas | 1988: Ray Poindexter
Texas broadcaster and chairman of the School of Mass Communications Advisory Committee,
Amarillo | 1979: Wayne Sellers
Publisher of Palestine Herald-Press
Palestine |
| 2004: Jack Dale
Voice of Texas Tech Red Raiders for 50 years
Lubbock | 2003: Kirk Carr
Advertising services director, Wall Street Journal
New York | 1987: Frank W. Mayborn
Fifty years of service to the newspaper industry
Temple | 1978: Wendell Mayes
Texas pioneer in broadcasting
Austin |
| 2002: Jim Ferguson
CCO, Young and Rubicam
New York | 1995: Phil Price
Owner and president of The Price Communications Group
Lubbock | 1986: W.D. Rogers
Television pioneer who helped take TV from the big city to medium- and small-sized markets
Lubbock | 1977: J. Culver Hill
Director of advertising and public relations, Hemphill Wells Company
Lubbock |
| 2001: George Irish
Newspaper group president and corporate vice president, The Hearst Corporation
New York | 1994: Phil Record
Special assistant to publisher of the Fort Worth Star-Telegram
Fort Worth | 1985: Donald H. Waddington Jr.
President of BRANHAM Newspaper Sales
New York | 1976: L.U. Kaiser
Chairman of the board, The Premier Company
Houston |
| 2000: Larry Franklin
Chairman and CEO of Harte-Hanks, Inc.
San Antonio | 1993: Ray Moran
President of RAMAR Communications
Lubbock | 1984: Clint Formby
Texas pioneer in radio broadcasting
Hereford | 1975: C.W. Ratliff
News director, KCBD-TV
Lubbock |
| 1999: Marty Haag
Senior vice president/news, broadcast division for A.H. Belo Corp.
Dallas | 1992: Camille Keith
Vice president of Southwest Airlines and Mass Communications Advisory Committee
Dallas | 1984: Clint Formby
Texas pioneer in radio broadcasting
Hereford | 1974: Wallace Garets
Chairman of the department of journalism, Texas Tech University
West Palm Beach, Fla. |
| 1998: Jerry Henderson
Director of public relations, United Way
Lubbock | 1991: Billy I. Ross
First chairman of the Department of Mass Communications, Texas Tech University
Lubbock | 1983: Jack Butler
Editor and senior vice president of the Fort Worth Star-Telegram
Fort Worth | 1973: Don Belding
Founder of Foote, Cone & Belding Advertising Agency
Escondido, Calif. |
| | | 1982: Gordon Hanna
Vice president of E.W. Scripps Company
Panama City, Fla. | 1973: Joe H. Bryant
Lubbock pioneer broadcaster
Lubbock |

National Board of Directors

Stephen Beasley, chairman

Publisher
Lubbock Avalanche-Journal
Lubbock

Javier J. Aldape

Editor and vice president,
product and audience development
Hoy
Chicago

Ann Arnold

Executive director
Texas Association of Broadcasters
Austin

Gilbert Bailon

Publisher and editor
al dia
Dallas

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KFDM-TV
Beaumont

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Houston

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San Antonio

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Director of Media Services
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Ogilvy & Mather
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Clint Formby

President of Formby Media
Hereford

Arnold Garcia, Jr.

Editorial page editor
Austin American-Statesman
Austin

Camille Keith

Vice president special marketing
Southwest Airlines
Dallas

Bill Moll

President
Clear Channel's Television Division
San Antonio

Robert Montemayor

Consultant
Bloomfield, N.J.

Julie Moreno

Publisher
Freedom Newspapers of Southwestern Arizona
Yuma, Ariz.

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Classified advertising director
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Houston

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Former Texas education commissioner
Dallas

Ian Murdock

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San Francisco Chronicle
San Francisco

King Nelson

President and CEO
Kerberos Proximal Solutions
Cupertino, Calif.

Scott Pelley

"60 Minutes", CBS
New York

Rick Perez

Vice president and general manager
TNT @ TCM Latin America
Atlanta

Phil Record

Columnist and consultant
Fort Worth Star-Telegram
Fort Worth

Billy I. Ross, Ph.D.

Retired director
Texas Tech University
School of Mass Communications
Lubbock

Keith Samples

President
VKS Entertainment
Calabasas, Calif.

Mark Talamantes

Attorney
San Francisco

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Vice president
Public relations and community affairs
Southwest Airlines
Dallas

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AT&T
San Antonio

Kent Best

Public relations manager
Texas Health Resources
Fort Worth

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Director of public relations
Dallas Museum of Art
Dallas

Joel Brandenberger

Director of legislative affairs
National Turkey Federation
Washington, D.C.

Greg Davis

General manager
WRR Radio
Dallas

Mark DeTranates

Partner, managing director
JWT Specialized Communications
Houston

Missy Evenson

Local sales manager
KMGH-ABC
Denver

Max Faulkner

Director of photography
Fort Worth Star-Telegram
Fort Worth

Grant Gold

Account executive
KTVT 11 and KTXA UPN21
Dallas

John Gravois

AME Government Affairs
Fort Worth Star-Telegram
Fort Worth

Greg Heitzman

National sales manager
ABC Radio Dallas
Dallas

James Hering

Senior vice president
TM Advertising
Irving

R.J. Hinkle

Manager, photographer
Quad/Photo
Addison, Texas

Kay Jackson

Director of public relations
Radio Shack
Fort Worth

Carl Mullins

Director and group publisher
Morris Magazines
Fort Worth

Mack Owen

Owner
Owen Group, Advertising Agency
Lubbock

Scott Parsons

Vice president
Clear Channel – Lubbock
Lubbock

Phil Price

President
Price Communications Group
Lubbock

John Rafferty

Sales manager
WJXT-TV
Jacksonville, Fla.

Mike Read

Web operations editor
Houston Chronicle
Houston

Charlene Rogers

Vice president
Stark and Company
Dallas

Randy Sanders

Editor
Lubbock Avalanche-Journal
Lubbock

Jennifer Schuder

Director of marketing
Dallas Opera
Dallas

Telea Stafford

Licensing manager
Cadbury Schweppes Americas Beverages
Dallas

Loren Steffy

Columnist
Houston Chronicle
Houston

Chris Wallace

President and CEO
Greater Irving-Las Colinas
Chamber of Commerce
Irving

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Aars Wells Agency
Dallas

Craig Wells

Associate athletic director
Texas Tech University
Lubbock

Morris Wilkes

Vice president of public affairs
Cox Communications West Texas
Lubbock ■



Can you guess who this is?

Visit
www.depts.ttu.edu/masscom
to find out.

Mass Communications Lifetime Support Award

The purpose of this award is to honor friends and alumni who have dedicated several years of their lives to improving the Texas Tech College of Mass Communications.

2005
Larry Beaulieu
Bill deTournillion Jr.

2002
Camille Keith
Ray Moran
Phil Price
Billy I. Ross
Wayne Sellers

2001
C.R. "Choc" Hutcheson
Virginia Hutcheson
Clint Formby
Wendell Mayes



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College of Mass Communications™

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