

the Mass Communicator

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Changes abundant in advising department

By Katie Stoll

When the School of Mass Communications became the College of Mass Communications, many changes occurred in the advising department.

The advising office is now responsible for processing degree plans and recording intention to graduate forms.

Donna Peters, Matthew Jordan and Ja'Na Schmidt joined Janet Wright in the advising office to make the transition as smooth as possible.

Peters is the newest adviser to join the advising center. Last May, she received her bachelor's degree in organizational management from Lubbock Christian University, a dream 25 years in the making. She is one of seven children from a farm in southwest Iowa, and she is the first member of her family to receive a four-year degree.

No stranger to Texas Tech University, Peters worked as an academic adviser in the College of Architecture for 12 years.

"I enjoy meeting the students at Texas Tech and listening to their dreams and future goals," Peters said. "I get excited when their courses and ambitions mesh together and their eyes light up. The most exciting time to me is their graduation day."

Jordan joined the advising office in January 2002. He works with Wright and Peters to keep the office running smoothly.

Originally from Martinsville, Va., Jordan attended Baylor University where he received his bachelor's degree in business. After graduation, he moved to Lubbock where his brother lived.

While in Lubbock, he received his master's degree in physical education from Texas Tech University.

He then began teaching at a junior high school, but he was not satisfied with his career choice; he wanted to find a new job where he could still interact with students.

"I don't like speaking in front of large groups and here, as an adviser, I can avoid this and still work with students," Jordan said.

Schmidt is the new office assistant in the advising center. This is the first time the office has had a full-time clerical person. Schmidt also has had previous experience working at Tech in the Rawls College of Business.

This new transition holds great promise for the College of Mass Communications. Students can expect new and improved methods of working with their advisers.

Regents Professorship gets \$250,000 pledge

By Sally Logue Post

Texas Tech University officials announced Dec. 7 the creation of the Marshall and Sharleen Formby Regents Professorship in the new College of Mass Communications.

"Sharleen Formby Rhoads has a history of supporting various programs at Texas Tech University," said Jerry Hudson, dean of the College of Mass Communications. "She is very loyal to the College and has followed our progress with interest. Her endowment will enhance the quality of our undergraduate and graduate programs."

Sharleen and Marshall Formby are long-time supporters of Texas Tech and have a rich history in the field of mass communications, having owned and operated newspapers and radio stations in the West Texas region since 1941.

"My late husband, Marshall Formby, was Mr. Mass Communications," Formby Rhoads said. "He was a great believer that everyone should be informed. I hope this gift will enable future generations of mass communications students to see *"MATCHING,"* page 16



Sharleen Formby Rhoads announces the Regents Professorship in early December at the Texas Tech Market Alumni Center. The \$250,000 donation will be matched by university funding.

'Partners in Scholars' helps profs stay abreast of industry trends

By Heather Jones

Professional development can be a very valuable tool, not only for professors but also for their students, whose minds they enrich every day. Before knowing anything about the Hutcheson Partners in Scholars endowment, Shannon Bichard, who teaches advertising classes in the College of Mass Communications, came up with the idea to visit different advertising agencies around the state in order to stay current with the profession and also to find out what qualities agencies are looking for in applicants right out of school.

"Every agency is different," Bichard said. "It is important to get back out there and see what has changed."

Jerry Hudson, dean of the College of Mass Communications, said the endowments were established three years ago by three different donors, C.R. "Choc" Hutcheson, George and Mary Irish, and Larry and Charlotte Franklin. The donors contributed a minimum of \$100,000.

"The purpose of the endowments was to provide funds for faculty members to maintain contact with the professionals in their respective disciplines and to expand their knowledge (and) skills about current changes in industry," Hudson said.

see *"DEVELOPMENT,"* page 4

Deans weigh in on responsibilities, tasks

Hudson: College status marks new beginning for MCOM



Jerry Hudson
Dean

College of Mass Communications
The next time you visit our offices and talk with any of our faculty, staff or students, you will notice a new sense of pride. On Sept. 1, the School of Mass Communications became the new College of Mass Communications. In July, the Texas

Higher Education Coordinating Board approved the new college's request to offer a doctoral degree in mass communications. These two accomplishments serve as fuel to feed our feelings of self-esteem and gratification. I encourage you to also adopt a feeling of pride. We could not have begun to achieve these two milestones without your support and loyalty.

To announce our college status to the campus and the community, we hosted a "Going to College" celebration in October. The festive evening was filled with excitement and anticipation. You will find numerous pictures in this publication that document some of the recognitions we made to many alumni and friends. I especially want to thank you for making financial contributions to secure the funds we needed to become a separate college. Without the generosity of the college founders - Mark Nusbaum of the Lubbock Avalanche-Journal, C. R. "Choc" Hutcheson, Ray Moran and Wayne Sellers - the change to college status would not have been possible. On another page in this publication, you will find a list of alumni and friends who took advantage of naming opportunities for our classrooms or who purchased hall tiles.

The college status marks a new beginning for us. Plans are in place for expanding our program in the number and types of courses we offer, hiring additional faculty, purchasing new instructional technology, increasing the academic requirements for admission to our programs, securing new scholarship endowments, adding new research centers in the Institute for Communications Research and expanding the membership of our professional advisory committees. The next three years will be critical to establishing a strong faculty and securing endowments for student scholarships. We have only just begun.

Accomplishments bode well for MCOM



Dennis A. Harp
Associate Dean of Faculty Affairs
College of Mass Communications

"Are we there yet?" Throughout my 32-year association with Texas Tech's mass communications program that question, in reference to establishing a separate academic unit, was always in play. Following endless self-studies with continued faculty anticipation about a College of Mass Communications, we "are there." We arrived with more opportunities than expected with the additional Ph.D. degree approval.

These significant accomplishments resulted in a different administrative structure. Services previously provided by the College of Arts and Sciences became the responsibility of Mass Communications faculty and staff on Sept. 1. Basically, we reinvented ourselves and began accepting the challenge associated with change.

As my title suggests, I am the administrative person appointed to support and resolve a wide range of faculty matters. More specifically, the associate dean of faculty is responsible for coordinating faculty employment searches, university and college committee assignments, annual peer evaluations, technical support staff reviews, and student evaluations of the faculty.

Additionally, I chair the College tenure and promotion committee, scholarship committee, faculty merit review committee, and College associate deans' council. The position also involves budget management for the technology committee and working with the mass communications committee on academic programs. Externally, I am a member of the University academic council and University associate deans' council.

I work closely with Janet Wright and the sequence coordinators to develop semester course schedules, faculty teaching assignments and loads, commencement participation, and the employment of part-time instructors.

The transition from a School within the College of Arts & Sciences to a separate College has required numerous scheduled and impromptu meetings to establish operational guidelines, check on work in progress, and make sure established goals are being accomplished. The success of the transition is largely attributable to the flexibility and commitment of a faculty and staff that understands the significance of our "getting there."

New policies add to learning curve



Michael Parkinson
Associate Dean for Graduate Studies
College of Mass Communications

During a recent meeting with a university vice president I was asked about our procedure for hiring graduate faculty. Without thinking much about my answer I responded, "We're making it up as we go along." Despite how flippant that answer may sound, it is

actually a very good description of what I am doing as Associate Dean for Graduate Studies.

The former School of Mass Communications became the College of Mass Communications this fall. That change required the creation of new operating policies and rules for everything from faculty review to course scheduling. In addition, we will start a Ph.D. program in the fall. The doctoral program requires a new curriculum, new recruiting and admissions procedures, and a new way of thinking about who we are and what we do. A very large part of my job for the past few months has involved creating, explaining and modifying new rules and procedures.

Basically I am responsible for maintaining a master's program that was being ably administered by Liz Watts while translating into reality the Ph.D. proposal that she and others wrote. The Ph.D. proposal evolved over several months from the work of virtually everyone on the faculty. Each person has a view of how it should work, and each member of the faculty has a vested interest in ensuring the program works well so I do perceive a very real obligation to meet their expectations.

My duties include recruiting graduate students, admissions, course scheduling and helping students graduate.

As a recruiter I have enlisted Joel West and others on our faculty to help design advertisements, posters and other materials to attract potential students. Many of us on the faculty have attended conferences and other venues where we can meet and talk to potential graduate students. In addition, we are recruiting for seven new faculty positions.

As an admissions clerk I am gathering information about the students who seek admissions to our graduate programs and coordinate review of those students with a faculty admissions committee. Right now that committee is reviewing several potential doctoral students to select one or two who might be admitted this spring.

I am also developing a course schedule that will permit graduate students to predict what courses they might take over the course of the next two years. Because of heavy faculty commitments to the undergraduate program we have not, in the past, been able to schedule graduate programs so far in advance.

My favorite task is completing the graduation reviews for our students. Although we always hate to see good students leave, it is very gratifying to complete the final forms that say a student has met all the requirements for a graduate degree.

Associate Dean outlines duties



Bill Dean

Associate Dean of Students

College of Mass Communications

My assigned duties as Associate Dean include the following:

1. Coordinate all registration/advisement programs with our advising office and faculty.

This process begins each summer with Freshman Orientation. We meet with the incoming freshmen and their parents, explain the curriculum, help them develop a schedule for the fall semester and then assist them with online registration. The early conferences run very smoothly, but as they go along, more and more classes are closed so there is more difficulty in students getting classes at the times they want to take them. In some instances we would probably be better off if the parents weren't there, but it generally goes well.

We have three mass advising sessions for sophomores, juniors and seniors each semester prior to the beginning of pre-registration. I meet individually with each of the freshmen. Of course, our advising office is constantly seeing students to help with schedules, approve degree plans, etc. It is a process that never really slows down.

Janet Wright heads up the advising office, and she is as good an adviser as you can find on this campus. We were fortunate this year to add a new adviser, Donna Peters, who formerly worked as an academic adviser in the College of Architecture, to assist Matthew Jordan and Wright.

The major focus here is to be as helpful as possible to students in the planning of their academic program. We want to provide useful and accurate information that will enable the student to graduate in four years if possible. We want to be accessible, and we want the students to feel we are accessible.

2. Address all issues regarding student academic performances, suspensions, readmissions and prerequisites through the advising office.

All students are classified as mass communications majors when they first enter our program. We then require that all students have a 2.75 and pass a Grammar, Spelling and Punctuation exam with at least a grade of 70 to get into JOUR 2310 - News Writing. That course is the prerequisite to the second course in all majors. Our Advising Office carefully monitors these requirements.

When students fall below a 2.0 overall grade average, they are placed on probation and notified of this by our office. If they do not make a 2.0 or better the following semester they are suspended. Students can return after the first suspension by sitting out one semester, and the two summer sessions count as one semester. If they go on second suspension they must wait one year, and we decide whether we will readmit them into the College of Mass Communications.

We also receive reports from professors regarding Mass Communications students who have excessive absences and we e-mail them and also notify them in writing of this problem.

In regard to prerequisites, Texas Tech has developed a program whereby each academic unit can enter their prerequisites. This will automatically keep a student from enrolling in a course for which he or she does not have the required prerequisites. This is a big help to our advising office and reduces the

possibility of human error.

Another area I deal with is student complaints about faculty members. Obviously, the best solution to this type of problem is to put the student and the faculty member together and see if they can resolve the problem. That is not always possible. In those cases I am the middle person - talking to the student, then the faculty member, then back to the student.

In that regard, we urge all faculty members to give their students a very clear description of their course requirements. When a student desires to file a grade appeal, we want to make sure that the faculty member has followed his or her course outline to the letter. Grade appeals regarding a faculty member's subjective evaluation of a student's performance usually do not get very far. But if the faculty member has not followed his or her own requirements, that is usually grounds for upholding a student's grade appeal. That can be prevented by making sure all faculty members clearly state their requirements, and then follow them.

3. Certify all athletes' academic status.

This is a special concern for every College at Texas Tech. Most of you will recall the probation Tech received about eight years ago for improperly certifying a number of athletes. Since then there has been a complete overhaul of the system in athletics. There is a much larger staff and safeguards have been put in place to see that similar problems do not surface. Our job is to accurately record and report information about athletes each semester to the Athletic Academic/Student Services office. We only have approximately 20 athletes in Mass Communications, so our problem is not as great as a College like Arts and Sciences. It is still important that we accurately report this information. Wright prepares these forms, and I double-check and sign off on their accuracy.

4. Coordinate the activities of the Career Center.

The purpose of our Career Center is to help students with career-related matters. The Career Center provides students with help or information on the following:

- Internships
- Choosing a major
- Interviewing tips
- Resume critique
- Portfolio recommendations
- Job-hunting skills
- Job opportunities specific to mass comm majors
- Job opportunities outside the mass comm realm

The College now has a career management tool on the Mass Comm Web site (www.mcom.ttu.edu/career) that allows students to search internships and jobs, to post resumes, to access industry information and more. We are encouraging our alumni and industry associates to utilize the site to post information. Students must register as a user, but the process is free.

Aleesa Ross is the director of the Career Center, and she is doing a great job. She visits with each of our Freshman Orientation groups in the summer. She will sponsor a Career Fair this March and basically attempts to put prospective employers in touch with our majors throughout the year. The bulletin board outside her office is full of job listings. She constantly sends memos to faculty regarding job opportunities. She also coordinates all of our intern programs.

List of MCOM Donors

Room Donors *

Lubbock Avalanche-Journal (MC 103)
 Larry Beaulieu (MC 210)
 Clint Formby (MC 104)
 C.R. "Choc" Hutcheson (Dean's Office Suites)
 Camille Keith and Carmen Keith Tidwell (MC 223)
 Wendell Mayes, Jr. (MC 108)
 Ray Moran (Associate Deans' Suites)
 John Rafferty, Jr. (MC 120)
 Wayne Sellers (Writing Labs 013, 014, 015 and 016)
 Ann Ward (MC 111)

* Rooms 07, 109, 110, 121, Career Center and Advising Office still available.

Tile Donors

\$1,000 or more for a 12" X 12" engraved tile -
 Tiles are mounted on the walls near the dean's office.

Lubbock Avalanche-Journal
 American State Bank
 Nelda Armstrong
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 Kent and Gina Best
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 John Walton
 Ann Ward Ray and Betty Ward

Condrón reflects on life at Tech, career

By Stephanie Riddle

When he stepped into the Mass Communications building at Texas Tech for the first time, he never would have imagined he would end up where he is today.

A successful media expert, award winner and husband, he has made his mark in the world.

However, it is not only his drive and ambition that have aided his accomplishments, but a love of media and a desire to strive for the best.

Bob Condrón, director of media services for the United States Olympic Committee, was born in Amarillo, Texas. After moving several times, he ended up in Waco, Texas.

He began his college career at West Texas State University in Canyon, Texas.

"After two years I dropped out of college, hitchhiked to California and after a month spent starving to death, I went to work at a golf course," Condrón said.

He said his job began by mowing greens, but he was eventually offered a job in the pro shop.

"Then I determined I wanted to go back to college," Condrón said. "But [there was] another fork in the road. I was offered an assistant professional position at Riviera Country Club in Los Angeles."

When Condrón returned to college in 1966, he found himself on the campus of Texas Tech.

"[It was] one of the best experiences of my life," Condrón said. "[I] got a degree, met my wife, had two sons there [and] all the while working about 70 hours a week, taking a full load of classes and taking care of two kids and a wife on 90 cents an hour. Every 21 days I would give blood to be able to afford a case of the cheapest beer on the strip."

Condrón said he remembers the day his career in media began at Tech.

"I was a student at Texas Tech, sitting in one of Dr. Billy Ross' classes in advertising, and Dr. Ross mentioned that there was a job in the sports information office," Condrón said.

He said he sprinted over to the office after class and was hired that afternoon.

"That one mad dash has determined my entire professional life," Condrón said. "One of my classmates also ran over there for the job, but he stopped to use the bathroom. I didn't. The road not taken."

Since then, Condrón completed undergraduate and graduate degrees from Tech, making him one of the first five individuals to receive a master's degree in journalism at Tech.

In 1999, he was named Outstanding Alumni and was named to the Board of Directors of the School of Mass Communications in 2003.

From his position as student assistant at Tech, Condrón went on to become the full-time assistant sports information director to the sports information director at Southern Methodist University.

"My U.S. Olympic Committee experience began as a volunteer," Condrón said. "I was a volunteer at two Olympic Festivals. That was my inroad to the Olympics."

He said when a job opened, he was contacted, and since then, he has been involved with 12 Olympic Games and many other international events.

"I'm basically in charge of media relations, both nationally and internationally," Condrón said. "That entails information distribution about the USOC, its programs and its athletes."

He said he is also in charge of the media services operations at the Olympic Summer and Winter Games, the Pan American Games, the Paralympic Summer and Winter Games and the World University Games. He is also a member of the International Press Commission.

"And most of all enjoy life. Ask yourself, 'What would I do if I weren't afraid?'"

— **Bob Condrón**

"[In preparation for the Olympics] I'm in charge of all the media services and operations for the USA Teams during the Games," Condrón said. "That's basically every area that involves our athletes and the media."

During the Olympics, Condrón said his job is to make sure the athletes are prepared for their media activities and that the activities run smoothly.

"We also make sure that we take advantage of this incredible window of opportunity to showcase our programs, our sports and our athletes," Condrón said.

He said his team also coordinates all the press conferences for the USA delegation.

The USOC has a Web site including information about the USA Team, previews about sports, competition results, stories, quotes from athletes and notes about the competition.

Condrón said he believes the most important thing he has learned over the years about media is to always be honest and available.

"Never lie — ever," Condrón said. "Be excited about life. Seize the day and make 'em all count. Make each day better for someone, a compliment, a pat on the back and kind word, a smile. Have confidence. Follow through. Treat everyone like they are important."

Condrón said whatever you do, do it well and be excited about it. "My first job at the sports information office at Texas Tech was the clipping book," Condrón said. "I would clip articles out of various papers and glue it into a clipping book. I took great pride in that. I made sure that the articles were trimmed neatly, that they were glued in correctly without a bunch of glue balls on the pages making them stick together."

"I made sure that the pages were full and they were arranged neatly on the page. When somebody looked at that clip book, I wanted them to say 'Wow, now that's a clip book.'"

Condrón said he took that philosophy with him through life, all the way to the Olympics.

"Have a backup stapler," Condrón said. "If you have a backup stapler, then you've probably done everything else you can possibly do. Always have a backup stapler in your life."

"And most of all enjoy life. Ask yourself, 'What would I do if I weren't afraid?'"

With all that he has accomplished, Condrón still holds on to the memorable moments he and his family shared at Tech.

"My son graduated in 1991 and went on to win an Emmy for his work in television sports for [the] HBO Network," Condrón said. "[But] the best thing about Texas Tech? I met my wife there — everything else was second."

Development grant aids Bichard in teaching

continued from page 1

These grants are not given out to every professor. Hudson said faculty members apply for these funds on a competitive basis, and afterward a faculty committee, chaired by Michael Parkinson, reviews the applications.

After Bichard received her grant, she traveled to Dallas for a week and visited different companies to talk with their employees and to observe their communications and marketing. She visited The Beaird Agency, Southwest Airlines, Texas Cable News, TraceyLocke Partnership and The Richards Group.

After touring their facilities she spoke with a Texas Tech alumnus at each business and interviewed them about their industry.

"My main objective was to make my teaching better," she said, "[to] find out what students need and what fresh graduates are lacking when they get out there."

She asked questions that would not only give her a better understanding of advertising today, but questions that would provide her with answers she could take back and utilize in her classroom.

"They had a lot of great ideas. Everyone said that the [upper-level] classes needed more realism," Bichard said. "They said to throw students some curve balls to see how they react because after being hired they do not usually know how to deal with real problems."

After learning this information Bichard came back and

restructured the campaign class she taught during the fall 2004 semester.

"I was actually going to teach it as a lecture class before the trip," Bichard said.

The students had to work on an advertising campaign for a real client. They interviewed with Bichard for the top spots on each advertising team, and then the rest proceeded to interview with their classmates for other positions.

During class, instead of being lectured to, it was more of a discussion format where they would discuss real world advertising scenarios such as ethics and trends in the industry, Bichard said.

As the "curve ball," Bichard cut their budgets in half in the middle of the semester.

"They were shocked because they didn't have much to begin with," Bichard said. "Those are the things you can't get out of a book."

Bichard said she is glad there was money for professional development, and she hopes to continue her own in the future.

"I would love to build connections and in the future be able to take students on a week-long trip to New York or Chicago so they can really see how different it is there," Bichard said. "The more you can get students out there, they better they are going to be when they graduate."

Fund raising important for future of College

By Avery Cowan

During the past year, Texas Tech and the College of Mass Communications administration has been working to raise money in the form of endowed funds and named gifts in a continuing effort to make the shift from a school to a college a smoother one.

The School of Mass Communications became the College of Mass Communications on Sept. 1, but this change did not come easily. Jerry Hudson, dean of the College of Mass Communications, said raising money needed to become a separate college was a significant task.

"When we were trying to raise money to cover the cost of becoming a separate college, we discussed several options that we had," Hudson said. "Obviously, one of those at the university is to name buildings, to name programs like the Jerry Rawls College of Business."

Hudson said this campaign is a way to give alumni and their family and friends the opportunity to name rooms in the Mass Communications building in someone's honor. He said people know this campaign is a way to raise money, but it is also a chance for alumni to show the pride they have in Tech.

"People are aware that it's a fund-raising activity that is not necessarily a vanity type of thing," Hudson said. "But it does let

people know that you have pride in your university and you're a loyal alumnus."

Wayne Sellers, a 1938 graduate of Tech and a College of Mass Communications founder, purchased the four writing labs in the basement of the Mass Communications building for \$25,000 each. Sellers said he donated money in honor of his father, who was the owner and publisher of The Rising Star Record newspaper for many years.

"I guess every boy thinks his dad is the greatest man in the world," Sellers said. "I thought my dad, who didn't graduate from high school, was the greatest newspaperman I ever knew."

C.R. "Choc" Hutcheson, a 1948 graduate of Tech and a College of Mass Communications founder, said he and his wife think it is important to support the departments or colleges from which they graduated.

"It started, of course, and as they usually do with scholarship endowments, because you know there are always youngsters who want to attend college that could use financial assistance of some type," Hutcheson said.

After donating scholarship money, Hutcheson said he and his wife then contributed to faculty enhancements in both the College of Human Sciences and the College of Mass

Communications. Hutcheson said they try to keep a balance so that what they contribute will do the most good.

The two other College of Mass Communications founders are the Lubbock Avalanche-Journal and Ray Moran, president of Ramar Communications, Inc.

Hudson said the college founders donated at least \$100,000 each.

There are four classrooms in the Mass Communications building left to be named, and they are \$15,000 each. A chair endowment is \$1 million and one of the most prestigious endowments, Hudson said.

A professorship endowment is \$250,000 and a wonderful way to reward junior faculty who are doing an outstanding job of teaching in their particular field, Hudson said. Tiles that will line the walls of the building also can be purchased for \$1,000 each.

There are a number of other ways to contribute to the new college besides naming classrooms or buying endowments. For more information on the naming opportunities in the College of Mass Communications, contact Sharen Hart at (806) 742-3136 or Jeff McLain at (806) 742-1778.

Golfers tee it up for Bonner scholarship

By Katie Stoll

On Oct. 8, the second annual Miller H. Bonner Endowed Scholarship Golf Tournament was held at Lost Creek Country Club in Austin.

Bonner was a graduate of Texas Tech University, and he was among the Red Raiders' biggest fans. Bonner also had a love for journalism, a career to which he dedicated his life.

Jerry Hudson, dean of the College of Mass Communications, helped coordinate the scholarship golf tournament. Bonner was a member of the Lost Creek Country Club, and Hudson said the club went out of its way to accommodate the tournament.

"The (Lost Creek Country Club) did a good job and without their support in waiving the green fees, we would not make a profit to establish such a generous endowment," Hudson said.

Eighty golfers participated in this year's tournament dressed in all black, as Bonner did. The tournament raised \$6,500.

Starting in the fall semester of 2005, the \$1,000 scholarship will be available for the first time to any student who is a mass communications major.

Bonner's family designed the scholarship this way because he would have wanted every student to have the chance to benefit from this endowment. He did not believe a student should be judged by grades alone.

Although the golf tournament was set up to fund this scholarship, private donations also contributed to the money raised this year.

Anyone who would like to participate in the golf tournament next year or make a private donation should contact Hudson at (806) 742-3385.



CLUBS FOR A CAUSE – Golfers (left to right) Derek van Bronkhorst, Robert White, T. Mullen, Greg Meserole, and Jim Wilson pause for a photo during the second annual Miller H. Bonner Endowed Scholarship Golf Tournament in Austin. The event netted \$6,500.

ALUMNI UPDATE

Julie Adams
BA Broadcast Journalism, 2004
Reporter for KTAB
Abilene, Texas

James Doughty-Muñoz
BA Broadcast Journalism, 1997
Reporter for KENS-TV
San Antonio, Texas

Chuck Gerardi
BA Advertising, 1982
Promoted to vice president and general manager of Palm Beach Newspapers, Inc.
Palm Beach, Florida

Emily Ellison Lamb
BA Telecommunications, 1997
Editor for www.chewonthischicago.com, a Web site about food and dining in Chicago
Chicago, Ill.

Melissa Simonson
BA Advertising, 2004
Membership recruiter for Nielsen Media Research
Dallas, Texas

A Focus on Mass Comm Faculty

Todd Chambers

Assistant professor



By Stephanie Riddle

Growing up in Brownfield, Texas, Todd Chambers never could have imagined his life would be filled with so many surprises and achievements.

Through his days in the classroom as both a student and a professor, this man has proved to be an important asset to the world of mass media and a worthy recipient of honors.

Chambers, a mass communications professor at Texas Tech, began his life as a Red Raider during his undergraduate studies from 1984 to 1988.

"I was what they call a home-town boy," Chambers said.

After getting his bachelor's degree in journalism, he decided to stay at Tech and pursue a master's degree.

After college, Chambers decided to explore the field of radio. He worked for two West Texas radio stations for six years. His first job was at a station in Brownfield and the second was at Z102 in Lubbock.

He made the decision to follow his mentor and friend Benjamin Bates to the University of Tennessee, where Chambers studied from 1995 to 1999.

"I decided to follow and study under him to get my doctorate in communications," Chambers said.

In 1999, a position opened up at Texas Tech. Chambers applied for the job and was hired to teach at his alma mater.

"I just love every moment of being back," Chambers said. "I feel very blessed."

Chambers currently teaches Electronic Media and Communications, Research Methods, Media Economics, Media Operations, and Advertising and Electronic Media. He has taught Research Methods at the graduate and undergraduate levels.

"I really enjoy getting to know the students," Chambers said. "I think the students at Tech are, in a way, unique and special because, for a lot of them, making the choice to move to Lubbock had to be a well-thought-out decision — in a good way."

Recently, Chambers was elected to the Teaching Academy at Tech.

"I was thrilled to become a member," Chambers said. "It was a surprise. Dr. Hudson notified me, and then I received a letter saying I had been accepted to the Teaching Academy."

To become a member of the academy, current members nominate individuals. The academy comprises 10 percent of the entire faculty at Tech.

"It is a humbling experience for me to be able to sit back and say, do I really deserve to be on this list?" Chambers said. "Again, it's one of those 'Wayne's World' moments," he said. "I'm not worthy, I'm not worthy."

Chambers said being elected into the academy makes him feel like his work is really appreciated. Along with his awards and prestige, Chambers manages to hold onto something just as important. He exudes a love for and dedication to his students and their futures.

"The students in mass communications are unique from others

on campus," Chambers said. "It's neat to see students start to appreciate the importance of media.

"I love hearing back from former students, when they e-mail me to say [they] got a job," he said. "It's just very refreshing to have students come back and say thank you."

Ashton Thornhill

Professor



By Lindsey Ashley

Although Ashton Thornhill was not fond of Lubbock upon his arrival, he grew to love the open horizon of the West Texas city.

Thornhill was born in Shreveport, La., spent his childhood in Washington, D.C., and received his education in Texas. After receiving his high school diploma in Dallas, Thornhill ventured west to Texas Tech University.

"It was the farthest I could get from Dallas and still pay in-state tuition," he said. "I hated it the first two years, but it grows on you and pulls you back. I think Lubbock is a great place."

Thornhill received his bachelor's degree in finance from Texas Tech in 1972. However, during the first semester of his senior year, he enrolled in a photography course and discovered his true passion.

Thornhill decided to pursue photography as a profession and received a master's degree in telecommunications in 1974. He worked as a photojournalist for several news stations, including an NBC affiliate in Dallas, before returning to Tech in 1979 as an assistant professor.

Three years later, Thornhill left his mark on Tech by helping to establish the photocommunications major in the College of Arts and Sciences.

"It was a whole lot of fun establishing the photocommunications major," he said.

Dennis Harp, associate dean of faculty in the College of Mass Communications, said Thornhill was very instrumental in developing the photocommunications major and has contributed great things to the mass communications field at Tech.

"A lot of the credit goes to him and his vision in photocommunications," Harp said. "He has always made sure we were striving for high quality with students and policies."

Thornhill became an associate professor of photography in 1983.

"I enjoy teaching and the students very much," Thornhill said.

Thornhill said if he had to leave one thought with the students, it would be for them to realize the value of a college education.

"I suggest they approach their college education as a career and give full effort to it," he said. "I see a lot of people trying to get through quickly without learning as much. I wish that students would be more concerned about what they're learning and not grades."

One of the special highlights of Thornhill's career came in 1997 when he received the Presidential Teaching Award.

In 1999, Thornhill carried his love for teaching outside of

Lubbock when he became administrative director for the Texas Tech University Center at Junction.

"I have a passion for Junction. I think it's a real special place to take classes," he said. "It allows you to do nothing else but a particular subject. It was a major turning point."

Martha Richardson, director of programs and activities for the Junction campus, said Thornhill's hard work and commitment have not gone unnoticed.

"Ashton's connection with the TTU center at Junction as professor and academic director has been a positive influence on his students and the Junction faculty," she said. "His dedication and enthusiasm in his position will be missed."

Thornhill began his journey at Tech in 1967 as a student, and almost 40 years later, he will move on to the next chapter in his life when he retires in January.

He said he is looking forward to working on his photography full time. He also has some book ideas to pursue and, of course, he plans to spend time playing golf.

Hershel Womack, a friend and colleague, found a common interest with Thornhill from the day they met.

"Ashton was the first person I met as I walked into the Journalism building for the first time in 1972," he said. "As we talked, we both discovered that we were each from Shreveport, La. A friendship was created that has lasted for over 30 years."

Although he is looking forward to the future, Thornhill said it will be difficult to leave everything behind.

"It's been like a family. It will be hard to leave behind the friendships I've made," he said. "There have been a lot of people, especially in Junction, that I have strong relationships with. It's been a ride."

Anthony Moretti

Assistant professor



By Rachel Griffin

Anthony Moretti looks comfortable sitting at his desk surrounded by mountains of books and stacks of papers with a big smile on his face.

Moretti has just started his second year at Texas Tech University, and he says it already feels like home.

He was born in New York and spent most of his life in Southern California.

Moretti earned his master's degree in journalism from Ohio State University. After completing his master's degree, he and his wife, Nichola, were married.

"I had never lived in the Midwest before, and I chose OSU because of an assistantship opportunity," Moretti said. "It seemed like a good time to see something new."

At Ohio University, where he received his doctorate degree, Moretti was named "Outstanding Doctoral Student" for the 2002-2003 school year by the E.W Scripps School of Journalism.

He spent 13 years as a journalist in the broadcast news and sports industries before deciding to get his master's, then his doctorate in journalism.

"I probably wouldn't have gotten my doctorate so quickly if I had been single, but suddenly nights and weekends with my family

meant so much more than work," Moretti said.

Moretti is new to teaching, but he knows it is something he will always enjoy.

"I love teaching, to share my experiences, and watch students grow the way I did not so long ago," Moretti said.

As a new professor in the College of Mass Communications, Moretti has many responsibilities. He is teaching a new journalism class, which is part of the new journalism sequence intended to unite Web, broadcast and print journalism, with Randy Reddick.

Also, Moretti is serving as head of the Radio-Television Journalism division within the Association for Education in Journalism and Mass Communications. He also serves as the newsletter editor for the Broadcast Education Association.

"It is really unusual for someone to be in both positions at the same time, but I held the BEA position last year, and I love it," Moretti said.

The Association for Education in Journalism and Mass Communications acts as a liaison between the academic and professional worlds of journalism and mass communications and is seen to be one of the most respected academic groups.

Moretti said that doing all these activities and making time for his family is difficult.

"I try not to take any of my work home, but if I do, it is forgotten the minute I walk in the door and my boys coming running toward me. Nothing matters anymore but my family," Moretti said.

His wife and two sons relocated with him 15 months ago from Ohio where his wife was born and raised.

In Ohio, his wife worked as the Southeast Regional Coordinator for the Ohio Bicentennial Commission, but since the move to Lubbock stays home to care for Dominic, 5, and Nicholas, 1.

Moretti said he had great professors in college, but there are some important things they never told him before he entered the professional world.

"First, a lot of people want to be journalists. You have to learn not to take the word 'no' personally, because even if you are the best of the best you will still hear it more frequently than you wish," Moretti said. "And secondly, this profession entails a lot of personal sacrifice, long hours, on weekends and nights, and you generally don't have much say on your location, so be prepared to move."

Alex Ortiz

Assistant professor



By Lezli Gandy

For a Texan, seeing snow fall one day and sunshine the next is not unheard of, but for a Florida native who has just experienced his first snow, it seems a bit odd.

This was the case for advertising professor Alex Ortiz who had to adjust from the sunny Florida weather to the colder Texas climate.

"I'm a Florida boy through and through,"

Ortiz said. "It was tough getting used to the cold."

Ortiz is in his second year as a professor in the College of Mass Communications.

Ortiz teaches Principles of Advertising as well as Ad Writing, and has had good experiences at Tech and in Lubbock.

"The people are very friendly here," Ortiz said. "Everyone is really laid back."

Ortiz also works as a mentor and is involved with Raiders Rojas, which is an organization on campus that seeks to promote the recruitment, retention and graduation attainment of Hispanic stu-

dents by providing a strong support system, according to a Raiders Rojas brochure.

Ortiz earned his undergraduate degree and master's degree at the University of Florida, and completed his Ph.D. in mass communications at the University of South Florida.

Prior to coming to Tech, Ortiz worked in advertising sales for The Miami Herald as well as at a smaller paper, The Herald-Advocate.

Ortiz said he enjoys an educational setting as well as the advertising world.

"I enjoy both sides," Ortiz said. "I like working with clients in the business world and with the students here at Tech."

Ortiz said he has had some good experiences at Tech and enjoys the football games in particular.

"The University of Florida and Texas Tech are similar in the fact that they both have tremendous enthusiasm and spirited crowds," Ortiz said.

Ortiz is joined in Lubbock by his wife Maribel Zamora and their 11-month-old son, A.J.

Ed Youngblood

Assistant professor



By Melissa Marlow

A middle-aged man rests his tired body against the wall of an old, dilapidated building. He leans down to fix the crease in his pants which cover the area where his leg used to be. As a child, this man approached a landmine, which mutilated his body and changed his life forever. Seemingly unfazed, this man gives a smile to all who walk by. His friendliness

is unbiased and is shared even with those from the country responsible for his injury.

A young man glances through his reading glasses to make out the blurred words on the page of his book. The fact that people in his country were once executed simply for wearing glasses never crosses his mind.

Ed Youngblood, a mass communications professor at Texas Tech, witnessed many similar moments during his travels through Southeast Asia during the summer of 2004. Even though Youngblood has traveled all over the world, he was unprepared for the things that were in store for him in Southeast Asia.

Youngblood's journey began when he submitted an application to Texas Tech to participate in a trip sponsored by Fulbright-Hays Foundation. It is a national, private, nonprofit corporation that supports and promotes international educational and cultural exchanges.

Youngblood's selection was based on the goal of the grant, how realistic the problem was and how many students would be affected. Some of the goals of the grant include developing an Asian studies program at Tech, supporting international education in elementary through high schools and integration of the learning into courses at Tech.

Youngblood said this trip would not have been possible without the hard work and dedication of Diane Oliver, deputy director of Tech's Vietnam Center. Oliver put a lot of time, effort and enthusiasm into making the grant possible. She worked in conjunction with the Office of International Affairs and the Asian studies program. The grant was then submitted to the U. S. Department of Education.

He traveled throughout the region with nine other professors

and three staff members from Texas Tech. The group consisted of professors from the Colleges of Architecture, Education and Mass Communications. Other representatives came from the Departments of Philosophy, Human Development and Family Studies, Political Science, History and English Literature. A Vietnamese language instructor also joined the group. During the month-long trip, the group traveled to Cambodia, Laos and Vietnam.

During their travels, this group was able to meet with people from various industries and academia. They discussed and explored many topics and issues.

"The talks ranged from people talking about the government structure to religion to how the media works," Youngblood said. "We had some really great tips from the mass communications perspective."

Youngblood is looking forward to completing one of the goals of the grant by developing an International Electronic Media course and by integrating some of his experiences into his production, technology and society classes.

"Various issues with electronic media would be the focus of the International Electronic Media course," Youngblood said. "And it will probably be taught in a seminar class."

"I think that it is really going to help me broaden what I teach, particularly looking at how the broadcast industry is set up and how the Internet is used," he said.

Not only will all 10 of the professors integrate their experiences into their lectures, but they also will venture out into the community and share their stories with others.

Dianne Crowley, assistant director of K-12 International Education Outreach, came home with many creative ideas.

"I will develop a unit of study about the culture of Vietnam, Cambodia and Laos. In addition to the presentation, curriculum materials will be available on our Web site," Crowley said. "The professors will also go out to schools and talk about what they learned in Southeast Asia."

Crowley added that students attending the program at the International Cultural Center will be able to look at and handle artifacts brought back from these countries.

Traveling from West Texas to Southeast Asia impacted the lives of those who journeyed there. Youngblood said he believes this trip was an incredible opportunity.

"I think that traveling broadens your perspective; it makes you rethink what is going on," he said. "Suddenly it is not just some place on the news; you have got to deal with a different culture."

Youngblood said he believes it is important for his students and colleagues to understand that there is a lot of life existing beyond the boundaries of the United States.

"I am trying to get people to look outside of the United States and to recognize there is a world out there," Youngblood said.

In an effort to grow past seeing only differences and relate our shared connection as one human race, Youngblood would like to offer a class in which students from Tech and Da Lat University in Vietnam collaborate.

A group of individuals journeyed to a far away land with dreams of fulfilling the goals of their grant. Deputy Director of the Vietnam Center Oliver said goals were reached and the team came home with so much more.

"The whole trip has changed everyone in an important way and they are willing to give back to the community of Texas Tech University and Lubbock. It was a wonderful investment," Oliver said. "On this journey, our Texas Tech representatives learned that, though miles apart, we can all learn from one another."

Gary Miller

Assistant professor



By Katie Stoll

Looking at the beginning of Gary Miller's academic career, it is hard to imagine that he is a professor of photocommunications at Texas Tech University.

In 1980, Miller began his higher education at La Salle University in Philadelphia. He received his Bachelor of Science degree in biology, and in 1987 he was accepted to the master's program at Lehigh University.

While studying molecular biology, he began teaching biology labs and lectures.

In 1988, Miller started working toward his doctorate at Baylor College of Medicine in Houston. Just short of completing his thesis to receive his degree, he decided to quit school and start a career.

For six years, Miller was a manager at a biotechnological company and then a financial officer at a medical supply company.

"I decided to go back and study photography because the biotechnology, medical sales and management was not serving my creative side. I felt stagnated doing sales-related things," Miller said. "I wanted to be in a more creative position where I could make more of a unique contribution that would affect people's lives."

In 1998, Miller began taking courses at The Academy of Art University in San Francisco. To receive his Master of Fine Arts, Miller had to complete a thesis project, a personal exhibit of his works.

"Mirrors," the title of his exhibit, examined the form of the human body. Miller photographed nude models' bodies in sections; he then reconstructed their bodies in non-traditional ways to complete a whole picture.

The exhibit was not only an expression of art, but it was also a study of the subjective response of the viewer; he wanted to push the limits and see what people would accept as art.

While he was a student at The Academy of Art University he was accepted to one of the most prestigious workshops for photojournalists, The Eddie Adams Workshop Barnstorm.

Out of the 10,000 applicants, Miller was one of only 100 students chosen to participate in this seminar. He worked on photography projects with editors of major newspapers, including the Miami Herald, and Pulitzer Prize-winning photographers.

Miller described it as a "cool experience."

After graduating, he began teaching at The Academy of Art University as an adjunct.

Teaching was always an interest to Miller. He said he finds that educating others in photography helps his own projects.

"I began teaching when I was a graduate student at Lehigh University, and I found that I enjoyed it," Miller said. "As I have taught more, I have found that I enjoy helping people to learn. I also like the university environment, and I learn from the student work."

In 2002, Miller joined the mass communications faculty at Texas Tech. As a professor of photocommunications, Miller began revamping the courses and curriculum in the department immediately.

Principles of Photography, an entry-level course for photocommunications majors, is designed to teach students fundamental ideas about photography. This class is required for photocommunications majors, but students from different majors were filling up the classes.

"The course was too fast-paced for the non-majors and the

majors were not learning the skills that they need for future classes," Miller said.

To solve this problem, Miller created Photography I, an introductory course for photocommunications majors and left Principles of Photography available for students of all majors to take.

He then changed the curriculum of Photography II to concentrate on studio and artificial lighting.

"Photography II is a studio lighting class where students learn the fundamental principles of using artificial lighting," Miller said. "They are exposed to medium-format and large-format cameras, as well as continuous light sources and flash units."

Printing photographs is one of the most important skills students need to know, he said, so Miller created two classes to help students master this objective.

Digital I teaches students how to use computers to format photographs instead of using the dark room. Students learn not to rely on the expensive printing machines provided at Tech, but learn how to use the technology that will be available to them as beginning professionals.

Miller designed Digital II to perfect the printing process and to help students create gallery-quality photographs.

Senior Portfolio is the final course needed to complete a photocommunications degree. Miller describes the class as a chance for students to "polish their work."

"I give (the students) assignments to make them think differently," Miller said. "They need to be prepared because in commercial photography, they won't love everything that they do."

Miller is a skilled photographer who has earned many awards. He has received five first-place awards, three second-place awards, three third-place awards, and four honorable mentions for many of his exhibits.



Randy Reddick

Professor

By Rachel Griffin

As the School of Mass Communications makes the transition to the College of Mass Communications, many departments are going through changes.

The department of journalism is currently being revamped by Randy Reddick.

Reddick has many ideas for bringing the journalism education sequence up to speed with changing communications technology. He hopes to implement a more converged program in the areas of print, broadcast and Web journalism.

One of the things Reddick plans to revamp is News Central. This is not an entirely new idea, but one Reddick is adapting to new technologies.

News Central was formerly known as Raider Net News, and had a bi-weekly newscast on KTXT, local Channel 4.

Reddick has new plans for the program, including making it a required class for any journalism degree.

The class will produce 30-minute weekly newscasts using a single-camera setup and a blue screen. The new set will replace the old ways of using a live, multi-camera set.

Also, News Central students will maintain a Web site with current news stories.

"The emphasis in this class will be on the students learning to think through problems themselves. There will be a lot of teamwork and discussion," Reddick said.

The renovated program will place a new emphasis on the con-

vergence of all three media, rather than just broadcast journalism, he said.

"It will be very group-oriented, with roundtable discussions on what is news and where it should be placed, over the air, on the Web or in the newspaper," Reddick said.

Reddick will teach the class with the help of Anthony Moretti, who will oversee the broadcast section. Reddick will concentrate on the Web site, and they will jointly manage the print section.

News Central will contribute a lot to the new college, said Janet Wright, director of the advising office.

"Our students are going to be more prepared, getting hands-on experience on all the updated technology," Wright said. "They will actually learn how to run the business."

The changes in News Central are just one part of Reddick's entirely new journalism series. The new classes are being phased in slowly, starting in the fall of 2004, with JOUR 3310, News Presentation I.

This class, also jointly taught by Reddick and Moretti, emphasizes contemporary design and production of news package delivery, including newspaper, magazine, video and Web formats.

Advisory committee member wins FOLIO Award

Photographer RJ Hinkle of Quad/Photo and a mass communications advisory committee member collaborated with client Private Clubs to win the Bronze Medal for Best Consumer Cover in the 2004 Ozzie Awards at The FOLIO Show in New York.

FOLIO Awards honor the magazine industry's best design and editorial achievements annually, in various categories based on circulation. Private Clubs won the Bronze Ozzie Award with Hinkle's photograph featuring caviar in the category "Consumer under 250,000 Circulation."

Mass Comm supporter dies

Betty Blankinship Ward, beloved wife, mother and, grandmother Mama B, died peacefully at home Jan. 7. She was born July 16, 1924, in Jacksonville, Texas, the only child of Gus S. and Louise Bolton Blankinship.

She is survived by her husband of 51 years, L. Ray Ward, a 1996 Mass Communications Hall of Fame inductee; daughter Catharine L. Ward and grandson Cameron R. R. Sanders; son J. Steve Ward, wife Karen, and grandchildren James M. Ward and Jenna M. Ward, all of the Dallas area. Catharine and James are alumni of Texas Tech University.

Mrs. Ward was a long time supporter of the College of Mass Communications and donor of scholarships in the college as well as other projects.

CORRECTION: On October 23, 2004, the College of Mass Communications listed all of its Lubbock area alumni in the Lubbock Avalanche-Journal. We failed to include the name of Rollin Herald, a 1941 alumnus. Rollin and Helenoire Herald have established an endowed scholarship for a photography student. We apologize to Rollin for omitting his name from the list of alumni.

Interns report on 'real world'

AIMEE ALLRED, ADVERTISING MAJOR

By the time a student reaches the end of his or her junior year in college, it is almost impossible that they haven't heard the words "Get an internship; it is very important" at least once. With so many professors and professionals giving this advice to them, it's hard to imagine that a student would not take advantage of it.

As a senior advertising major at Texas Tech, I have been fortunate to find a local, paid internship at The Price Communications Group. However, this opportunity did not just fall into my lap. It was all about strategy.

After sending out more than 20 resumes to advertising agencies in Lubbock, Dallas and Fort Worth and receiving no response after three weeks, I became very discouraged. So when it came time to sign up for Shadow Day through the Tech Ad Federation, I decided to seize this opportunity and request placement with the most prominent agency in Lubbock.

When Shadow Day came, I was placed with Pam Sharpe, media director at The Price Communication Group. At the end of the day I mentioned to her that I had sent my resume and that I was very interested in an internship at the agency. I also used the phrase "I will work for free." Pam felt that I had made a good impression on her and showed a true interest in learning about media and the advertising industry. She offered me an unpaid media internship for the summer, which I could use for class credit.

Over the summer, I gained valuable knowledge of the duties and responsibilities of the media department within an advertising agency. Pam was very kind in taking the time to sit down and tutor me on her media planning software. She gave me great advice for creating a media plan and executing the plan with media buys. I was able to help her by typing broadcast and insertion orders, organizing a database of media contacts and faxing out the orders for a client requiring a heavy media campaign during the months of June and July. This was an extremely valuable learning experience for me in preparation for a career in media.

Also, during this time, Pam was kind to give up her valuable time to help me learn about the media industry by scheduling field trips for us on Thursday afternoons. One field trip we took

was to KJTV-34, the local Fox affiliate. This allowed me to have a better understanding of radio and television from the station's point of view.

As Pam's workload slowed and she did not need as much help from me, Barbie Chambers, ad planner at Price Communications Group, had a project for me to help with. This project involved research for a marketing plan for a major client and then writing the portions of the marketing plan I researched. This was also great experience for me as I struggled to prepare for a future career in advertising. This opportunity allowed me to gain experience in a different aspect of the advertising agency.

By the end of the summer, Pam Sharpe and Barbie Chambers decided that I could be useful in helping them and other people in the agency and were able to get the agency to hire me as a paid intern. This was a tremendous opportunity for me.

Since staying on as an intern at The Price Communications Group, I have continued to help with small media projects and marketing plans. In addition, I have been able to help with small projects for account executives and the creative department. I definitely feel I have a better understanding of the advertising process and work that goes into it. My internship experience has allowed me to take my classroom-based knowledge and apply it in the "real world."

Through my experience, I have learned that it is definitely wise for students to take the advice of their professors and make a serious effort to get an internship. It is the only way to gain industry experience in the student's chosen field before graduation. Not only is this experience valuable for a student's resume, but it gives the student knowledge that can be used as a competitive advantage when beginning a career.

I have also learned that internships are not only beneficial to the student, but to the company as well. There are many students, like myself, who are excited about their chosen career and are eager to apply their classroom-based knowledge while at the same time making a contribution to the company. Most students will make this contribution looking only to be paid with experience. Companies are also able to hire students with industry experience resulting in higher quality employees.

AMANDA LUSTER, PUBLIC RELATIONS MAJOR

After weeks spent waiting on responses from my internship applications, I was beginning to feel a bit apprehensive. Only a few weeks were left to secure a position, and I desperately wanted one I would find valuable and enjoyable. As I worried over this dilemma one evening with friends at a President's Select dinner, Cathy Kay, director of presidential events at Texas Tech, sat down with our group. While talking, Cathy informed me she was looking for an intern and asked for my resume. Within the week, I was hired!

My first day at work felt like the first day of kindergarten all over again! Although I was very anxious, I was also very nervous. I assume all first jobs are rather intimidating, but I am certain a job with the President's Office must top the "intimidating first day" scale.

My feelings of intimidation quickly faded after I entered the office. Cathy explained what she needed help with that day - choosing invitations, planning a menu and securing an event location - and I knew immediately I was going to love the job.

This internship gave me an opportunity to see firsthand how rewarding a career in event planning is. I watched guests' eyes light up in excitement as they arrived at an event, saw their faces fill with delight over small details like name tags, and helped make guests feel special. Experiences such as these transform the long weekend hours often required by this job into fun and enjoyable times.

While working for the President's Office, I experienced many things which will help me at future jobs. While helping plan everything from banquets to pizza parties, I became much more detail-oriented. The many small details I previously took for granted became part of my job. I learned a coordinator must always have at least two or three back-up plans and should be able to carry them out like they were the original. I also learned the coordinator must be prepared for anything - and anticipate its coming. Last, but certainly not least, I learned even the President's Office must have prior approval from Traffic and Parking.

Looking back, I find it ironic that the internship I enjoyed so much was not even one I originally applied for. In fact, my first-choice spot called the next week to hire me, and I wondered if I had made the right decision. Now, as I draw near the completion of my internship, I cannot imagine a more desirable learning experience. I have learned valuable lessons while working in the President's Office and have had many opportunities and experiences which will help me tremendously after graduation. I have looked forward to every day of work and often find it hard to believe I'm being paid for something I find so much joy in. This internship erased my fears of being stuck with a "real job" that I hate. I am now very excited about graduation and eager for a chance to do this sort of work full-time.

FALL 2004 INTERNSHIPS

KCBD-NEWS CHANNEL 11
LUBBOCK AVALANCHE-JOURNAL
UNITED SUPERMARKETS (CORPORATE)
TTU ATHLETIC MARKETING OFFICE
KJTV-34
SUSAN G. KOMEN FOUNDATION
CLEAR CHANNEL RADIO
LUBBOCK CONVENTION AND VISITORS BUREAU
OFFICE OF INTERNATIONAL AFFAIRS, TTU
NEXT MEDIA
TTU PRESIDENT'S OFFICE
MAKE-A-WISH FOUNDATION
LUBBOCK ILLUSTRATED
DISNEY WORLD
KMAC-28, KLBK-13

SUMMER 2004 INTERNSHIPS

PRICE COMMUNICATIONS GROUP
STUDENT RECREATION CENTER, TTU
ADMARC SOUTHWEST, AMARILLO
COVENANT HOSPITAL
KMAC-28, KLBK-13
MARKETING AND PROMOTIONS FOR STUDENT AFFAIRS, TTU
KDFW-4
PHILLIPS PRODUCTIONS
TELEMUNDO 46
CLEAR CHANNEL RADIO (DALLAS, KDGE)
SAN ANGELO STANDARD TIMES
LUBBOCK ILLUSTRATED
LUBBOCKONLINE.COM
LUBBOCK AVALANCHE-JOURNAL
HOOD COUNTY NEWS
PROMISE HOUSE
TEXAS TECH UNIVERSITY MARKETING &

COMMUNICATIONS

HSC MARKETING & COMMUNICATIONS
LUBBOCK CONVENTION AND VISITORS BUREAU
CUMULUS MEDIA
TEXAS TECH MEDIA RELATIONS
GALLAGHER INWEST
BIG BROTHERS, BIG SISTERS
WOMEN'S PROTECTIVE SERVICES
SOUTHWEST COLLECTION
THE LUBBOCK CLUB
NATIONAL ALLIANCE TO END HOMELESSNESS
LUBBOCK COTTON KINGS
SOUTH PLAINS MALL

MCOM recognizes 10 Outstanding Alumni for 2004



CINDY FLUITT

A UIL Journalism victory at the state level in Feature Writing gave one future Red Raider impetus to a communications career spanning the globe.

Fluitt began her undergraduate studies at Texas Tech as a journalism major before deciding that advertising was her calling after completing a mass communications course with professor Bill Dean.

She discovered that advertising allowed her to apply her writing skills to improved expression of ideas. This notion led to a portfolio full of accomplishments.

After graduating in 1976, Fluitt began working as a floater at Foote Cone & Belding/Honig, filling in for receptionists or phone operators during lunch and sick days. Throughout her seven years there, she advanced from floater to producer and made her way into the industry with campaigns including Levi's, Clorox, Pacific Bell and Eddie Bauer.

Fluitt freelanced for five years in an effort to balance work and her travels in Italy. During this time, she produced spots for Dole Fruits & Juices and Worlds of Wonder - the first toys with a computer chip.

In 1987, Goody, Berlin & Silverstein hired her as a freelancer and she joined the staff a year later. She has produced many well-known campaigns over the last 15 years, as well as three public-service campaigns. The Australian Lamb Commission, Elizabeth Arden, Isuzu, Hewlett-Packard, Budweiser, Discover Card and Porsche are just a few of her many successful accounts.

The Partnership for a Drug Free America spot she produced won an Effie and her Girls Inc. spot was profiled on Good Morning America. - L.A.



BETH HARRIS

Millions of Americans keep track of the Oscar buzz; Beth Harris creates it.

Harris graduated from Texas Tech with a bachelor's degree in journalism and was a member of the Pi Beta Phi sorority.

She began her career in 1989 as the director of marketing for the La Cumbre Plaza shopping center in Santa

Barbara, Calif.

In 1992, Harris became the director of marketing for the North County fair in San Diego, Calif. While working for the fair, she generated more than \$450 million in annual sales and implemented several Disneyland national tours, including "Toon Town."

In 1996, Harris went to work for GST Telecommunications, now part of Time Warner. She was responsible for the company's brand development, marketing, sales and design.

Two years later, she led the way to the opening of a \$615 million entertainment complex, home to the Kodak Theatre and the Academy Awards. She had notable success negotiating promotions and producing major celebrity special events.

In 2002, Harris traveled to Los Angeles and marketed two entertainment-themed Southern California shopping centers. She developed marketing alliances with Universal and Sony studios and conducted seasonal promotions for major film

releases, including "The Lord of the Rings" and "Spiderman."

Harris has kept the fire of her enduring success burning and is now the director of marketing for the prominent Academy Awards in Beverly Hills. She markets and promotes the event that reaches more than 42 million viewers.

She has won six MAXI awards for public relations, grand opening and retailer education from the International Council of Shopping Centers. - L.A.



GREGORY PAUL HEITZMAN

When it comes to radio advertising sales, one Red Raider knows his ABCs.

Greg Heitzman graduated with a bachelor's degree in telecommunications from Texas Tech in 1981. This broadcast professional boasts more than 19 years experience in radio station general management, radio sales management and radio sales.

Before his current position, Heitzman served as the local sales manager and an account executive for ABC Radio. As an account executive, he was responsible for a 54 percent growth in the initial account list revenue in the first year and an additional 35 percent growth in the second year. He now serves on the ABC sales advisory board.

Beyond that, Heitzman is the national sales manager for ABC Radio. He develops the national sales and marketing presentation packages, rate negotiations, and annual plans for national and key accounts for three full-service radio stations in the top five market.

Heitzman has received many awards for his outstanding contributions during his career, including the 2003 Interep "Can Do" award for the top three ABC Radio national sales managers in the nation, the 2000 ABC Circle of Excellence award for the top ABC Radio local account executives and the 2000 Karlen Advertising Inc. LIVE WIRE best in campaign excellence award.

In 2003, Heitzman served on Tech's Mass Communications advisory committee. - A.W.



ARTHUR E. MAYHEW

Armed with a bachelor's degree in journalism from Texas Tech, Arthur E. Mayhew ventured into life and influenced the newspaper world.

The 1960 graduate began his successful career as managing editor of the Treador at Tech. He also gained valuable experience as he worked for the Tech Sports Information office under

the guidance of Bill Holmes. His leadership skills surfaced early, serving as an officer of Sigma Delta Chi, an honorary journalism fraternity.

Mayhew launched his professional career as sports editor of the Pampa Daily News in Pampa, Texas, and he rose from beginning reporter to executive editor of the Delaware County Daily Times in Chester, Pa. Under his leadership, the newspaper earned the award for the best medium-sized daily in the state for seven years.

During his career, he served as associate director of the American Press Institute. He planned and facilitated five to six

newspaper-training sessions annually for newspaper professionals from the United States and Canada.

In addition to his professional accomplishments, he volunteered his services to his community in the areas of business, education and the arts. He devoted time to the United Way, Chamber of Commerce, Volunteers in Teaching Alternatives, Bristol Riverside Theatre and the Red Cross Homeless Shelter.

After 25 years with Calkins Media and his valuable contributions to its two newspapers, Mayhew retired in July 2003. In retirement, he plans to donate time each week to the literacy program of the teaching volunteers group, for which he was a long-time board member.

From the office of the Treador to the halls of Calkins Media, Mayhew applied the skills he gained at Tech and left a mark on the world of communications. - M.M.



KARIN MCCAY

On life's journey, many are content with just running the race - others rise above to lead and light the way.

Karin McCay, a 1977 Texas Tech alumna, rose above the norm again four years ago when she carried the Olympic torch in Dallas when it was eight days and 1,600 miles into its journey to the winter games in Salt Lake City.

Since 1980, McCay has led the Lubbock community as co-anchor of KCBD NewsChannel 11 with Abner Euresti at 6 and 10 p.m. The two began serving as hosts of the Children's Miracle Network Telethon in 1984, raising more than \$7 million to benefit the Children's Hospital at the University Medical Center.

McCay is a highly recognized health reporter on the South Plains. She is a 12-time winner of the Anson Jones award, selected by the Texas Medical Association. She has also won the prestigious Edward R. Murrow award three times and earned an Emmy nomination for best news documentary.

McCay's involvement with the news permeates through every newscast with health content in Daybreak Today, HealthWise at 5 p.m. and the award-winning HealthWise at 10 p.m. - A.W.



CAROL MCKELVY MCWHORTER

Never underestimate the significance of your first job; it may lead to your career. Carol McKelvy McWhorter, a 1975 Texas Tech graduate, still clocks in at the Lubbock Avalanche-Journal as she did on her first day more than 25 years ago. Almost immediately after completing her bachelor's degree in advertising, McWhorter began work-

ing at the Lubbock Avalanche-Journal and has held various positions since. Today, she serves as the director of sales. Among her many achievements, the Newspaper Association of America awarded McWhorter with one Best of Show award, two Excellence awards and one Honorable award in 2003. McWhorter is a recipient of the 1998 George Mahon award for extraordinary public service from the Association for Women in Communications, and the Lubbock Chamber of Commerce recognized her as a Leadership Lubbock distinguished graduate in May 1997. McWhorter is actively involved within the

Lubbock community, serving on the boards of the United Way, Lubbock Symphony Orchestra, the Lubbock Club, and the Lubbock Culture and Arts Commission. McWhorter's passion for traveling has led her to ventures and adventures in China, Thailand, Israel, Hong Kong and the Caribbean. After studying the piano extensively for 13 years, she now teaches aspiring pianists. – A.W..



MACK OWEN

Mack Owen enhances the world of advertising by bringing award-winning ideas to fruition that inspire consumers of all ages.

The 1981 graduate of Texas Tech first applied the knowledge from his bachelor's degree in advertising at the Phil Price Advertising agency in Lubbock.

Owen spent seven years with the company learning the trade's craft.

He discovered a passion for the field and founded The Owen Group Advertising Agency in Lubbock in 1988. His success with the agency is validated by the many awards he has received over the years, including, the Best of Show award on three occasions, the prestigious American Advertising Federation National Addy award, the National Newspaper Association's National Dandy award.

Other awards include the Texas Newspaper Association newspaper awards, the 1994 AAF Silver Medal award and numerous Silver Microphone awards recognizing the nation's best local radio commercials.

Owen makes time in his schedule to serve as a guest lecturer for the College of Mass Communications at Tech. He also served as faculty adviser for Tech's AAF student competition team in 2003.

His many accomplishments include serving as former president of the Lubbock Advertising Federation and as a member of the National AAF board of directors in 1990 and 1991.

Owen often finds himself on the road as a judge for the AAF, traveling to Florida and Tennessee among other locations to assist the development of future professionals. – S.R.



BETH PRATT

Beth Pratt's hunger for understanding emerged at Texas Tech, and she has traveled the world to feed her passion.

Continuing-education seminars have taken Pratt to England, Israel, Jordan and Egypt. After more than 20 years, she continues to serve West Texas as

the religion editor and columnist for the Lubbock Avalanche-Journal.

This Tech alumna belonged to Kappa Tau Alpha, an honorary journalism society, and received the Undergraduate Research award in 1981. Pratt earned her bachelor's degree in journalism in December 1982; however, she was working diligently long before then.

Pratt worked as a professional oil colorist for 10 years and as a columnist for the Media Library Services Journal from 1979 to 1984. She also edited an employee newspaper for Texas Instruments in Lubbock, the Hub Times and the Plains National Bank newsletter before finding her home at the Lubbock Avalanche-Journal.

In 1987, she received the Wilbur award from the Religious Public Relations Council. She was also honored with the 1988 Texas Headliner Club's Award for column writing and several

first place and other awards from Texas Press Women.

In addition to her professional recognition, Pratt is the recipient of accolades for her community service efforts, including service on boards for Lubbock United Way and the Department of Human Services Advisory Council. Pratt is a member of National Religion Newswriters and the Association of Women in Communications. – L.G.



JOHN J. RAFFERTY JR.

Motivation and selling have been a part of John J. Rafferty's life since his days at Texas Tech.

As a cheerleader, Red Raider mascot and chairman of the Tech Spirit Coordinating Committee, he sold his fellow Tech students on the value of the college.

Equipped with a bachelor of arts in advertising, Rafferty embarked upon a professional journey into the field of communication – focusing on television.

Rafferty began his career as an account executive with a CBS affiliate in New Mexico in 1987. Next, he worked for several stations as a regional sales manager and as an account executive. Rafferty took the lead in 1996 as national sales manager of KPRC-TV, an NBC affiliate in Houston.

Today, he is again motivating and selling as the general sales manager of WJXT-TV in Jacksonville, Fla. Owned by the Washington Post Company, Channel 4 is the No. 1 independent station in America.

In addition to his successful business endeavors, Rafferty is involved with a variety of business and community organizations. His affiliations include the Association of Broadcast Executives of Texas, Houston Advertising Federation, Houston Media Golf Classic Committee, Texas Tech Advisory Committee and the Missouri City Little League.

From Lubbock to Florida, Rafferty shows that the road to success in the world of television is paved with talent, spirit and motivation. – M.M.



RENEE UNDERWOOD

Renee Underwood unites her education with professionalism for the success she enjoys.

Underwood graduated from Tech with honors and a bachelor's degree in telecommunications in 1978. She now serves

as director of advertising for United Supermarkets, with expertise developed in accounting and marketing.

In her current position, Underwood is responsible for a 47-store retail grocery chain operating in 26 Texas markets.

Underwood's first encounter with United Supermarkets was in 1977. As an account supervisor with Waddington & Associates, Underwood coordinated the advertising and public relations for the grocery account among other clients.

In March 1997, Underwood served as direct marketing consultant for Southwestern Bell Yellow Pages Texas regional markets. She was responsible for the increase in sales of the direct mail product line from \$10,000 in 1996 to \$300,000 in 1997.

Through her involvement in several community activities, Underwood has had a positive influence on the city of Lubbock. Among many others, she has received ADDY Awards for Creative Excellence in Advertising, Telstar Awards for Outstanding Healthcare Marketing and five Telly Awards in four years. – C.Z.

Outstanding Alumni biographies

Students active as RaiderComm associates produced the alumni biographies from information provided by the award recipients. RaiderComm is Tech's student-run public relations firm and represents the College of Mass Communications. Participants were Director Alice Wilson, Lindsey Ashley, Lauren Goode, Melissa Marlow, Stephanie Riddle and Christie Zeiter.

Alumni Questionnaire

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://mcom.ttu.edu/alumni/feedback.html>

Full Name: _____

Major/Degree: _____

Year Graduated: _____

Additional Degrees and From Where: _____

Where do you live? _____

Current employer? _____

Job title: _____

Employment history since graduation: _____

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

If returning by mail, please send to:

Aleesa Ross
 College of Mass Communications, Texas Tech University
 PO Box 43082
 Lubbock, TX 79409-3082

Mass Comm celebrates 'Going to College'

On Oct. 22, 2004, the "Going to College" celebration at the Frazier Alumni Pavilion recognized faculty, staff, alumni and friends who made major contributions of time, energy and financial resources to the college.

The celebration concluded a 34-year effort by numerous individuals, groups and committees to become a separate college.



Sharelene Formby Rhodes and Russ Gibbs, Assistant Vice Chancellor



R.J. Hinkle and Provost Bill Marcy



Larry Beaulieu, Carman Keith Tidwell and Nancy Beaulieu



Mack and Carol McWhorter



Jon Whitmore, president of Texas Tech, at the Outstanding Alumni Breakfast



Anna and Robert Henry

'Going to College'



Mike Querner, cowboy poet, Dean Jerry Hudson and Assoc. Dean Dennis Harp



Dean Jerry Hudson presents College founder's plaque to Steve Beasley, publisher of the Lubbock Avalanche-Journal.



Dean Jerry Hudson presents College founder's plaque to "Choc" Hutcheson.



Clive Kinghorn, Susan Thornhill, Cathy Buesseler and Asthon Thornhill



Ray Moran, Larry Ackers and Sharen Hart



Ed and Susan Youngblood



Larry Beaulieu presents an engraved tile to Dean Hudson.



Pete Brewton and La Nelle Ethridge



Betsy and Rowdy Hartman

'Going to College'



Camille Keith and Clint Formby



Kaye and David Miller and Randy Sanders



Ann Ward and Dr. Billy I. Ross



Dean Jerry Hudson presents College founder's plaque to Wayne Sellers.



Dr. Billy I. Ross, Carol McWhorter and Avis Ross



Dean Jerry Hudson presents College founder's plaque to Ray Moran.



Arthur Mayhew, Jerry and Sue Hudson



Dolores and Anthony Galvez



Jennifer and Kurt Schuder

'Going to College'



Bill and Hoppy Hervey



Dennis and Ellen Harp



Virginia and "Choc" Hutcheson



Bob Rooker and Andy Rooker



Cathy and John Buessler and Sally Post



David Gaschen, star of Broadway play "The Phantom of the Opera," and Clint Barrick



Sharleen Formby Rhodes, Russ Gibbs and Provost Bill Marcy



John, Jr., John and Shirley Rafferty



Phil Record, Max Faulkner and Freda McVay



WHO AM I?

Do you recognize this face? To see if you are correct, or if just want to know, go to <http://www.mcom.ttu.edu> to find out.

Matching funds yield \$500,000

continued from page 1
remember his legacy.”

Formby received his bachelor’s degree from Texas Technological College in 1932. A former broadcaster and Texas state senator, he served as a member of the Texas Tech Board of Regents from 1967-1971. He was named Mass Communications Outstanding Alumnus in 1981 and was a member of the Mass Communications Advisory Committee. Formby died in 1984.

Formby Rhoads is a 1940 graduate of Breward Junior College and did graduate work in radio communications at the University of Texas. She is a member of the Chancellor’s Council and a major donor to both Texas Tech University Health Sciences Center and Texas Tech, including the largest single gift ever to go to the Southwest Collection/Special Collections Library.

The \$250,000 contribution from Formby Rhoads will be matched by funds through the Regents Faculty Endowment Program to create a \$500,000 professorship. The program is part of Texas Tech’s Path to Preeminence effort to enhance recruitment and retention of distinguished faculty.

— the Mass —
Communicator

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