

The Mass Communicator

A publication for alumni and friends of the College of Mass Communications at Texas Tech University
Summer 2006 • Vol. 31 No. 2



Scott Pelley
Hall of Fame Inductee

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Cover photo by Melissa Frazier

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MASS COMMUNICATOR STAFF

Editor	Pete Brewton
Photography and Design	Melissa Frazier John Irving Gay
Publisher	Jerry C. Hudson, dean

CORRECTIONS

R.J. Hinkle's employer was misidentified in the Professional Advisory Committee listing in the Spring 2006 Mass Communicator. He is a photographer and manager for Quad/Photo in Addison.

Brian Jensen's name was misspelled in the Spring 2006 Mass Communicator story on the Outstanding Alumni. We apologize for these errors.

Dean's Notes

Mass communications growth – The growth of undergraduate enrollments in mass communications programs throughout the United States is unprecedented. According to a survey of mass communications programs published in the Autumn 2005 issue of Journalism Educator by Becker, Vlad, Coffey and Tucker, more than 207,000 students at 459 institutions were majoring in journalism and mass communications in fall 2004. These findings depict about a 5 percent increase compared to two years earlier. Even though the increase in graduate enrollment tends to lag behind undergraduate enrollment trends, more graduate students are pursuing master's and doctoral degrees.

College undergraduate enrollment – The fall 2005 enrollment data for the College of Mass Communications parallel the enrollment trends for the nation. Since 2003, our undergraduate enrollment has increased by about 13 percent. Even though 130 students participated in the May 2006 commencement ceremonies, we expect about a 5 percent increase of freshman and transfer students for fall 2006. This anticipated increase will push our undergraduate enrollment to more than 1,600 majors.

College graduate enrollment – The quantity and quality of our initial doctoral class in fall 2005 exceed our expectations. We anticipated an enrollment of six doctoral students; instead, we enrolled nine such students. While we forecast enrolling nine doctoral students in fall 2006, we now anticipate enrolling more than a dozen students. We are about a year ahead of our projected growth.

New college faculty – Along with this unprecedented growth in student majors, the college has experienced a parallel growth in faculty and staff. During the past two years, the college has added six new faculty and three new staff positions. By fall 2006, counting new and replacement faculty members, the college will have employed nine new faculty members since fall 2004.

The new faculty members include the Marshall and Sharleen Formby Regents Professor and the Regents Professor in Hispanic and International Communication. Three new faculty members will teach courses in advertising, three in journalism, two in public relations, and one in electronic media and communications. In addition to these new faculty members, the college will seek two additional faculty members for fall 2007 to teach courses in public relations, and two in electronic media and communications.

New departments – Since 1988, we have used the term “sequence” to identify the different academic units. We have also used the terms “sequence coordinator” or “sequence director” to identify faculty members responsible for administering the academic units.

Because of the rapid undergraduate and graduate growth, we have decided that a departmental administrative structure would be more efficient. We will begin the fall 2006 semester with four academic departments – Department of Advertising, Department of Electronic Media and Communication, Department of Journalism, and Department of Public Relations. Each department will be administered by a chairman. Don Jugenheimer, Ph.D., will chair the Department of Advertising; Todd Chambers, Ph.D., will chair the Department of Electronic Media and Communications; Randy Reddick, Ph.D., will chair the Department of Journalism; and Coy Callison, Ph.D., will chair the Department of Public Relations.

The associate deans will retain their current appointments. Bill Dean, Ed.D., serves as the associate dean of students. Dennis Harp, Ed.D., is the associate dean of faculty. Michael Parkinson, Ph.D., is the associate dean of graduate studies.

Regents professors – The Marshall and Sharleen Formby Regents Professor will be Tom Johnson, Ph.D., and the Regents Professor in Hispanic and International Communication will be Kenton Wilkinson, Ph.D. Professor Johnson served as the graduate director of journalism at Southern Illinois University. He earned his doctorate from the University of Washington. Professor Wilkinson served as the graduate director of the mass communications program at the University of Texas San Antonio and earned his doctorate from the University of Texas at Austin.

Invitation – If you have not visited the campus during the past five years, I invite you to make a special trip to the campus for a visit. You will be impressed with the new buildings, renovations of older buildings, and numerous campus beautification programs. I also invite you to visit us in the Mass Communications building. We have also made many changes and expect more in the future.

Finally, I invite you to become involved with the various College and alumni committees. If you would like to participate in these initiatives, please contact me; e-mail is easiest – jerry.hudson@ttu.edu or call (806) 742-3385. ■



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

College Administrators

Jerry C. Hudson
Dean

Bill Dean
Associate dean for Student 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

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

Adjunct and Part-Time Faculty

Pete Brewton
Journalism

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

Kris Boyle

Emily Kinsky

Sufyan Mohammed

Simon Sinaga

Paul Watson

Staff

Amy Fox
Director of Development

Melissa Frazier
College design specialist

Randy Hays
Information technology support manager

Missy Helbert
Accountant

Kathy Lindsey
Assistant adviser

Mark Mamawal
Information technology supervisor

Dawn Moreno
Senior office assistant

Juli Murrah
Assistant academic adviser

Robert Peinert
Information technology support

Aleesa Ross
Director of the Career Center

Annie Ruland
Executive assistant to the dean

Ja'Na Schmidt
Office assistant

Joel West
Director
Survey Research Institute

Janet Wright
Director of advising ■



2006 Buessler Lecturer Series



Clockwise from top left: Javier Aldape, editor and vice president of Hoy Newspapers in Chicago, gave the 2006 Cathryn Anne Hansen Buessler Distinguished Lectureship in Print Media. Adalpe spoke on Feb. 16 in the Merket Alumni Center on “Spanish Language Media — Hype or Hope?”

Aldape with Cathryn Anne Hansen Buessler.

Dean Jerry Hudson presents Javier Aldape with a clock in honor of his speech.

John Esparza: Proud Techsan

by Courtney L. Casey



Left to right: Esparza working the Senate floor as personal aide to the president of the Senate, Lieutenant Governor Rick Perry. Esparza sharing a few laughs outside the Conservatory at the Governor's Mansion with Texas A&M University Regent Phil Adams and Governor Rick Perry (from left.) At the Governor's Mansion with Governor George W. Bush as coalition director to the political campaign. Photos courtesy John Esparza.

His business card reads Senior Adviser for Community Affairs to Texas Governor Rick Perry.

First Lady of Texas Anita Perry said he is one of her favorite young people.

His extensive resume would stir envy in anyone.

His colleagues admire him and consider him a great credit and tribute to Texas Tech.

As a student, John D. Esparza may not have been at the top of his class, but he always was — and remains — a step ahead in the game of life.

“Words cannot begin to describe John,” Anita Perry said. “He is one of the most loyal, dedicated and energetic people that I have ever known.”

With enthusiasm, the governor's wife said Esparza has enriched many people's lives, and those who love him most are proud of his success and proud to be his friend.

“I saw John every morning and every night for about a year when he was the governor's assistant, which was such a joy,” she said.

Punctual, dressed to a T and enthusiastic to be home again, Esparza recently recollected his challenging but successful journey to the Texas Capitol.

The native West Texan grew up in Garden City and based his choice of attending Tech on its obvious geographical benefits.

He faced a struggle from the beginning of his college career when his father passed away the week he registered at Tech, Esparza said.

“That's where life really changed for me because it was a send-off, a new start in life,” Esparza said.

Originally planning to major in engineering, Esparza said he switched to a major in public relations with a minor in marketing after compiling a 1.7 GPA early on and being asked to take a semester off.

“Before I got to college I wanted to do two things,” Esparza said with a chuckle.

“I wanted to be an Air Force pilot because “Top Gun” had just come out, and I wanted to be a judge because I liked to boss people around.”

Without hesitation, Esparza said he was on the seven-year plan and graduated from Tech in the fall of 1997, an accomplishment of which he is most proud.

“I had put together my resume,” he recalls, “and I remember looking at it and thinking: ‘All I have on here is manual labor for job experience.’”

At that time, Esparza and Judy Oskam, associate professor in the College of Mass Communications, both recognized his need to get an internship to gain real-world experience.

“John was the kind of student that is every teacher's dream,” Oskam said, “because he was very attentive, a quick thinker, a problem solver, and he took the initiative to develop solutions to whatever the issue was.”

Oskam remembers helping him get an internship with the American Association of Retired Persons, reporting to the state communications director.

“He's an individual of sterling character who has a real sense of who he is, why he's been put on this Earth and where he's going,” Oskam said.

William J. Conover, faculty adviser for Chi Rho Catholic Service Fraternity at Tech, said he first met Esparza at the time he was pledging Chi Rho, struggling with his grades and working a job to put himself through school.

“He was a special individual who had a niche for what he was doing and, obviously,” Conover said, “continuing to do today.”

Conover recalls that Esparza lived in a house close to the Tech campus and liked to have his friends over and socialize. Esparza never became an official member of the Catholic fraternity; however, the members liked him so well that he participated in many of their events.

“He is the first and only student that I remember who became an honorary member of Chi Rho,” Conover said.

Esparza said his AARP internship and responsibilities steered him into Texas politics quickly. He said he was invited to attend a public signing ceremony at the Capitol for nursing home reform legislation sponsored by the AARP.

“Governor Bush saw me in the corner and motioned for me to come over to him,” Esparza said. “After I told him I had gone to Tech and was from around Midland, he said they were hiring for the campaign in the fall.”

From that point, Esparza said, his career skyrocketed.

He worked extensively on Hispanic outreach under political adviser Karl Rove and served as then-Gov. George W. Bush's coalition director for his political campaign.

Later, Esparza served a short stint as an assistant communications director for State Sen. Teel Bivins of Amarillo before joining Perry's team.

“Whenever I see Ambassador Bivins, we always joke about how I worked for him for all of 20 minutes and having the lieutenant governor come in and steal your employees wasn't so bad after all,” Esparza said, displaying his broad smile.

Esparza has been with the Perry campaign and administration since 1999.

Prior to joining Perry's executive office as a member of the senior staff, Esparza also served as special assistant to the governor, director of scheduling and advance and personal assistant to then-Lt. Gov. Perry.

Kathy Walt, press spokeswoman for the governor, said she first met this Tech graduate while she was a reporter for the Houston Chronicle, and he was working as an aide to the lieutenant governor.

“John works in a capacity that involves taking care of many things,” Walt said, “including arranging meetings and helping with the governor's military events.”

“He is the true jack of all trades.”

Walt said Esparza possesses such strong dedication and determination that he gets the job done and gets it done

well. She cited his communications abilities as key to his success.

“His interpersonal skills really set him apart and make him the class act.”

Eric Bearse, director of communications for the Perry administration and a close friend of Esparza's, said he has known Esparza since December 1998 when they both started working for then-Lt. Gov. Perry. Bearse's respect for Esparza is evident.

“He's a wonderful person, devoted to his friends, his job, his family,” Bearse said, “and building a better Texas.”

Bearse said that when Esparza is on a project, he throws himself into it fully.

About once every 18 months to two years, Esparza said, he is given new responsibilities by Gov. Perry, which serves as reassurance that he is doing his job well.

One of the staples in Esparza's life is his sense of family, which includes his wife of nine years, Leah, as well as their three sons.

Proud to be from the Lone Star state and wanting to honor his deceased father, Esparza gave his sons the names of Texas rivers as their middle names: Jake Pecos, 6, Joshua Brazos, 4, and Jack Sabine, 2.

Esparza has come a long way — from Garden City with its one blinking light to the state Capitol and service to two Texas governors. He doesn't take his accomplishments lightly, nor does he discount the virtues of giving your all to opportunities that arise.

“If folks hired me on my GPA, then I'd still be looking for a job,” the mass communications alumnus said. “I think that gives a lot of hope to the average students out there.” ■

(Courtney L. Casey is a public relations major in the College of Mass Communications. This story was written under the guidance of Robert Wernsman, News Writing instructor.)

Alumni Updates

We welcome your input. You can submit your information at www.depts.ttu.edu/masscom/alumni/feedback.php by Oct. 15 for our next publication. Information submitted by mass communications alumni.

1960s

Travis L. Peterson, San Antonio
Journalism, 1964
Psychiatric social worker
Mission Vista Behavioral Health Center

1970s

Jay Messersmith, Cincinnati, Ohio
Telecommunications, 1973
Creative services director, WYGY-FM

Steve Holmes, Dickinson, Texas
Telecommunications, 1977
Senior quality assurance engineer/ISO
9001 coordinator, GHG Corporation

Ira Perry, Houston
Journalism, 1977
Director of marketing and public
relations, Holocaust Museum

1980s

Kuo Chen Hsu, Shanghai, China
Master of Arts in Mass
Communications, 1980
Vice president, Ford Motor in China

Chip May, Richardson, Texas
Journalism, 1986
Marketing communications
consultant, Blue Cross and Blue Shield
of Texas

Jason Dial Mayfield, Allen, Texas
Public Relations, 1989
Mayfield Money Management

Vince Golle, Washington, D.C.
Journalism, 1989
Deputy team leader— U.S. Economy
Bloomberg News

1990s

Reginald Davis, Lubbock
Telecommunications, 1992
President and CEO, African American
Chamber of Commerce

Terry Riley, Denton, Texas
Public Relations, 1992
Owner, Quien Sabe Productions

Kendra Casey Plank, Springfield, Va.
Journalism, 1994
Reporter, BNA in Washington, D.C.

April Davis Alejandro, Austin, Texas
Public Relations, 1996
Group account director,
Mercury Mambo
Where Commerce & Culture Collide

Eli Columbus, Dallas
Public Relations, 1996
Lawyer in bankruptcy/business
reorganization section,
Winstead Sechrest & Minick P.C.

James Michael Doughty Munoz,
San Antonio
Broadcast Journalism, 1997
Reporter, Belo Corp. KENS 5

J Frederick, Dallas
Advertising, 1997
Principal, RD&F Advertising

Jenny Peurifoy Lord, Rockwall, Texas
Public Relations, 1999
Corporate market director,
American Heart Association

2000s

Tara Masterton Green, Houston
Advertising, 2000
Account executive, Houston Chronicle

Kristie Rieken, Houston
Journalism, 2000
Sports writer, The Associated Press

Natalie Shushtari-Sparks, Lubbock
Public Relations, 2000
Unit Manager-Educational Outreach,
TTU KTX-TV PBS Channel 5

Amy Woolen, Denver, Colo.
Advertising, 2000
Account supervisor, Level 5
Marketing

Jill Griffeth-McMillan, Dallas
Broadcast Journalism, 2001
Public relations/investor relations
specialist, Crosstex Energy

Michele Moore, Dallas
Public Relations and English, 2002
Public relations account coordinator,
Moroch Partners

Julian Olivas, Lubbock
Public Relations, 2003
Director of Visitors Center,
Texas Tech University

Haskell Lee Fuqua, Dallas
Public Relations, 2004
Director of new business, RadioVision
Advertising, Marketing and Media

Lauren Clonts, Austin, Texas
Journalism, 2005
Editorial assistant,
Austin American Statesman

Adam Boedeker, Sherman, Texas
Advertising and Journalism, 2004
Sports reporter,
Sherman Herald Democrat

Kiley Crabb, Dallas
Public Relations, 2005
Account executive, The Point Group

Joe Fairless, New York
Advertising, 2005
Project coordinator, Mr. Youth

Sarah Floerke, Austin
Public Relations, 2005
Primary elections administrator,
Republican Party of Texas

Stefanie Heermans, Dallas
Public Relations, 2005
Recruiter, Aerotek

Doug Sanders, New York
Advertising, 2005
Assistant account executive,
TracyLocke Advertising ■

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 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 unsatisfied 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

Then and now - These photographs of the Mass Communications library in Room 103 illustrate the growth and changes that have occurred over the years.





FISHING FOR WHAT'S REAL

by Bryan Wendell
photos by Melissa Frazier

His passion is fishing, but instead of Buffalo Springs Lake, one College of Mass Communications faculty member has made a big catch in the field of public relations.

Coy Callison, associate professor of public relations, was presented the Barnie E. Rushing Jr. Faculty Distinguished Research Award in 2005.

The award, which includes a \$1,500 honorarium to one recipient in each college at Tech, was given to Callison for research into credibility in public relations.

"Most of us think of public relations practitioners as slicked-back hair and Armani suits," he said.

Callison wanted to test this preconceived notion in a real-world situation. He used his skills learned as a stringer for the San Antonio Express-News to set up his research, where subjects compared stories in which the main source was a company spokesman, or a public relations practitioner, or a government official.

As Callison expected, the government official was the most credible, while the public relations person was seen as the least trustworthy.

"There's a universal disdain for PR practitioners," Callison said of the reason for the results. "It's just like lawyers;



there's a universal disdain for lawyers."

He said this experiment did not set out to discover why public relations practitioners weren't trusted, but he has his own theory.

In the movie "Phone Booth," Colin Farrell plays a public relations person whose career is hated by one man to the point that he holds Farrell hostage in a phone booth.

Callison used this movie as an example of the media's portrayal of public relations.

"People don't think of them as hard-working and unbiased," he said. "They think of a sleazy person."

The lesson learned from this research, Callison said, is that when a company is in a sticky situation, a public relations practitioner shouldn't deliver the bad news.

Instead, he said, it is more effective to do public relations through a news story with the help of a journalist or through a mouthpiece that the public views as more credible.

"Don't announce your bad news yourself," Callison said. "The audience realizes this guy is paid to say this."

Through his research, Callison hopes to turn around the misunderstandings about public relations.

But the blame for the profession's reputation should only



Fourth Annual Miller Bonner Memorial Classic



The Honorable Kent Hance, Karen Bonner and Dean Jerry C. Hudson (from left) at the 2005 Miller Bonner Classic.

October 2, 2006
Lost Creek Country Club, Austin, Texas
Shotgun Tee Time – 1 p.m.

Prizes for winners, longest drive and closest to the hole. Each member of the first place team will receive a 2.5 X 6-foot print of the TTU campus. The print is valued at \$300.

Proceeds go to the Miller Bonner Endowed Scholarship fund.

You may register to participate in the tournament at www.depts.ttu.edu/masscom. Please contact Karen Bonner at karenjeanbonner@yahoo.com to inquire about sponsoring some of the activities.

rest with the public relations practitioners themselves, because they often dig their own graves, he said.

“Don’t lie if you don’t want to be called a liar,” Callison said.

A stack of papers about three feet high in Callison’s office represents the next task on his agenda. He has conducted more than 400 surveys to see if a CEO in the company is viewed as any more credible than a public relations practitioner.

“Maybe it’s not a public relations problem, maybe it’s anybody in the company,” he said.

Callison is proud of his research, and he’s proud of the research award. He even keeps at eye level a picture of him receiving the award from Tech President Jon Whitmore.

But Sufyan Mohammed, one of Callison’s research assistants, also speaks with pride about his mentor.

Mohammed, a doctoral student from Rochester, N.Y., said Callison is one of only two people in the United States who is conducting this kind of research.

Mohammed said Callison has more publications than most people his age — a fact Mohammed attributes to Callison’s work ethic and dedication.

“He works too hard,” Mohammed said. “He’s got an amazing research mind, and he collaborates with a lot of people.”

In fact, Mohammed said Callison convinced him to come to Tech.

“I wouldn’t be here if it wasn’t for him,” Mohammed said. “His work impressed me to the point that I’m here.”

When he’s not researching, teaching courses or mentoring doctoral students, Callison loves to fish competitively.

He even is the adviser for Tech’s Bass Angler Team.

At home, Callison and his wife, Kim, have a 5-year-old daughter named Lily and are expecting a baby soon.

Add to all that the fact that Callison is having a house custom built for his growing family, and this year is a very busy one for Callison.

“If I can make it through 2006, it’s going to be smooth sailing after that,” he said. ■

(Bryan Wendell is a May 2006 graduate of Texas Tech with Bachelor of Arts degrees in journalism and Spanish, conferred Summa Cum Laude. He was the banner bearer for the College of Mass Communications in the May graduation ceremonies. He wrote this story while a student in the Advanced Reporting class, taught by Randy Reddick and Pete Brewton. He will be attending graduate school in journalism at the University of Missouri in the fall.)

Mystery Photo

Can you guess who these people are? Visit www.depts.ttu.edu/masscom to find out.





Doug Hensley in his Lubbock Avalanche-Journal office.

Doug Hensley Pitches In With News Writing

by Nicole Barbosa
photos by Melissa Frazier

For Doug Hensley, being a student at Texas Tech was not a first choice. However, after 26 years, Texas Tech and Hensley have become a perfect fit.

Hensley was born in Kansas City, Mo., but attended high school in Tucumcari, N.M. He played basketball all four years and said he enjoyed every minute. Sports, especially basketball, became a love for Hensley.

After high school, Hensley received a full scholarship to play basketball at Frank Phillips College, a junior college in Borger. Balancing academics and basketball became a problem for Hensley. He said he played more than he left time to study. As a result, he decided to go home to figure out his next decision.

While home, Hensley began talking to close friends, and found some were attending Texas Tech. After careful consideration, he decided to move to Lubbock where he would eventually make a lifetime of memories. He began at Tech in the spring of 1980, majoring in print journalism. Quickly becoming bored, Hensley called his mother and told her he wanted to come home. She convinced him not to give up, and though reluctant at first, Hensley decided to stay.

"I wanted to leave Frank Phillips after only a short time," Hensley said. "The same happened with Tech but it eventually grew on me after a while, so I stayed."

Hensley enjoyed writing, and while at Tech, he began

working for the Dalhart newspaper, the Daily Texan, during holidays and summer breaks. Soon after, in August of 1981, shortly after graduation from Tech, he was offered a job at the Avalanche-Journal as a sports writer.

"Lubbock is a great market for sports," Hensley said. "Sports writing has been good to me and I have no regrets, which very few people can say about their career."

When offered the job of sports writer, Hensley said he thought it looked busy and overwhelming. However, since it was only part time, he took the job. After two years of part-time work, Hensley went full time. He reported as a sports writer at the A-J for more than 10 years until 1992, when he was promoted to sports editor. Then four years ago, Hensley was promoted to assistant managing editor for sports and design.

Robert Wernsman, a mass communications instructor, said he has known Hensley for almost 10 years.

"I first met him when he came to speak in a reporting class, which at the time was taught by Liz Watts," Wernsman said. "However, we talked several times at the luncheons."

The Avalanche-Journal hosted faculty luncheons and the two attended many together.

Wernsman has taught News Writing since 1994, and, according to past and present students, the course is a college favorite. In the fall of 2004, a position to help teach the

News Writing course became open. Another teacher was interested in it but the syllabus was not intriguing to the prospect, so Wernsman decided to call on Hensley.

Wernsman said Hensley came highly recommended, not only by Wernsman himself, but by other faculty members, because of his love of journalism as a student and as an Avalanche-Journal writer and editor.

Sharisse Hubbard, a junior print journalism and Spanish major from Sachse, said she enjoyed the News Writing class and learned a great deal from Hensley. Hubbard said the improvement in her writing has been because of great teachers like Hensley.

"Mr. Hensley is very knowledgeable when it comes to News Writing," Hubbard said. "He really cares about his students and their progress in the class."

In 1994, two years after accepting the job as sports editor, Hensley married a close friend from the Avalanche-Journal, Tammy, who worked as an administrative assistant for the paper. Hensley and his wife have two children, Hayden and Kerrigan.

Patrick Gonzales, current sports editor for the A-J, said he has known Hensley for three years. When he was in high school, Gonzales said he remembers reading sports columns written by Hensley. Gonzales first met Hensley in 2002 when he applied for a job at the A-J and was interviewed by him.

"I consider him a mentor and a good source of experience," Gonzales said. "He is the best person I have seen who can balance family, his job and teaching at Tech."

Over the past years of sports writing and editing, Hensley said he has met his share of sports celebrities. He said his favorite experience was meeting Sugar Ray Leonard in 1983, just two years after accepting the sports writer position at the A-J. Hensley interviewed him when Leonard was serving as a commentator at a fight Hensley covered.

"You cannot get caught up in celebrity life," Hensley said. "While a part of you is excited, the other part has to be professional."

Along with his work and teaching, Hensley still finds time to spend time with his family and is also involved in kickboxing. However, Gonzales said he can always contact Hensley, even if he is at his child's sports games.

"Doug Hensley is one of a special group," Wernsman said. "He is dedicated to his job and has the best of students' interests in mind." ■

(Nicole Barbosa is a journalism major in the College of Mass Communications. She is the student editor of Tech imPRESSions, the new student magazine of the college, which is to have its first edition published in the fall. She wrote this article as a student in the Advanced Reporting class, taught by Randy Reddick and Pete Brewton.)

Editors' meeting at the Lubbock Avalanche-Journal with Mel Tittle, managing editor, Shelly Gonzales, features editor, Doug Hensley, assistant managing editor, sports and design, and Karen Brehm, assistant managing editor, news and features (from left.)



CAREER CENTER NEWS

**FOR-CREDIT INTERNSHIP PLACEMENTS
SPRING 2006**

American State Bank marketing, Lubbock
Covenant Health System, Lubbock
The Daily Toreador advertising, Lubbock
Fox 34, Lubbock
KAMC/KLBK, Lubbock
KCBD NewsChannel 11, Lubbock
King & Gibson Advertising, Lubbock
Lubbock Avalanche-Journal, Lubbock
Lubbock Gunslingers, Lubbock
Lubbockonline, Lubbock
Overbrook Entertainment, Los Angeles, Calif.
Plainview Daily Herald, Plainview, Texas
The Price Group, Lubbock
Randy Christian & Partners, Lubbock
South Plains Mall, Lubbock
State Representative Carl Isett's Office, Lubbock
Susan G. Komen Breast Cancer Foundation, Lubbock
Texas Techsan magazine, Lubbock
Texas Tech Athletics, Lubbock
The Thomas Agency, Lubbock
Robert H. Ewalt Recreation Center, Lubbock

**WANTED - INTERNSHIPS FOR DYNAMIC AND
talented students in the fields of advertising,
electronic media and communications, journalism,
photocommunications and public relations. Contact
Aleesa Ross in the College of Mass Communications
Career Center at aleesa.ross@ttu.edu or 806.742.6500
x. 266 for details on how to find interns and how to
advertise internship positions.**

2006 CAREER FAIR ATTENDEES

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Garland Journal News Newspaper Group, Garland
Guadalupe/Parkway Neighborhood Center, Lubbock
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KAMR/KCIT-TV, Amarillo
KFDX-TV, Wichita Falls
KLST-TV/KSAN-TV, San Angelo
Managed Care Center for Addictive/Other Disorders,
Lubbock
Morris Communications, Augusta, Ga.
National Instruments, Austin
Ramar Communications/Lubbock Job Spot, Lubbock
The Santa Fe New Mexican, Santa Fe
Silent Wings Museum, Lubbock
Southwest Airlines, Dallas
The Taos News, Taos
Texas Tech Alumni Association, Lubbock
Texas Tech Graduate School, Lubbock
Texas Tech University Office of Admissions, Lubbock
TM Advertising, Irving
TracyLocke, Dallas
TTUHSC Office of Communications & Marketing
Volunteer Center of Lubbock, Lubbock
Women's Protective Services, Lubbock

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2005 - 2006 MASS COMMUNICATIONS GUEST SPEAKER LIST

Michael Aars, principal, Aars Wells advertising agency, Dallas
Shelia Allee, Office of Communications and Marketing, Texas Tech
University
Brandi Barnett, senior sales director, Mary Kay Cosmetics
Rob Brennan, sports reporter and weekend sports anchor, KLBK-TV,
Lubbock, Texas
Jim Brink, Ph.D., senior assistant vice provost, Texas Tech University
Greg Bruce, board chairman, South Plains Chapter of the Red Cross
Kevin Bryan, vice president, sales, Digital Base Productions
Lisa P. Carlson, Global Director of Marketing for Shell Lubricants Fast
Lubes (Jiffy Lube), Houston
Pete Christy, sports director and anchorman, KCBD
Jason Clemmons, D.C., owner, Lubbock Family Chiropractic
Chris Cook, assistant athletic director, Texas Tech Athletics Media
Relations
Abner Euresti, news anchor and managing editor, KCBD
Jimmy Frush, associate director of external operations, Texas Tech
Athletics Media Relations
Grant Gold, account executive, KTVT CBS11 & KTXA UPN21, Dallas
Ron Grant, creative services director, Clear Channel Lubbock
Marlin Hamilton, fire marshal, Lubbock Fire Department
Rowdy Hartman, printing sales coordinator, Texas Tech Printing and
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Chuck Heinz, general sales manager, Ramar Communications
Sandra Hester, public information, LISD
Steven Honley, editor, Foreign Service Journal
Kippra D. Hopper, M.A., Director of Research Communications, Office
of the Vice President for Research, Texas Tech University
Chris Huston, news director, KFDX TV, NBC 3, Wichita Falls, Texas
Judith Keeling, editor, Texas Tech Press
Jeff Klotzman, news anchor, Fox KJTV34
Artie Limmer, associate director of photographic services, Texas Tech
University
Ken Magness, director of marketing, Lubbock Home and Family
Magazine
Karin McCay, news anchor and health reporter, KCBD
P. Christine Mills, health reporter, Lubbock Avalanche-Journal
Bryan Mudd, news anchor, KLBK
Matthew Niziol, academic adviser, Texas Tech Advising Center
Michael O'Connell, editorial director and editor-in-chief, IBM devel-
operWork Web site
Amy Pittmon, account executive, Price Group
Sally Post, Office of Communications and Marketing, Texas Tech
University
John Rafferty, advertising sales manager, WJXT-Channel 4, Jackson-
ville, Florida
Jennifer Ritz, associate editor Texas TechSan magazine, Texas Tech
Alumni Association
Michael Shonrock, Ph. D., vice president for student affairs, Texas
Tech University
Nancy Sharp, director of public information, Lubbock Independent
School District
Michelle Stephens, marketing manager, Covenant Health System
Ben Varner, circulation manager, The Taos News
Dave Walker, president, Walker Communications, owner, KJDL
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Joyce King
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"Hate Crime: The Story of a Dragging in Jasper,
Texas"

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Rena Penderson
Vice president/editorial page editor
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"After September 11: What's Next for the Baby
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Education
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ENROLLMENT TRENDS

Major	Students in Fall 2004	Students in Fall 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

LIFETIME SUPPORT AWARD

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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

CLASSIFIEDS

Hall of Fame

by Logan G. Carver
photos by Melissa Frazier

From the war-torn streets of Baghdad to the bone-chilling tundra of Antarctica, CBS “60 Minutes” correspondent Scott Pelley has traveled the world, bringing these exotic locations into the homes of average Americans. On Feb. 17, 2006, Pelley returned to where it all began more than 20 years ago.

The Texas Tech alumnus spent a day at his alma mater — attending a board meeting, speaking with journalism students and receiving an induction into the College of Mass Communication Hall of Fame.

Insights from Iraq

Pelley began this most recent Tech visit at a College of Mass Communications board meeting, where he gave a presentation about the media in Iraq. He spoke candidly about his personal experiences in the war zone and also about the wars in Iraq and Afghanistan in general.

He said the Iraq war has turned out to be the bloodiest, statistically speaking, for journalists.

In five years in World War II, 69 journalists were killed, while 61 lost their lives in Vietnam. In three years of war in Iraq, 71 journalists have died.

He spoke at length about how the war in Iraq is different from any other war America has been involved in, and how it is different from not only the first Gulf War, but also from the beginning of the current one.

“We are not now engaged in the war that we started,” he said.

He talked about how — after Saddam’s regime was toppled — Iraq quickly went from a secular state to one of religious sectarian violence. As a result, U.S. soldiers were left in the middle of, for all practical purposes, a civil war.

“It’s difficult to be fighting the people that we liberated.”

He said one of the most difficult things about covering the war was seeing Iraqis try to go about their normal lives in a state of constant grave danger.

“Many of the people in Baghdad are just like you and me.”

He said the decision to go to war was made and was then backed by intelligence that was cherry-picked. He said, in a global sense, all the political capital America had after Sept. 11, 2001, is gone as a result of what Pelley called “overreaching.”

“When you’ve been attacked that way,” he said, “it’s almost impossible to imagine how we wouldn’t overreach.”

Pelley said America is not going to get the democracy in Iraq it hoped for. What may emerge is a government better than Saddam, but not what America wanted.

“Was deposing Saddam Hussein a good thing?” he said. “Absolutely.”

However, Iraq is left now piecing things back together as different sects fight for power.

“They’re going to have to work it out on their own. And, it’s going to be bloody.”

Pelley said many Americans are unhappy with the fact

that the media do not show enough of the good things coming out of Iraq.

“I think that’s a reasonable beef,” he said. “However, the problems are probably more important than the good things.”

Insights for students

After his presentation in the board meeting, Pelley spoke to a group of journalism students and faculty in the Mass Communications Library. He opened the floor to all questions — ranging from the professional to the personal — speaking at length about getting started in the journalism profession.

“My goal here today is to give you an impression of what the professional life is like,” he said.

Students were interested in Pelley’s advice on getting a foot in the door. He told students there is no substitute for personal appearances when trying to land a job in the field of journalism. He said there are stacks of tapes head high in every news director’s office and half of those tapes are never viewed. The key, he said, is to show your face. Also,

he said it is essential to never take no for an answer. He told the group that no one ever wanted to hire him.

“You’ll get 30 no’s for every one yes,” he said. “Dogged persistence is what gets people hired.”

He said it took five years of constant badgering, every six months, before CBS hired him.

He said it is extremely valuable to work in the business, in some fashion, during college. He broke into the business at a much younger age.

He began his journalism career at the Lubbock Avalanche-Journal at the age of

15. He said 16 was the youngest age they would hire, so he lied about his age and had his mother drop him off two blocks down the street so no one could see that he couldn’t drive.

Although Pelley did not graduate from Texas Tech, he said the lessons he learned in Tech’s journalism school were invaluable. Tech faculty taught him to pay attention to grammar and the immense importance of writing.

“Writing is what separates the men from the boys,” he said, “and the girls from the women.”

He said writing is paramount in every aspect of journalism. The good anchors do not simply show up and read a teleprompter. They should be there helping with the editing and writing and have a hand in what goes on.

The atmosphere in the library turned serious when Pelley was asked to talk about the Dan Rather incident in which Rather ran a story on “60 Minutes” based on documents that, at the time, had not been verified.

Pelley, a close friend of Rather’s, refers to the veteran journalist as his mentor. However, Pelley said the incident with the documents was inexcusable. He said the practices of the newsroom that “60 Minutes” always adheres to were completely abandoned in this instance.

He used this incident to demonstrate to the students that





Scott Pelley talking with students in the Mass Communications library before the Hall of Fame luncheon.

it is their responsibility to always speak up if they feel there is something unethical or inappropriate occurring. When you sense that something isn't right, he said, scream at the top of your lungs. Don't let the train wreck happen.

He said he encourages everyone he works with never to hesitate to question him about a story being prepared for the show.

"Sunday questions are welcome," he said, referring to raising issues before a broadcast. "Monday questions are unforgivable."

He said the most important thing for journalists to remember is that they are storytellers. He said to be effective, a journalist must humanize any story. D-day is an issue; "Saving Private Ryan" is a story. He said to strive to tell stories about issues.

"People like stories about people," he said. "If you can't start a lead with someone's name, you're in trouble."

Pelley finished his time with the students by telling them how much he enjoys his career. He said he loves his job, and he can't think of anything better than getting to travel the world and ask questions. He said he often knows hardly anything about the topics he covers until he does a story. Then, he gets to talk to the brightest minds on any given topic, and he can learn a tremendous amount.

"Journalism is the world's greatest continuing-education program. Once you get it in your blood, it's all over."

Broadcast journalism assistant professor Maria Fontenot,

Ph.D., said hearing Pelley talk about the business was great for the students because it provided insight from the very top level.

"He definitely told them it's not as glamorous as it looks," she said, "and being on TV just for being on TV is not what it's about."

Hall of Fame induction

After speaking to students and faculty, Pelley attended a banquet inducting him into the College of Mass Communication Hall of Fame. Several congratulatory videos were shown, featuring Dan Rather and other colleagues, along with letters read from President Bush and others, praising Pelley upon his induction.

He reflected on his time at Tech and the lessons he learned here. He said he learned the process of getting things accurate while a student at Tech.

"Everything I do today," he said, "I learned here in some way."

Pelley was gracious in accepting his induction and thanked the university for all it has done for him.

"I am tremendously honored to be honored in this list of journalists and communicators. Thank you very, very much." ■

(Logan G. Carver is a broadcast journalism major in the College of Mass Communications. This article was overseen by Robert Wernsman, News Writing instructor.)

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 College of Mass Communications.

2006: Scott Pelley
CBS "60 Minutes"
New York

2005: Chino Chapa
Nationally recognized consultant
Dallas

2005: Marshall Formby
Owner of Texas mass communications properties
Plainview

2004: Miller Bonner
Co-founder Alliant Group
Austin

2004: Jack Dale
Voice of Texas Tech Red Raiders for 50 years
Lubbock

2003: Kirk Carr
Advertising services director, Wall Street Journal
New York

2002: Jim Ferguson
CCO, Young and Rubicam
New York

2001: George Irish
Newspaper group president and corporate vice president, The Hearst Corporation
New York

2000: Larry Franklin
Chairman and CEO of Harte-Hanks, Inc.
San Antonio

1999: Marty Haag
Senior vice president/news, broadcast division for A.H. Belo Corp.
Dallas

1998: Jerry Henderson
Director of public relations, United Way
Lubbock

1998: Ralph Sellmeyer
Twenty years as Mass Communications faculty member, Texas Tech University
Branson, Mo.

1997: Nelda Armstrong
First woman to own a Lubbock advertising agency, The N. Armstrong Advertising Agency.
Lubbock

1996: L. Ray Ward
Thirty years with Texas Utilities System; earned more than 24 national and regional awards for excellence
Dallas

1995: Phil Price
Owner and president of The Price Communications Group
Lubbock

1994: Phil Record
Special assistant to publisher of the Fort Worth Star-Telegram
Fort Worth

1993: Ray Moran
President of RAMAR Communications
Lubbock

1992: Camille Keith
Vice president of Southwest Airlines and Mass Communications Advisory Committee
Dallas

1991: Billy I. Ross
First chairman of the Department of Mass Communications, Texas Tech University
Lubbock

1990: C.R. "Choc" Hutcheson
First news director of KCBD-TV
Lubbock

1989: William S. Morris III
Chairman and CEO of Morris Communications Corporation
Lubbock

1988: Ray Poindexter
Texas broadcaster and chairman of the School of Mass Communications Advisory Committee,
Amarillo

1987: Frank W. Mayborn
Fifty years of service to the newspaper industry
Temple

1986: W.D. Rogers
Television pioneer who helped take TV from the big city to medium- and small-sized markets
Lubbock

1985: Donald H. Waddington Jr.
President of Branham Newspaper Sales
New York

1984: Clint Formby
Texas pioneer in radio broadcasting
Hereford

1983: Jack Butler
Editor and senior vice president of the Fort Worth Star-Telegram
Fort Worth

1982: Gordon Hanna
Vice president of E.W. Scripps Company
Panama City, Fla.

1981: Gordon McLendon
Established the Liberty Broadcasting System
Dallas

1980: Harry Montgomery
Associate publisher of The Phoenix Gazette
Phoenix

1979: Wayne Sellers
Publisher of Palestine Herald-Press
Palestine

1978: Wendell Mayes
Texas pioneer in broadcasting
Austin

1977: J. Culver Hill
Director of advertising and public relations, Hemphill Wells Company
Lubbock

1976: L.U. Kaiser
Chairman of the board, The Premier Company
Houston

1975: C.W. Ratliff
News director, KCBD-TV
Lubbock

1974: Wallace Garets
Chairman of the department of journalism, Texas Tech University
West Palm Beach, Fla.

1973: Don Belding
Founder of Foote, Cone & Belding Advertising Agency
Escondido, Calif.

1973: Joe H. Bryant
Lubbock pioneer broadcaster
Lubbock ■

The Paper Business

by Meghann Lora



Alexis Acosta

Two Texas Tech students will be traveling to Augusta, Ga., in May for a 10-week paid internship with Morris Communications Co., one of the largest mid-sized media companies in the nation.

Alexis Acosta and Connor Threlkeld are two of six students from across the nation who were selected for the Summer 2006 management intern program with Morris.

Morris Communications Co. owns 39 newspapers in 14 states, including the Lubbock Avalanche-Journal. The company also publishes books, magazines, and 23 free community papers. And, Morris Communications does event marketing, outdoor advertising, radio broadcasting and commercial printing.

Morris' management intern program is designed to focus on the business and management of newspapers, according to the internship brochure. Management interns work with corporate officers and the staff of The Augusta Chronicle.

Acosta, a senior public relations major from Lamesa, said she is excited about working for a large company and learning about all aspects

of running a business.

"It is a management internship program. I will gain experience learning the management side of a huge company," she explained. "Getting to learn the behind-the-scenes aspects would just be an experience that I would never get anywhere else. An experience like this is definitely a once in a lifetime opportunity."

Morris management interns are exposed to all aspects of working at Morris Communications. They work in all departments of The Augusta Chronicle and almost all departments of Morris Communications Co. Students in the internship program complete five weeks working on the business and management side of the company and five weeks on the journalism side.

Threlkeld, a December 2005 Tech graduate, is looking forward to learning more about the business side of operating a newspaper.

"It'll be a really good opportunity to see that other side,"

he noted. "It'll give me a more complete view of the newspaper business."

After growing up in West Texas, Acosta is eager to travel to a different part of the country.

"I've lived in West Texas all my life," she explained. "Having the opportunity to move there and meet all of these new and interesting people will be an amazing experience."

The six 2006 Morris interns will live together in Augusta during the internship program. Acosta will reside with two females from other schools, and Threlkeld will be living with two males from other schools. Both Tech interns are eager to get to know other high-achieving students from around the country.

In contrast to Acosta moving away from her hometown, Threlkeld will be returning to his roots with the move to Augusta. Threlkeld said his father was born in Georgia, and he still has family there. Along with working in Augusta, Threlkeld will make time for family.

"It'll be a good opportunity to visit family," he acknowledged. "I'll actually be able to go to a cousin's wedding while I'm there."

Acosta said she is excited about the opportunity for the internship and will make the most of her time in Augusta.

"I just feel blessed to have this opportunity and that the company views me as an outstanding student and wants to move me to Georgia," she admitted. "I will make the best of every day at the company."

Although Acosta is thrilled to be going to Augusta to work with Morris Communications, she does have one reservation.

"It'll be a huge transition. I'll no longer be able to wear jeans and a T-shirt everyday," she laughed. "We have to wear business casual everyday." ■

(Meghann Lora is a May 2006 graduate of the College of Mass Communications with a Bachelor of Arts degree in public relations. She wrote this story as a student in Marijane Wernsman's Magazine Writing class.)



Connor Threlkeld

photo courtesy Connor Threlkeld

Robberson's Risks

By Logan G. Carver

Photo of Tod Robberson interviewing an Iraqi next to a burned-out tank, courtesy of Tod Robberson.

Journalists around the world take great risks every day in an effort to deliver vital news. Few have taken the risks of Tod Robberson and lived to tell about it.

He gave the 2006 William S. Morris III Distinguished Lecturer Series presentation April 27, speaking to faculty, students and guests at the Frazier Alumni Pavilion about the possibilities in the field of journalism. He exemplifies his answer to the question: What can you do with a journalism degree from Texas Tech?

"My goodness," he said, "you can really travel far with it."

Robberson began taking risks as a journalist in the late 1970s while at Tech, writing for The University Daily. He said he created headaches for professors and instructors, as well as deans and administrators.

"I was a pain in the butt when I was here," he recalls.

While working for The UD and attending Tech, he learned not only about the craft of journalism; he learned about ethics. He says he learned to let news speak for itself.

Robberson recalls once threatening to sue the Health Sciences Center for violating the open records and meetings laws, in the name of illuminative journalism.

"No thing and nobody would undermine the function of a free and independent press," he contends.

As an award-winning UD journalist, Robberson said yes to another challenge upon accepting an internship with a Saudi Arabian news organization. This led to a job with The Washington Post just a few years after Bob Woodward and Carl Bernstein's Watergate coverage set a standard for journalists. Robberson says working for The Washington Post was his dream job.

Nonetheless, he left The Post to take a job with Arab News in war-ravaged Beirut in 1983. He spent time on both the Christian and Muslim sides of Beirut's "Green Line" – risking limb and life for his dedication to balanced reporting.

In 1984, when most journalists were fleeing Beirut, Robberson remained. He was interviewed by an obscure cable news network – CNN – and was asked why he chose to stay in such a dangerous situation.

He said that by establishing good relations with the militias, and maintaining fairness and balance, a reporter has nothing to worry about – so he thought. He soon discovered that is not always the case.

On Sept. 30, 1984, Robberson was kidnapped outside of his office. While held at gunpoint in the backseat of a car, he knew only enough Arabic to say: "I am a journalist." His

kidnapper did not care – and even found this humorous, the reporter recalls.

Robberson, taken to the Green Line, was told to stand against a wall. He knew that he faced certain execution if he agreed. Using every delay tactic possible, he avoided the wall. When the gunmen and the driver began arguing, Robberson found his chance for escape.

He ran – and recalls his philosophy:

"It's better to be shot in the back running than to be shot standing up against the wall and just taking it."

This experience, when feeling totally helpless, led Robberson to begin studying the Arabic language. He eventually earned his master's from Georgetown University in Arab studies.

"I was so frustrated, and I said to myself: 'I'm never going to be in that position again.'"

Robberson, who now reads, writes and speaks Arabic, is also fluent in Spanish. He says learning more languages not only gives journalists a decided advantage in the quest for a job, it opens the doors to communication with potential sources – allowing a more responsible performance upon employment.

When reporting in Arabic-speaking countries, he said, a reporter who doesn't speak the language misses 90 percent of a story.

While in Beirut, Robberson began working for Reuters. And after leaving Beirut, he reported from Iraq in 1985, and later, from El Salvador. Guerillas captured him in the latter country, confiscating his notes, photographs and audio recordings. The guerillas killed four people based on the information obtained from Robberson's confiscated notes.

The outcome of this episode led Robberson to return to The Washington Post, he said. He covered the first Gulf War, and he was bureau chief in Mexico before being assigned to metropolitan Washington.

He found that assignment unappealing, so he took a job with the Dallas Morning News, where editors told him to "cover the world," and he stationed himself in Bogotá, Colombia.

After the World Trade Tower attacks of 2001, world interest and Robberson's cultural knowledge took him to Af-



ghanistan to cover the ensuing events there. While the language is quite different from Arabic, he found the cultures to be rather similar.

While in Afghanistan, Robberson found himself, yet again, at the wrong end of a gun.

An argument with a man named Keith Adema escalated, and he fired a shot at Robberson. It missed, but Robberson said he could hear the bullet whiz past.

Adema was angry with Robberson over the reporter's investigations into Adema's claims of being a special operative for the Central Intelligence Agency.

Adema was enraged when Robberson revealed that Adema was not a CIA operative, but rather a bounty hunter

who was kidnapping and beating people on the streets of Kabul in hopes of earning the \$25 million prize on Osama Bin Laden's head.

Adema has a Web site listing Robberson as one of America's 10-worst journalists.

After speaking about his travels into some of the world's most dangerous areas, Robberson addressed issues regarding the journalism industry and where it's headed.

He says newspapers are fighting a losing battle trying to retain readership. Most are now trying to accomplish this by localizing international stories.

"We're an endangered species, and we're disappearing very fast."

Also, he said the business is becoming increasingly argumentative. Reporters are encouraged to go on Sunday morning talk shows and debate.

"They want us to judge," he said, "not just report."

By doing so, journalism is losing sight of its impartiality and is becoming inadvertently political. President Bush has stated, "You're either with us or against us." With that statement, Robberson surmised, the president sought to erase the middle ground, making it taboo and somehow un-American to speak openly.

"There is a middle ground," Robberson said. "It is occupied by journalists."

He said true professionals in his field must stop thinking like American journalists, and they must begin thinking only as journalists.

"As journalists, our independence is the key to our survival."

He said it's up to journalists to save the profession from its own demise.

"We've got to dig our fingernails in to stop ourselves from sliding further. We have to remember who we are and get back to the discipline of independent, balanced and fair journalism. And, I'm not just talking about the kind that's a slogan for a network that cynically waves the American flag across the top of the screen." ■

(Logan G. Carver is a broadcast journalism major in the College of Mass Communications. This story was prepared under the guidance of News Writing Instructor Robert Wernsman.)



by Julie Upton
photo by John Irving Gay

A Woman With Ambition

Determined, smart, strong-willed, attractive and professional are all words used to describe Joann Wong.

Wong is a new assistant professor of broadcast journalism at the College of Mass Communications with a passion for going above and beyond for her work and her students.

"I want my students to get to know me so that they learn better from me," Wong said. "I care a lot about teaching critical thinking to my students; I really enjoy the interaction."

She uses techniques such as having students call her by her first name and having students fill out index cards with information about themselves. In the future she hopes to arrange lunch with a small group of students each week, Wong said.

"Some people tell me you better act perfect in the classroom or you'll ruin your credibility as a professor, but it's just not my style," Wong said with her hands folded on top of her desk and a smile on her face. "I want students to learn."

Ruth Bradley, a senior print journalism major from Lubbock, has a strong opinion about Wong and her teaching.

"I was really impressed by her knowledge and how professional she was; I think she's an excellent teacher," Bradley said. "She's really good at taking extra time to spend with an individual student."

"My favorite thing about her is she's always cheerful. She makes the classroom more fun because of her attitude."

Kevin Budet, a junior broadcast journalism major, agreed with Bradley about Wong's method of teaching.

"She keeps the class lighthearted," Budet said. "Yet, she's able to clearly evoke that professional image to us that we're going to need in the real world."

Wong is not just making an impression in the classroom. Her fiancé, Michael O'Connell, said he admires her determination in everything she does.

"I admire her for the drive it took to not only excel in getting her master's and Ph.D., but doing it in a foreign land, and then to move to West Texas," O'Connell said with a twinkle in his eye.

Originally from Taiwan, Wong said moving to Lubbock last year was a big adjustment which she is still working on, especially with her family being so far away. However, she said the Tech faculty has made the adjustment easier.

"I love the faculty here. They provide great, great support for new faculty and that's something really amazing that I did not expect before I came at all," Wong said. "They are willing to help and that means a lot."

A walk down memory lane for Wong means remember-

ing her first trip to the United States with her family.

"My dad was an exchange professor at MIT (Massachusetts Institute of Technology) when I was 3 years old, so our whole family moved to the states," Wong said.

"My mom is a traditional Chinese woman. She said, 'There is no way my kids are going to be educated as Americans. They have to be able to speak and understand Chinese.'"

Wong's parents got into quite a fight over the issue of staying in the United States or going back to Taiwan, and her mother won, Wong said with a grin. Nonetheless, Wong, her brother, and her sister all wanted to finish graduate school in the United States.

Wong received her master's degree from the University of Wisconsin at Whitewater and her doctoral degree from the University of North Carolina. Upon graduation, Wong returned to Taiwan for her first job in broadcast journalism in a No. 1 market, which in her first year led to live reporting.

"Very fortunate" are the words that best describe Wong's early career, she said. Yet, a few years working in the broadcasting field made Wong think about her future.

"You can't expect to go in from 9 to 5 and enjoy your weekend. You have to spend the extra time doing your homework," Wong said. "I don't think I would be able to prioritize

my job over my family for the rest of my life.

"Now that I'm teaching and doing research, I am able to balance my time. I enjoy being able to share my experience with my students."

After Wong took a moment for thought, she remembered her father, who passed away a year before she moved to Lubbock. She said she believes her dad, being a professor himself, would be very proud to see her follow in his footsteps.

Wong plans to stay at Tech for a while after being offered the position and opportunity by Jerry Hudson, the dean of the College of Mass Communications. Other plans include getting married and being open to the options of life.

"When it comes, it comes. I'm not going to push it or avoid it," Wong said. "You just have to have confidence in yourself."

Through the eyes of an admirer, her fiancé briefly expresses a synopsis of Wong.

"Sometimes I don't think she really knows the impact she has," O'Connell said. ■

(Julie Upton is double major in broadcast journalism and theater at Tech. She wrote this article under the tutelage of Doug Hensley, instructor in News Writing.)



TODDcast

MIC → MOUSE → MP3

*by Brittany Barrientos
photos by John Irving Gay*

In an industry where the common names are DJ Scribble, Kidd Kraddick and Rick Dees, going by “Todd Chambers” is not the norm. But then again Todd Chambers is not the normal radio man.

That being said, when Chambers, associate professor of electronic media and communication, was presented with an opportunity for an online radio station at Texas Tech, he took the cue from the technology scene and chose an atypical outlet.

“They made the funds available, and I jumped on it,” he said.

That’s how the idea of podcasts from the College of Mass Communication came to be, kind of.

“My wife had an iPod Shuffle, but that was the extent of my knowledge,” Chambers said. “iPods are everywhere, and when you study the trends, not only are the audiences for media getting smaller, the technology is getting smaller.”

The former radio disc jockey and Brownfield native said he knows firsthand how much technology has changed in the decades since his days at KZII-FM, better known as Z102. “I played records there — we still had turntables back then,” he said.

With those changes in technology, Chambers said professors are charged with the task of finding ways to keep students up to date, particularly in the electronic media and communications field.

“In our curriculum, we’re seeking new outlets for students’ work,” he said. “This offers prime opportunities for students to manage, to create, to edit, to produce — we want our students to drive this machine, with our input.”

The term podcasting comes from combining the words iPod and broadcasting, and became a phenomenon when Apple allowed podcasts to be supported by iTunes. Podcasts relay information in the form of news, as well as television and other more personalized topics, from Web sites to mp3 players, which include iPods.

According to the Apple Web site, podcasts allow podcasters to produce broadcasts that can be downloaded from Web sites by interested users.

Chambers said the podcasts via the college’s site will include student bios, faculty lectures and how-to blurbs in an on-demand format.

That’s where it differs from radio, which is a 24-hour medium, but Chambers said the similarities between podcasting and radio are part of his fascination with it.

“This has a radio appeal,” he said. “Hopefully, long-term when we get all the kinks worked out, we’ll have some sort of radio product on it. I want to do that, that’s where my passion is.”

That radio feel is what made the idea of podcasting appeal to others, as well.

Anthony Galvez, electronic media and communication instructor and Webmaster for the College of Mass Communications, said he likes the National Public Radio style podcasting lends itself to.

“We’re getting that type of content again. In the ‘80s, radio had become a jukebox with a DJ,” he said. “I’m really excited we have this new avenue to publish material.”

Since the podcasting trend began, some researchers have estimated there are





more podcasts available than U.S. radio stations.

And it is a trend that is on the rise. The Diffusion Group, a researching and consulting firm for news media and home markets, predicted in April 2005 that the podcast audience will grow from more than 800,000 in 2005, to nearly 56 million in 2010.

The mass communications podcasts are expected to be up-and-running by September, and though Galvez said that is a “very realistic” goal, there still are kinks to be worked out.

“Our problem, which is probably a great problem to have, is there is so much content to generate that we’re still trying to figure out what to do,” he said.

That is a problem the Apple Web site refers to as kid-in-a-candy store syndrome.

“We’re certainly open for suggestions for content from students,” Galvez said. “We’re getting students involved and giving them an arena to work, get some experience before they graduate.”

Chambers said that experience is a must.

“I think it’s important that students have the opportunity to learn about radio technology,” he said. “Students are eventually going to expect things like this, so it’s good to have it in advance.”

The podcasts will be based out of the Mass Communications building basement, and Chambers said it will be largely run by students using the software program Garage-Band.

Students will be able to download the podcasts, which primarily are available by downloading or streaming off

Web sites and Apple iTunes. The mass communications podcasts will have the same capabilities and also will feature sound bites on the college’s Web site, www.depts.ttu.edu/masscom.

Chambers said meeting his September deadline will be a challenge, but after the last year, he is up for anything.

He recently won a battle with cancer that began at the base of his tongue. For someone with a passion for radio like Chambers, that was a touchy area.

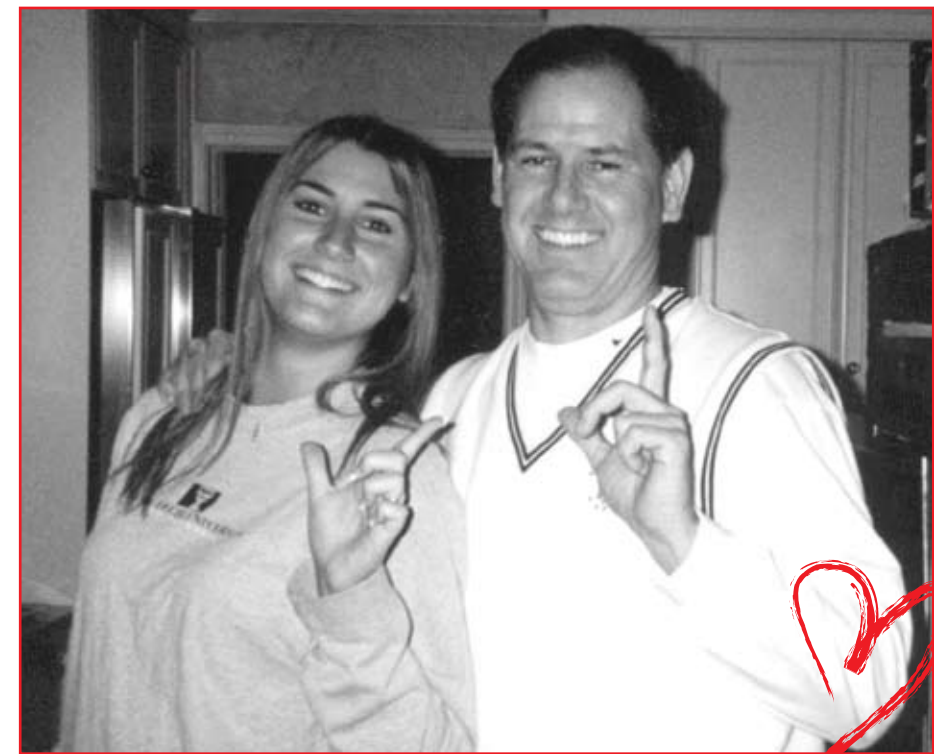
“A lot of my radio friends were so concerned I was going to lose my voice somehow,” he said. “But I just did a spot in a commercial. It felt really good.”

Chambers is approaching his one-year mark as a cancer survivor.

For now though, the challenge on the table is getting the mass communications’ podcasts up and running, and with podcasts already being produced, Chambers said he’s confident the system will work efficiently with time.

“Is it where I want it to be yet — no,” Chambers said. “Is it going to be — yeah.” ■

(Brittany Barrientos is a December 2005 graduate of the College of Mass Communications with a Bachelor of Arts degree in journalism. She will be attending the University of Missouri School of Law in the fall.)



Kelsey and Chris Kidd, photo courtesy Chris Kidd.

Kelsey Lauren Kidd Memorial Scholarship

The family and friends of Kelsey Kidd, a College of Mass Communications student who was killed in an automobile accident in June 2005, have established a memorial scholarship in her honor. The first recipient of this scholarship is Molly Macon, who will be an entering freshman in the fall of 2006.

The scholarship pays a minimum of \$3,000 a year and will grow in proportion to interest earned. It is awarded to graduates of Lake Highlands High School in Dallas, where Kelsey Kidd graduated. Preference is given to students who have expressed an interest in pursuing a major in mass communications. ■

A letter from Kelsey’s father is reproduced here:

Dear Tech Family:

On June 18, 2005, our family’s life was forever changed. Our daughter, Kelsey Lauren Kidd, a senior journalism student, was killed in an auto accident in Dallas. I am Chris Kidd, her father, and I am writing on behalf of Kelsey’s family to express our appreciation to the Texas Tech community for the outpouring of support you gave to us. Tech truly is a family, and when one of its own suffers a tragedy, the university also suffers. I now have firsthand knowledge of Tech’s generosity and caring spirit. This family spirit is not just a cliché at Tech – it’s a fact.

I am a Tech alumnus and graduated in 1977. That’s why Kelsey attended Tech beginning in 2001. Kelsey loved Tech and the friends she developed while attending school. She was looking forward to graduation and moving to Dallas to start a new part of her life. However, she would not make her final trip home in December. Kelsey was scheduled to

graduate Dec. 17. Because of the graceful manner in which the Tech administration and staff handled this untimely death, Kelsey graduated posthumously Dec. 17 by awarding me her degree in journalism. I cannot say enough about the tenacity that the university exhibited to accomplish this important milestone in our family’s healing process and Kelsey’s legacy.

The commencement ceremony was both the most difficult and wonderful event for Kelsey’s family. I was honored to accept Kelsey’s diploma on her behalf and on behalf of her family. The walk I took to the podium to accept her diploma was one I and her family will remember forever. This walk was not only symbolic of our love for Kelsey, but I was taking Kelsey’s steps to accept her diploma that she would have been taking herself. It became very moving to me as I realized the amazing honor and obligation I had toward Kelsey by accepting her degree. As I shook each hand in accepting her diploma, I could see in the eyes of the president, chancellor and other distinguished academicians on the congratulatory panel that awarding Kelsey a diploma was sincerely moving and meaningful to each of them. The respect they gave me reflected how much they did care about Kelsey – only one student among 28,000 students. Our family is so overwhelmed by the positive response and support from the Texas Tech family. Words cannot adequately express our wonderful feelings toward the university. Texas Tech University will always be close to the heart of our family, so our family simply says, “Thank You.”

Chris M. Kidd
Jan. 16, 2006
Dallas, Texas

Spring 2006 in Photos



Alumni Stephen Beasley, Arthur Mayhew and Will Jarret (from left) before playing a round of golf at the Rawls course.

The Texas Tech student chapter of the Association for Women in Communications posed with KCBD anchors Abner Euresti and Karin McCay during a visit to the station.



Photo by Debra Sanderson

Bill Moll, Scott Pelley, Ann Arnold, Bob Cohen and Clint Formby (from left) at the 2006 Hall of Fame luncheon. Moll, Cohen and Formby are former presidents of The Texas Association of Broadcasters. Ann Arnold is the executive director of the Texas Association of Broadcasters.



Photo by John Irving Gay

Associate Dean Dennis Harp, left, awards Gulpreet Singh, senior journalism major with a dual minor in biology and chemistry, the Spring Campus Barnes & Noble Book Loan Award. This award is given to one student in each college per semester and covers the costs of books for one semester.



Janet Wright, director of Academic Advising (left), presents May 2006 photo-communications graduate Amanda Perry her Cum Laude recognition at the Honors and Scholarship luncheon.

Bill Dean and Robert Wernsman (from left) were nominated by students for recognition in the 5th annual Professing Excellence awards ceremony. Wernsman was also selected as The Daily Toreador readers' choice best professor and Dean was selected as second best.



by Jeremy Schwartz - photo by Melissa Frazier

The College of Mass Communications took a hopeful step toward increasing available scholarship funds with the recent hiring of Amy Fox, the former development director for the College of Engineering.

Fox will hold this same job title within the College of Mass Communications as she attempts to build close ties with various individuals, alumni and corporations – relationships she and others hope will bring in what they describe as much-needed scholarship contributions.

With 26 years of fundraising experience, she also hopes to bring additional resources into the college by selling classroom-naming opportunities to alumni and other individuals with Tech ties. Also, she foresees raising funds for regent professorships, which are donations dedicated to employing additional professors.

"I feel that I am on a winning team because of the giving spirit of West Texas," Fox said. "People are so willing to give their time, talent and money to the causes they believe in."

Fox's experience includes starting the National Society of Fund Raising Executives and currently serving as its past president, creating and serving as the executive director of the branch office of Prevent Blindness Texas in Lubbock for nine years, and serving on several committees of the Lubbock Chamber of Commerce.

Fox, 50, also served as the executive director of Camp Fire Girls and Boys for a decade, leaving the organization with a 300-percent membership increase and a new facility. These days, she continues her involvement through the organization's nominations committee.

Jerry C. Hudson, Ph.D., the dean of the college, said he is glad to have a person with Fox's experience and dependability in the department. He said that she has the ability to transform information into a plan of action that can be used to achieve goals.

"I am very impressed with the motivation and talent that Amy brings to the table," Hudson said. "I am positive that she will make the needed contributions for the development of our program."

She replaces Sharen Hart, who served as the development office in a joint appointment for the College of Mass Communications and the College of Architecture from September 2004 through January 2006. Hart accepted a similar position in the athletic department at the University of New Mexico.

New development officer Fox earned a degree in outdoor environment education from the University of Kansas after high school graduation in her hometown of Kansas City, Kan.

While in high school and college, Fox said, she participated in nearly every sport imaginable, including softball, basketball, golf and competitive swimming.

After leaving college, Fox capitalized on her love for the outdoors by becoming a certified and avid scuba diver. She reels off a list of Caribbean islands where she's enjoyed diving: Aruba, The Bahamas, Barbados, Caicos, Cozumel, Grand Cayman, Jamaica, Playa del Carmen, St. Kitts, and Turks.

A wife and a mother of one college graduate and three college students, Fox said that some of the most exciting events throughout her life included swimming with stingray, octopuses, barracuda, several different species of shark, and other various aquatic animals.

Jane Piercy, a former colleague of Fox's within the Association of Fundraising Professionals, said she is full of life, fun to be around, incredibly generous and compassionate, and a great team player.

"Her energy and get-it-done attitude have certainly been an inspiration to me," said Piercy, the development officer



Amy Fox unpacking in her new office in the Mass Communications building.

for the Texas Tech libraries. "Amy brings everyone around her to a higher level, and Tech is very fortunate to have her."

Scott Cooksey, a close friend and former colleague of nine years, said Fox is a very focused individual who sets goals and works diligently to realize them. He said her ethics and professional approach are impeccable.

"Amy's strongest quality is her integrity," said Cooksey, the director of development and external relations for the College of Agricultural Sciences and Natural Resources.

"When alumni and friends see this in a development professional," he said, "a level of trust is established that facilitates mutually beneficial relationships in which Texas Tech and the donors reap rewards."

Before Fox even had an opportunity to settle into her

new office, she was sent on a business trip to the Dallas area with hopes of reaching funding agreements with Southwest Airlines and other major corporations.

Fox, a 10-year Texas Tech employee, described raising money as fun. For her, the most rewarding part of her job is seeing smiles on the faces of scholarship recipients, while at the same time ensuring that donors are happy.

"The world at Texas Tech is full of excitement," Fox said. "I am so excited to have this opportunity and hope to take the giving spirit to a new level at Texas Tech University in the College of Mass Communications." ■

(Jeremy Schwartz is a journalism major in the College of Mass Communications. This story was prepared under the tutelage of Robert Wernsman, News Writing instructor.)



Photo by John Irving Gay

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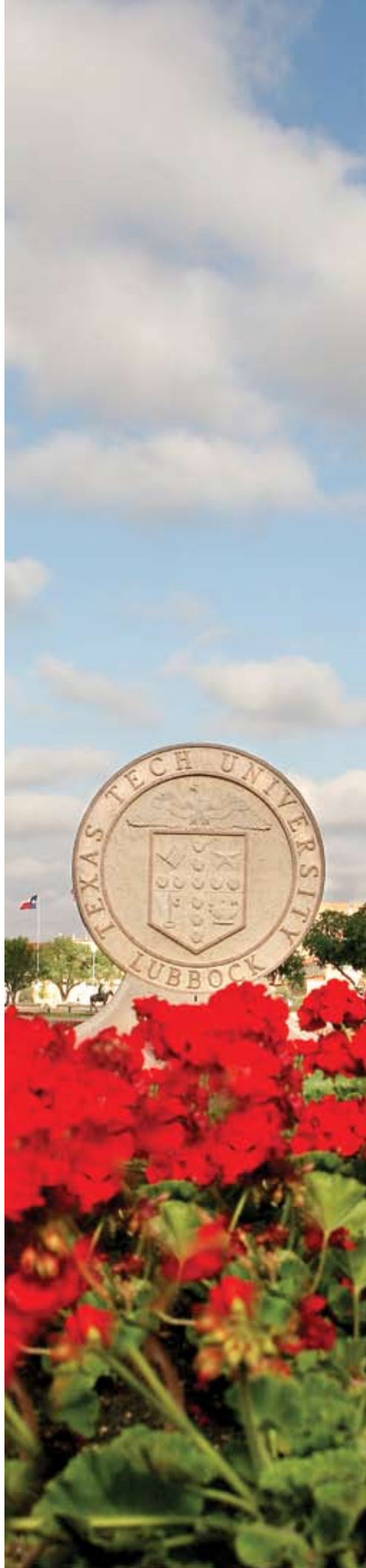


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