

## Part II, Standard 8. Professional and Public Service



*The Oklahoma Press Association (OPA) is the largest scholarship donor to the School. From left are Sean Dyer from the OPA Foundation and co-publisher of the El Reno Tribune, Kchris Griffin, Sally Asher, Jackie Dobson, Samantha Vicent, Kyle Hinchey and Mark Thomas, Executive Director of the OPA.*

### EXECUTIVE SUMMARY

- The School of Media & Strategic Communications has hosted the Oklahoma Collegiate Media Association annually since 1975.
- On average 269 high school students attend the School's annual fall High School Journalism Day event.
- The Paul Miller Lecture Series brings prominent journalists to OSU every spring semester.
- The Social Science Lecture Series brings prominent media and mass communication scholars to OSU.
- The School's Advisory Council members play an important role in the School in terms of curriculum development and donor relations.

Please respond to each of the following instructions:

- 1. Summarize the professional and public service activities undertaken by the unit. Include operation of campus media if under control of the unit; short courses, continuing education, institutes, high school and college press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concern; and similar activities.**

The School of Media & Strategic Communications is actively involved in a number of activities designed to foster a greater understanding of the mass communications industries and their importance to the culture. Two of the more visible activities are annual projects: High School Journalism Day and the Oklahoma Collegiate Media Association annual conference. The annual Paul Miller Lecture Series, which brings nationally known journalists to the Stillwater campus each spring, is the third. The School also actively participated in the Social Science Seminar Series that was financed through the College of Arts & Sciences for three years.

### **Oklahoma Collegiate Media Association Conferences**

Dr. Harry Heath, then the School's Director, started The Oklahoma Collegiate Media Association in 1975. Promoting and improving student publications in Oklahoma colleges is the organization's purpose. Membership in the association is open to any educational institution, public or private, in Oklahoma offering two or more years of work accepted for a college degree. There are 21 active members in the association. The School of Media & Strategic Communications hosts an annual spring conference for members on the campus of Oklahoma State University. The conference includes a program composed of mass media speakers and competition awards for newspapers, yearbooks and individual writing and photography entries. The association conducts judging competition each year in overall newspaper, overall yearbook and individual writing and photography areas. Certificates are presented to the winners at the annual spring conference at OSU. Awards presented are: news writing, editorial writing, feature writing, sports writing, display advertising, cartoons, reviews, columns, investigative reporting, yearbook writing, and news, feature, sports and yearbook photography. In spring 2013, 125 students and faculty from Oklahoma colleges and universities attended. During the past five years, attendance averaged 17 schools and more than 100 students/faculty members per year at the annual conference.

### **High School Journalism Day**

The High School Journalism Day program has been an annual fall outreach event the School of Media & Strategic Communications has conducted for several decades. The purpose of the program is to help educate and encourage high school students in their efforts to produce quality student publications. The fall event is promoted by direct mail to high schools throughout Oklahoma. In addition to attending a program of speakers, students and advisers are invited to tour *The Daily O'Collegian's* editorial and advertising facilities and the radio and television studios and labs. Registering students with the University's High School and College Relations office, which provides representatives at the program, is another important element of this fall event.

During the past five years, attendance averaged 25 high schools and 269 students per year at the High School Journalism Day outreach program. During this period, the program included a

variety of professional speakers, primarily from the state's major newspapers such as the *Tulsa World* and Oklahoma City's *The Oklahoman*, as well as other regional and community news outlets. In addition, the program involved faculty from the School of Media & Strategic Communications and award-winning high school yearbook advisers. Program topics included First Amendment rights, computer-assisted reporting, photojournalism, interviewing skills and a variety of special topics for yearbook students and advisers.

### **The Paul Miller Lecture Series**

The Paul Miller Journalism Lecture Series is financed through an endowment at Oklahoma State University the family of the late Paul Miller created. The endowment covers expenses related to bringing a nationally known journalist to campus to participate in journalism courses and present a public lecture. The most recent lecturers brought to campus were:

- Terry Harper, Executive Director of the Society of Professional Journalists;
- Anita Bruzzese, Nationally Syndicated Columnist at Gannet News Service and USA Today.com;
- Danny Robbins, Investigative Reporter at the Associated Press;
- Mark Horvit, Executive Director of Investigative Reporters and Editors;
- William Snyder, Pulitzer prize-winning photojournalist and Chair of the photojournalism program at Rochester Institute of Technology; and
- Lynn Povich, award-winning journalist and author.

### **A&S Social Science Seminar Series**

Through a competitive grant-seeking process, the School of Media & Strategic Communications brought several prominent academics to the Stillwater campus for public lectures. Alumni and students were always invited to attend and faculty members and students were provided an opportunity to interact with the speaker. These speakers were brought to the campus:

- Dr. Karen Dunlap and Andrew Thornton discussed the new digital transfer environment in media through the eyes of a person of color;
- Dr. Max McCombs, Professor, Jesse H. Jones Centennial Chair in Communications, College of Communication, University of Texas, discussed new research in agenda setting;
- Dr. Glenn W. Griffin, Associate Professor, Department of Advertising and Public Relations, College of Communication and Information Sciences, University of Alabama, discussed his book with Deb Morrison, *The Creative Process Illustrated*;
- Dr. Dianne Bystrom, Director Carrie Chapman Center for Women and Politics, Iowa State University, discussed the role and performance of women in politics;
- Famed critical scholar Dr. Douglas Kellner, George F. Kneller Chair in the Philosophy of Education at UCLA and author of many books on social theory, politics, history and culture, on the role of media in our current society, discussed his views on critical media literacy from an educational perspective and his theoretical perspectives on the impact of media in shaping our political and economic systems;
- Dr. Don E. Schultz, Professor (Emeritus-in-Service) of Integrated Marketing Communications in the Medill School of Journalism at Northwestern University, spoke about integrated marketing communication. He is the author of 18 books and hundreds of academic, trade and professional articles. His groundbreaking communications research

created a paradigm shift in the way marketers approach their communications function and initiated academic programs in IMC at universities across the country.

**2. Provide brochures and other publications that describe the unit's professional and public service activities.**

Copies of brochures, posters and other material used to promote the above programs (and others) are found in Appendix 40.

**3. Describe the unit's contact with alumni, professionals and professional organizations to keep curriculum and instruction current and to promote the exchange of ideas.**

Alumni of the School of Media & Strategic Communications are invited to take an active role in the operation of the unit, from participation in our Advisory Council to making guest appearances in classes. Many are eager to do so and regularly contribute to our efforts to expose students to life after the University. The School started with distributing e-newsletters to alumni in fall 2012, and they are regularly invited to attend guest lectures as mentioned above. During the past years, involvement with professionals and alumni has mainly taken place in three ways:

**Direct invitations to alumni and professionals for campus events:**

Since fall 2008, the School has hosted a special Homecoming event for alumni. A tent is erected on the lawn next to the Paul Miller Building, and refreshments are provided for the two hours before the game. Attendance has been varied, but all alumni are invited to attend. Since last year, the College of Arts & Sciences has hosted a reception of alumni and faculty. SMSC joins the Departments of Art, Theatre and Music in the Gardiner Art Gallery for the event. Alumni also are invited to attend all guest lectures, as mentioned above.

**Classroom presentations and field trips:**

Alumni regularly make classroom appearances. The following list is not exhaustive but provides a sample of alumni and other professionals who have made classroom appearances in the past three years:

- Hetty Fore, Sr. Director of Quantitative Products for Iconoculture
- Judd Wheeler, Director of Sales and Marketing for Xoikos
- Wes Young, Media Planner for Weiden+Kennedy, NYC.
- Berry Tramel, Sports Columnist, *The Oklahoman*
- Kevin Klintworth, Oklahoma State Associate Athletic Director for Athletic Communications
- Van Shea Iven, Owner and Reporter for Oklahoma High School Sports Express
- Dave Hunziker, Voice of the Cowboys
- Jenni Carlson, Sports Columnist, *The Oklahoman*
- John Reed, Media Relations Director for OKC Thunder
- Gavin Lang, Oklahoma State Assistant Athletic Director for Athletic Communication
- Carson Cunningham, ABC-OKC TV Sports Anchor
- Paige Dillard, Video Producer at NewsOK.com
- Jaimi Dowdell, Training Director for Investigative Reporters and Editors
- Paul Monies, Database Editor at *The Oklahoman*

- Phillip O'Connor, Investigative Reporter at *The Oklahoman*
- Breanne Palmerini, Multimedia Reporter and News Anchor for KRJH-TV (NBC 2) in Tulsa
- John Perry, Database Editor at *The Oklahoman* and now database editor at the *Atlanta Journal and Constitution*
- Steven Rich, Graduate Research Assistant for DocumentCloud for Investigative Reporters and Editors and now database editor for investigations at *The Washington Post*
- Nick Tankersley, Newsroom Developer for *The Oklahoman* and NewsOK.com
- Danilyn Welniak, Sports Anchor/Reporter, KWCH, Wichita, Kan.
- John Holcomb, Sports Director, KOTV, Tulsa
- Becca Baker, Development Director, JESS3, Tulsa
- Vance Harrison, Oklahoma Association of Broadcasters, Oklahoma City
- Paige Lessly, Video Producer, newsok.com, Oklahoma City
- Kelly Burley, General Manager, KOSU-FM, Stillwater
- Tess Maune, News Reporter, KOTV, Tulsa
- Corbin Pierce, Program Director, KTBT-FM, Tulsa
- Bill Coleman, Team Radio, Ponca City/Stillwater, Okla.
- Bob Carpenter, Play-by-Play announcer, Washington Nationals
- Jory Carson-Burson, Bocoup Technology, Boston
- Chase Carter, OSU Alumni Association, Stillwater
- Kelly Hines, Sports Writer, *Tulsa World*
- Gina Mizell, Sports Writer, *The Oklahoman*
- Dan Mahony, OKC Thunder
- Kari Snider, Cicero International
- Shaundra Blundell, Koch Communications
- Kyle Golding, The Golding Group
- Stephanie Bice, Smirk New Media (Minority)
- Andrea Duke, Alamo Kids Sports (AWC)
- John McLaughlin, Red Dirt Strategies (AWC)
- JP Shadrack, OKC Redhawks/Jacksonville Jaguars
- John Howell, Howell Financial Services
- Stephanie Coulter, OnCue Gas Stations
- Lauren Branch, New View Oklahoma
- Thomas Larson, New View Oklahoma
- John Bartley, Mayor of Stillwater
- Bill Hancock, President, Bowl Championship Series, former director of NCAA Men's Basketball Championship Tournament
- Don McGuire, Former Vice President, Turner Sports Network
- Angela Byers, Byers Creative
- David Abeyta, the band Reckless Kelley (Austin)
- Russ Florence & Becky Frank, Schnake Turnbo PR
- Dr. William Schwartz, Spears School of Business, OSU
- Peter Shankman, Author of book on social media (New York teleconference)
- Bruce Plante, Editorial Cartoonist, *Tulsa World*
- Littlefield Marketing (field trip)
- Wash Branding (field trip)
- Acrobat Ant (field trip)

- Kelly Fiddner, Littlefield Marketing
- Michael Butler, M3NewMedia
- David Fowler, Creative Director, Ogilvy Worldwide, N.Y. (teleconference)
- *Tulsa World* Business Section (field trip)

**Curriculum development:**

Although this is not a regular event, special mention needs to be made of the process for involving alumni in the design of the School's new curriculum in the 2008-09 academic year. After the faculty work groups completed their work on the new curriculum and suggestions for a new name for the School, a survey was conducted among alumni to get their feedback on the proposed curriculum. (See Appendix 41 for the survey and the subsequent report.) The survey had 133 alumni participate. Their feedback played an important role in finalizing the curriculum. This report was subsequently shared with the members of the School's Advisory Council for its approval.

- 4. List examples of professional and public service activities undertaken by members of the faculty in the past six years (before the self-study year). Please do not refer team members to faculty vitae for this information. Do not include service to the unit or institution; this information should be presented in Standard 4.**

**Barbara Allen:**

- Service in professional organizations:
  - Annual presenter, College Media Association/Associated Collegiate Press conference
  - Speaker at journalism conferences across state: Oklahoma Collegiate Media Association, Oklahoma Interscholastic Press Association, high schools and colleges
  - Youth program coordinator, National Association of Black Journalists conference
  - Youth Editors Association of America, awards program chairwoman
  - Girls Unlimited summer journalism camp: mentor, volunteer for at-risk girls
  - Oklahoma Institute for Diversity in Journalism: instructor
  - Tulsa Young Professionals Council: charter member

**Matt Elliot:**

- Professional memberships:
  - Council for Advancement and Support of Education
  - Oklahoma College Public Relations Association

**Jami Fullerton:**

- Academic reviewer for:
  - 2013 Place Branding and Public Diplomacy
  - 2012 Mass Communication & Society Journal  
Journal of Marketing Communications
  - 2011 American Academy of Advertising Conference  
Communication Research Journal  
American Journal of Media Psychology
  - 2008-12 International Journal of Strategic Communication

- International Teaching
  - October 2012. Visiting Scholar in the Department of Advertising, Marketing and Public Relations at Queensland University of Technology, Brisbane, Australia.
  - May 2012. Taught international advertising and PR seminar to OSU students at Regents College, London England.
  - July 2010. Taught international advertising and PR seminar to OSU students at Regents College, London England.
  - May 2009. Taught Research Methods in Mass Communication to doctoral students at Al-Farabi Kazakh National University in Almaty, Kazakhstan, on an invited grant from the Kazakhstani government.
  
- Consulting
  - Global Insights Advisory Council for Brand USA (formerly the Corporation for Travel Promotion). 2011-present
  - Advised on research and measurement for the George W. Bush Institute's Women Initiative Fellowship Program. December 2011-June 2012.
  - Partner in Education with Tulsa Webster High School. Consulted on development of Journalism and Media program. October 2008-present.
  
- Service on Professional Committees
  - 2004-present Association for Education in Journalism and Mass Communication Advertising Division Executive Committee  
Division Head 2009-10  
Discussant for International Div. at 2010 Midwinter Conference
  - 1999-present American Advertising Federation National Academic Committee  
Chair 2006-07
  - 2001-present Association for Women in Communications – Tulsa, Okla., professional chapter. President 2006-07
  
- Memberships
  - Tulsa Global Alliance
  - American Advertising Federation
  - Association for Education in Journalism and Mass Communication
  - Association of Women in Communication
  - American Academy of Advertising

**Jack Hodgson:**

- Professional service:
  - Organizer for the annual OETA/OBEA Student Day program at OETA, October 2012.
  - Co-instructor for the Broadcast Course of the OSU Alumni Association's Grandparents University (June 2003-present)
  - Broadcast coordinator for the Urban Journalism Workshop (formerly AHANA) at the University of Missouri-Columbia (1993-present)

- Broadcast instructor for the annual Summer Media Workshop at the University of Missouri School of Journalism (2000-present)
  - President, Oklahoma Broadcast Education Association (1998-99 & 2013-14)
  - Vice president, Oklahoma Broadcast Education Association (1997-98 & 2012-13)
- Professional association memberships:
- Oklahoma Broadcast Education Association
  - Oklahoma Association of Broadcasters

### **Derina Holtzhausen**

- International outreach: International outreach achievements:
- Facilitated curriculum development in journalism at Al-Farabi Kazakhstan National University (KazNU) through scholar exchanges.
  - Facilitated social science research skills development of KazNU faculty.
  - Facilitated and hosted first visiting student group from Universidad Popular Autónoma del Estado de Puebla, Mexico, who took a monthlong course in Electronic Communication in SMSC.
  - Organizer of first preconference on Strategic Communication for the International Communication Association, May 2009.
- Journal editorship:
- Founding and Co-Editor: International Journal of Strategic Communication, 2007-12
  - Facilitated and edited a special issue of the International Journal of Strategic Communication on The Status of Strategic Communication in 48 Countries on Three Continents.
- International and national academic review:
- External examiner for two South African dissertations at University of South Africa and University of Johannesburg, respectively
  - External reviewer for tenure and promotion for professor at University of Botswana
  - External reviewer for tenure and promotion to associate professor for three U.S. scholars
  - External reviewer for tenure and promotion to full professor for one U.S. scholar
- Journal and paper reviewer:
- Journal of Public Relations Research
  - Public Relations Inquiry
  - Public Relations Division, International Communication Association
  - Public Relations Division, Association for Education in Journalism and Mass Communication
- Memberships:
- International Communication Association Public Relations Division
  - Association for Education Journalism and Mass Communication, Public Relations Division



- Epsilon Upsilon Chapter of Phi Beta Delta, 2013-14 President

### **Stan Ketterer:**

- Service to the industry:
  - Writing, Editing and Database Coach for *The Oklahoman*, the state's largest newspaper, since February 2005
  - Oklahoma Web Resources: Set up a website with more than 2,000 hypertext links to serve media professionals, faculty, alumni and students in Oklahoma  
<http://journalism.okstate.edu/resources/>
- Workshops for professional organizations:
  - OCMAC: Discussed "Going Scientific: Using Social Science Methods in Reporting" at the Oklahoma Collegiate Media Association Conference, March 31, 2011
  - NIC Academy: Discussed "Finding Digital Information" with Database Editor Paul Monies at the NIC (News and Information Center) Academy, *The Oklahoman*, Feb. 24, 2010
  - Better Watchdog Workshop: Discussed "Steps in a CAR Story: From a Question to Data Analysis, Reporting and Writing" in April 2008
  - National CAR Conference: Made four presentations at the National Computer-Assisted Reporting Conference in February and March 2008 in Dallas
  - Presentation on the Elaboration Model as a way to analyze data during the "Social Science Methods" panel with David Donald, conducted a hands-on workshop about how to use the model and a hands-on workshop titled "SPSS 2: Doing Crosstabs to Show the Data is Difference Ways, and Statistical Tests." 2009
  - Better Watchdog Workshop: March 2008

### **Edward (Ted) Kian**

(Employed at OSU from fall 2012)

- Professional service:
  - 2013-present -- Faculty co-adviser for Stillwater High School Sports Media Team and Rosco
- Academic service:
  - 2013 -- *International Journal of Sport Communication*, Invited guest editor for special issue on 21<sup>st</sup> Century Sport Communication Professionals.
  - 2013-present -- Article reviewer for *Communication & Sport*
  - 2013-present -- Article reviewer for *Identities: Global Studies in Culture and Power*
  - 2013-present -- Article reviewer for *Journal of Brand Management*
  - 2013-present -- Article reviewer for *Journal of Sport & Social Issues*
  - 2013-present -- Article reviewer for *Leisure Studies*
  - 2013-present -- Article guest editor and reviewer for *Sage Open*
  - 2012-present -- Reviewer for textbooks published by *Holcomb-Hathaway*
  - 2012-present -- Editorial board member *Journal of Homosexuality*

- 2012-present -- Article reviewer for *International Journal of Qualitative Studies in Education*
- 2012-present -- Article reviewer for *Journalism: Theory, Practice & Criticism*
- 2012-present -- Article reviewer for *New Media & Society*
- 2011-present -- Article reviewer for *International Review for the Sociology of Sport*
- 2011-present -- Article reviewer for *Sociology of Sport Journal*
- 2010-present -- Article reviewer for *International Journal of Sport Management and Marketing*
- 2010-present -- Article reviewer for *Journal of Issues in Intercollegiate Athletics*
- 2010-present -- Article reviewer for *Journal of Sport Management*

### **Ken Kim**

(Employed at OSU from fall 2010)

- Academic service:
  - Academic Journal Reviewer for  
Journal of Advertising  
Southern Communication Journal  
Asian Journal of Communication, Journal of Advertising Education (2009-present)
  - Served as a Paper Reviewer for the advertising division's research paper competition at the Association for Education in Journalism and Mass Communication (2009-present)
- Memberships:
  - Association for Education in Journalism and Mass Communication (AEJMC)
  - International Communication Association (ICA)
  - American Academy of Advertising (AAA)
  - Phi Beta Delta • Epsilon Upsilon Chapter: Honor Society for International Scholars

### **Bobbi Kay Lewis**

- Professional service:
  - Moderator/Discussant: Communication Technology Division Paper Session 4: "New Media and Online Relationships" *Association for Education in Journalism and Mass Communication* 2012 Midwinter Conference, Norman, Okla.
  - *Association for Education in Journalism and Mass Communication*  
Advertising Division Executive Committee:  
2009-10 Vice Head / Program Chair (Incoming Head)  
2008-09 Research Committee Chair
  - Webmaster/Social Media Chair 2011-13, Advertising Division Executive Committee for the *Association for Education in Journalism and Mass Communication*.
  - Big Brothers and Big Sisters of Stillwater Board of Directors, 2013
- Academic service:
  - Reviewer, 2013, *Journal of Advertising Education*

- Reviewer, *Association for Education in Journalism and Mass Communication*, 2009, 2008

### **John McGuire**

- Professional service:
  - 2013-present -- *Broadcast Education Association* Sports Division vice chair
  - 2013-present -- *Festival of Media Arts* chair of faculty-audio media competition
  - 2011-present -- *Oklahoma Broadcast Education Association* producer of videos for student-awards day
  - 2009-10 – *Broadcast Educators Association* Chair of Radio-Audio Media Division
  - 2008-present -- Judge for Oklahoma Broadcast Education Association student awards
  - 2008-present -- Participate in on-air fund drive for KOSU-FM, Stillwater
- Academic service:
  - 2011-12 -- *Broadcast Education Association* Sports Division paper competition chair
  - 2011-12 – *Festival of Media Arts* judge for faculty audio media competition
  - 2009-present – Article reviewer for *Journal of Radio and Audio Media*
  - 2009 -- Textbook reviewer for Oxford University Press

### **Lori McKinnon**

- Editorial Board Member
  - *Journal of Advertising Education*, 2010-present
  - *International Journal of Sports Communication*, 2008-present
- Service as academic reviewer:
  - *Journal of Sport & Social Issues*
  - *International Journal of Strategic Communication*
  - *Journal of Advertising Education*
  - *International Journal of Sport Communication*
  - Paper reviewer for the Advertising, Public Relations, and the Political Communication Divisions of national and international academic conferences
  - External reviewer of junior professors' packages for Tenure and Promotion at their respective universities
- Professional Association Affiliations:
  - Association for Education in Journalism and Mass Communication
  - Public Relations Society of America
  - National Communication Association
  - International Association of Business Disciplines
  - UVote: Political Research and Voter Advocacy, Consortium of University Professors, Founding Member

## **Ray Murray**

- Service as reviewer:
  - 2011-present -- Reviewer for Broadcast Educators Association Sports Division
- Service to professional organization:
  - 2007-present – Proctor, Dow Jones Internship editing test
- Service as professional instructor:
  - 2008-present -- Instructor, University of Missouri Urban Journalism Workshop
  - 2008 -- Instructor for writing workshop for University of Oklahoma-Tulsa Public Relations department
  - 2007-present -- Instructor, University of Missouri Summer Journalism Workshop
  - 2007-present – Instructor, Oklahoma State University Sports Media Summer Camp
- Professional Association Affiliations:
  - Association for Education in Journalism and Mass Communication
  - Association for Women in Sports Media

## **Cynthia Nichols**

(Employed at OSU from fall 2010)

- Professional service:
  - Entertainment Studies, Vice Chair, 2013
  - Research Chair, Association for the Education in Journalism and Mass Communication (AEJMC), Entertainment Studies Interest Group, August 2012-present
  - Social Media & Newsletter Chair, Association for the Education in Journalism and Mass Communication (AEJMC), Entertainment Studies Interest Group, August 2009-12
  - Turn off Translator Membership Committee Member, American Academy of Advertising, 2009-10
  - Edmond YMCA kids volleyball coach, 2011
- Service as Editorial Board Member:
  - Journal of Broadcast & Electronic Media Editorial Board, 2012
  - Carolinas Communication Annual Editorial Board, 2012
- Service as Academic Reviewer:
  - Association for Education in Journalism and Mass Communication (AEJMC), Entertainment Studies Division
  - International Communication Association (ICA), Children, Adolescents, & the Media Division, Popular Communication Division, Mass Communication Division
  - Paper Reviewer, Association for Education in Journalism and Mass Communication (AEJMC), Entertainment Studies Division, Advertising Division, Public Relations Division

- Service as guest speaker:
  - Invited Presenter, “Public Relations in the United States” Presented to the students of Dean Guosong Shao, Nanjing University of Finance and Economics, Nanjing, China, June 24, 2012
- Professional affiliations:
  - Member, American Academy of Advertising (AAA)
  - Member, American Culture Association (ACA)
  - Member, Association for Education in Journalism & Mass Communication (AEJMC)
  - Member, Association of Emerging Professionals OKC
  - Member, International Communication Association (ICA)
  - Member, MarketingProfs
  - Member, National Communication Association (NCA)
  - Member, Oklahoma City Museum of Art Fellow
  - Member, Popular Culture Association (PCA)
  - Member, Public Relations Society of America (PRSA)
  - Member, Southern States Communication Association (SSCA)
  - Member, Second Century – Oklahoma City Heritage Foundation
  - Member, The Barre – Oklahoma City Ballet Young Professional Group
  - Member, Kappa Tau Alpha, Communication Honor Society
  - Member, Golden Key International Honor Society
  - Member, Omicron Delta Kappa, National Honor Society
  - Member, Who’s Who Worldwide

### **Gina Noble**

- Service to the community:
  - 2013-present -- Stillwater City Council Member
  - 2012-present – Founder and adviser for Stillwater High School Sports Media Team
  - 2007-present – Served as organizer and volunteer for class projects assisting with multiple nonprofit organizations in Stillwater
  - Volunteer for *Multiple Sclerosis Society’s Walk For Cure*

### **Juliana Nykolaiszyn**

- Professional workshops:
  - “Getting started with Twitter: Tips and tricks for exploration,” Workshop presentation, Oklahoma 4-H State Roundup (Stillwater, Okla., July 2012).
  - “Documenting extension work through oral history,” Workshop presentation, Oklahoma Home and Community Education (OHCE) State Meeting (Oklahoma City, Okla., July 2011). [invited]
  - “Getting started with Twitter: Tips and tricks for exploration,” Workshop presentation, Oklahoma 4-H State Roundup (Stillwater, Okla., July 2011).
  - “Photo sharing online,” Presentation with Nicole Sump-Crethar, Oklahoma 4-H State Roundup (Stillwater, Okla., July 2011).

- “Oral history workshop for United Methodist Churches in Oklahoma Conference,” Workshop presentation with Jerry Gill and Mary Larson (Stillwater, Okla., December 2010). [invited]
  - “Harnessing the power of Web 2.0 in oral history,” Workshop presentation, Oral History Association Annual Meeting (Atlanta, Ga., October 2010). [invited]
  - “Exploring the Web 2.0 landscape,” Workshop presentation, Oklahoma Special Libraries Association (Norman, Okla., February 2010). [invited]
- Serviced to Professional Organizations:
- American Library Association, Video Round Table Program Committee (2009-11)
  - Amigos Library Services, Chair, Amigos Fellowship and Opportunity Award Selection Committee (2012-13)
  - Member, Amigos Fellowship and Opportunity Award Selection Committee (2011-12)
  - Oral History Association,
    - Chair, Workshops - Annual Meeting Program Committee (2012-13)
    - Postsecondary Teaching Award Committee (2012, 2013)
    - Martha Ross Teaching Award Committee (2011)
    - Co-Chair, Workshops - Annual Meeting Program Committee (2010-11)

**Joey Senat:**

- Professional presentations:
- Building Stronger FOI Laws, Edward R. Murrow Program for Journalists, International Visitor Leadership Program, U.S. State Department, Tulsa, Okla.: April 20, 2012
  - The Role of a Free Press and FOI Laws in a Strengthening a Democracy, Edward R. Murrow Program for Journalists, International Visitor Leadership Program, U.S. State Department, University Of Central Oklahoma: Oct. 6, 2009
  - Freedoms of Speech And Press, Edward R. Murrow Program For Journalists, International Visitor Leadership Program, U.S. State Department, Oklahoma Attorney General’s Office: Oct. 10, 2008
  - Digital Dodges and the Email Sleight of Hand, panel discussion at 2013 FOI Summit, National Freedom Of Information Coalition, New Orleans: May 18, 2013.
  - Access Across America, Society Of Professional Journalists, Summer 2012. One of five open government experts who conducted open records training sessions across the country on behalf of the national Society of Professional Journalists and conducted 14 sessions in eight states (Illinois, Iowa, Kansas, Michigan, Missouri, Ohio, Oklahoma and Texas).
  - We're All Citizens of Intern Nation: Perspectives on the Professional, Legal and Academic Issues Surrounding Internships, panel discussion at Association For Education In Journalism And Mass Communication Midwinter Conference, University of Oklahoma: March 3, 2012.
  - Is the Internet Really Free? Association For Women In Communications 2011 National Conference, Tulsa: Oct. 14, 2011.
  - FOI /Open Records: How to Use Federal and State Laws, Investigative Reporters & Editors Better Watchdog Workshop, Oklahoma State University: March 4, 2012.

- Open That Meeting, Society Of Professional Journalists 2011 Region 8 Conference, University of Oklahoma: April 9, 2011.
- FOI /Open Records: How to Use Federal and State Laws, Investigative Reporters & Editors Better Watchdog Workshop, Oklahoma City: March 27, 2010.
- Using Open Records Laws in Watchdog Stories, IRE Better Watchdog Workshop, Oklahoma City: March 14, 2008.
- Honoring the Public's Right to Know, Oklahoma Municipal Clerks & Treasurers Institute 2013, Stillwater, Okla.: March 18, 2013.
- Public Records in a Digital Age, Oklahoma Municipal Clerks & Treasurers Academy 2013, Stillwater, Okla.: March 18, 2013.
- Issues of Copyright and FERPA, Statewide Marketing Committee, Oklahoma Careertech, Oklahoma City: Dec. 14, 2013.
- Senate Consideration to Increase Transparency and Deliberation in Legislative Processes: Hearing on Interim Study 12-3 Before the S. Comm. on Rules, 2012 Leg., 53rd Sess. (Okla., Nov. 13, 2012).
- Ethically Following the Story, UCO Media Ethics Conference 2012, Edmond, Okla.: Oct. 17, 2012.
- Fair Use and FOI: What Journalists Need to Know to Make the Most of These Laws, OETA/Oklahoma Broadcast Education Association Student Day Program, Oklahoma City: Oct. 3, 2012.
- Legal/Ethical Issues in Journalism, Oklahoma Scholastic Media Initiative, University of Oklahoma: July 29, 2012.
- Oklahoma Open Records Chat, NEWSOK, July 25, 2012, transcript at <http://newsok.com/transcript-of-oklahoma-open-records-chat/article/3695384>. (Live online chat. Other panelists were *The Oklahoman* reporters Bryan Dean and Paul Monies.)
- Open meetings and open records issues, College Publication Editors & Advisers Meeting, sponsored by the Oklahoma Newspaper Foundation and Oklahoma Collegiate Media Association, Oklahoma City: July 26, 2012.
- Is It OK to Use 30 Seconds of Copyrighted Music Without Asking? Spring Media Monday, 97th Annual Spring Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: April 3, 2012.
- Steering Clear of Legal Quagmires: Some Media Law Basics for Teachers and Students, Spring Media Monday, 97th Annual Spring Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: April 3, 2012.
- Is It OK to Use 30 Seconds of Copyrighted Music Without Asking? Fall Media Monday, 96th Annual Fall Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: Nov. 14, 2011.
- Steering Clear of Legal Quagmires: Some Media Law Basics for Advisers and Students, Fall Media Monday, 96th Annual Fall Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: Nov. 14, 2011.

- Enhancing Transparency of the Legislative Process: Hearing on Interim Study 11-020 Before the H. Comm. on Gov't Modernization, 2011 Leg., 53rd Sess. (Okla., Nov. 10, 2011).
- Covering Government, Media Ethics 2011, University of Central Oklahoma, Edmond, Okla.: Oct. 12, 2011 (ethical obligations of journalists, government officials and the public to ensure that government operates transparently).
- Open Meeting Law Basics for Reporters, Making Meeting Stories Matter, sponsored by the Oklahoma Newspaper Foundation and Oklahoma Press Association, Oklahoma City: Sept. 15, 2011.
- Oklahoma Open Records Act and Records Management Act Requirements for Archiving Email & Text Messages, Oklahoma Municipal League 2011 Annual Conference, Tulsa: Sept. 14, 2011.
- Open Meetings – Point Counterpoint: Perspectives of Three Different Groups, Oklahoma Municipal Attorneys Association Fall Conference, Tulsa: Sept. 14, 2011.
- Working With Administration and Access to Campus Information, College Publication Advisers Meeting, sponsored by the Oklahoma Newspaper Foundation and Oklahoma Collegiate Media Association, Oklahoma City: July 29, 2011.
- Legal and Ethical Issues in Journalism, Oklahoma Scholastic Media Initiative Workshop, Oklahoma Scholastic Media/Radio & Television News Directors Foundation, University of Oklahoma: July 26, 2011.
- The First Amendment and You: Standing Up for Your Right to Speak Out, Spring Media Monday, 95th Annual Spring Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: April 4, 2011.
- Avoiding Legal Quagmires: What You and Your Students Should Know About Media Law, Spring Media Monday, 95th Annual Spring Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: April 4, 2011.
- Steering Clear of Legal Quagmires: Some Media Law Basics, Fall Media Monday, 95th Annual Fall Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: Nov. 15, 2010.
- How Dare You Say That! Opening Plenary Session, 12th Annual First Amendment Congress, University of Central Oklahoma: Nov. 10, 2010.
- Access to Campus Information, Open Records, FERPA, College Publication Advisers Meeting, sponsored by the Oklahoma Newspaper Foundation and Oklahoma Collegiate Press Association, Oklahoma City: July 30, 2010.
- Legal and Ethical Issues in Journalism, Oklahoma Scholastic Media Initiative Workshop, Oklahoma Scholastic Media/Radio & Television News Directors Foundation, University of Oklahoma: July 27, 2010.
- An FOI Wish List: 10 Ways to Advance Public Access in Oklahoma, Gov2.0 Conference, Oklahoma City: May 6, 2010.
- I'm Right, You're Wrong: Belief, Censorship, and You, Oklahoma Library Association Conference, Oklahoma City: April 20, 2010.
- Free Speech & Free Press: There is No Free Lunch, Oklahoma Collegiate Press Association – Spring Conference, Oklahoma State University, April 8, 2010.



- Avoiding Legal Quagmires: What You Should Know About Media Law, Spring Media Monday, 94th Annual Spring Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: April 5, 2010.
- An Open Government State of Mind, Spring Media Monday, 94th Annual Spring Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: April 5, 2010.
- Honoring the Public's Right to Know: Do's and Don'ts for Records Custodians Under the Oklahoma Open Records Act, 2010 Oklahoma Municipal Clerks And Treasurers Institute, Oklahoma State University: March 16, 2010.
- Legal & Ethical Issues in Journalism, Oklahoma Scholastic Media Initiative Workshop, Oklahoma Scholastic Media/Radio & Television News Directors Foundation, University of Oklahoma: July 28, 2009.
- Avoiding Legal Quagmires: What You Should Know About Media Law, Spring Media Monday, 93rd Annual Spring Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: April 6, 2009.
- An Open Government State of Mind, Spring Media Monday, 93rd Annual Spring Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: April 6, 2009.
- A New Age of Enlightenment – Building a News System that Serves the Global Community, The Press In Crisis: Reinventing America's News Business, University of Central Oklahoma: April 2, 2009.
- Honoring the Public's Right to Know: Do's and Don'ts for Records Custodians Under the Oklahoma Open Records Act, 2009 Oklahoma Municipal Clerks And Treasurers Institute, Oklahoma State University: March 19, 2009.
- Avoiding Legal Quagmires: What Students and Their Advisers Should Know About Media Law, Fall Media Monday, 92nd Annual Fall Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: Nov. 17, 2008.
- Professional Ethics: What High School Journalists Should and Shouldn't Do, 92nd Annual Fall Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: Nov. 17, 2008.
- Let the Sunshine In: Using Open Records & Meetings Laws to Report on Your School, 92nd Annual Fall Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: Nov. 17, 2008.
- Hot Topics in First Amendment Law, panel discussion at 10th Annual First Amendment Congress Of Oklahoma, *The Oklahoman*, Oklahoma City: Oct. 23, 2008
- The Impact of Instant Information on Elections, panel discussion at 10th Annual First Amendment Congress Of Oklahoma, *The Oklahoman*, Oklahoma City: Oct. 23, 2008. (Panel can be heard online at <[www.kgou.org](http://www.kgou.org)>.)
- Legal & Ethical Issues in Journalism, Oklahoma Scholastic Media Initiative Workshop, Oklahoma Scholastic Media/Radio & Television News Directors Foundation, University of Oklahoma: July 29, 2008.
- Steering Clear of Legal Quagmires: Some Media Law Basics for Advisers, Spring Media Monday, 92nd Annual Spring Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: April 4, 2008.

- Tell It Like It Is: Your Rights and Freedoms as a High School Journalist, Spring Media Monday, 92nd Annual Spring Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: April 4, 2008.
- Shining the Light on Education: Using Sunshine Laws to Report on Your School, Spring Media Monday, 92nd Annual Spring Conference, Oklahoma Scholastic Media/Oklahoma Interscholastic Press Association, University of Oklahoma: April 4, 2008.
- Private Lives, Public Disclosure: Inquiring Minds Want to Know, Opening Speaker, Building Trust -- Media Ethics For The 21st Century, University of Central Oklahoma: March 13, 2008.
- *Social Media Policies: Legal and Ethical Considerations*, Professional Development, Eastern Oklahoma County Technology Center, Choctaw, Okla.: Jan. 21, 2013 (Three one-hour presentations).
- *Freedom of Information: Current Issues and Court Victories*, Press Forward Professional Development for Journalists and Communication Professionals, Tulsa Press Club Foundation, Tulsa: Oct. 29, 2012.
- *Transparency in Government*, Stillwater League of Women Voters, Stillwater, Okla.: March 13, 2012.
- *Freedom of Information: Why is it important?* Government and Media, Leadership Oklahoma City, *The Oklahoman*, Oklahoma City: Jan. 12, 2012.
- *Censorship and First Amendment Rights*, Speaker, Banned Books Week, Rose State College, Midwest City, Okla: Sept. 28, 2011.
- *Everything Old is New Again, Understanding Motivations for Censorship in a Digital Age*, Metropolitan Library System Staff Association, Oklahoma City: June 17, 2011.
- *An FOI Wish List: 10 Ways to Advance Public Access in Oklahoma*, Association for Women in Communications, Tulsa: March 16, 2011.
- *Your Right, Your Voice: First Amendment Protections for High School Students*, Presentation to Journalism & Newspaper Students, Deer Creek High School, Edmond, Okla.: Feb. 24, 2011.
- *Freedom of Information*, Speaker, Association for Women in Communications, Oklahoma City: March 9, 2010.
- *An Open Government State of Mind*, Presentation To Advanced Reporting Class, Gaylord College Of Journalism And Mass Communication, University of Oklahoma: April 6, 2009.
- *Oklahomans' Right to Know: Understanding and Exercising Our Right of Access to Government Records and Meetings*, Speaker, Stillwater League Of Women Voters, Stillwater, Okla.: March 10, 2009.
- *Honoring the Public's Right to Know: Do's and Don'ts for Public Bodies Under Oklahoma's Open Meeting Act*, Presentation to Jackson County Memorial Hospital Authority, Altus, Okla: Feb. 7, 2009.
- *Your Right to Know: Using Oklahoma's Sunshine Laws to Participate in Your Government*, Speaker, Bartlesville League of Women Voters, Bartlesville, Okla: Oct. 28, 2008. (Also telecast on Tri-City TV, Channel 59.)
- *Popular Intolerance and Political Cowardice: Steppingstones to a Fahrenheit 451 Future, A One Book, One Community Project*, sponsored by Oklahoma City Community College, Rose State College and the OKC Metropolitan Library System, Oklahoma City: Oct. 14, 2008.
- Luncheon Speaker, Annual Freedom Of Information Meeting, Oklahoma City Chapter of The Association for Women in Communications, Oklahoma City: March 11, 2008.

**Danny Shipka:**

(Employed at Oklahoma State University from fall 2012-present)

- Service as academic reviewer:
  - Association for Education for Journalism and Mass Communications 2007-13
  - International Journal for Sports Communication 2013
  - Southwest Education Council for Journalism and Mass Communication 2008-13
  - Publisher Reviewer for Ben Kooyman book: *Directorial Self-Fashioning in American Horror Cinema in the New Millennium*. Set to published early 2014
  
- Service as journal editor:
  - Editor and creator, *Journal of Entertainment Studies (JEMS)*. In tandem with AEJMC Entertainment Studies Interest Group. Tentative online launch date: October 2013
  
- Service to professional organizations:
  - Treasurer, Southwest Education Council for Journalism and Mass Communication (SWECJMC), 2012-13.
  - PF&R Chair for the AEJMC Entertainment Studies Interest Group (ESIG), 2013

**Mike Sowell**

- Service as academic reviewer:
  - 2009 – Reviewer for Advertising Division, Association for Educators in Journalism and Mass Communication
  - 2008-present -- Reviewer for *International Journal of Sport Communication*
  - 2008 -- Reviewer, Voice-Audio division, 2008 Broadcast Educators Association
  - 2007-present -- Reviewer for *Southwest Symposium Academic Conference*
  
- Service to professional organizations:
  - 2008-present -- Internship Coordinator for *Scripps Howard Foundation* Internship Grant Program in Oklahoma
  - 2003-present -- Treasurer for the Southwest Education Council for Journalism and Mass Communication
  - 2003-07 -- Secretary for the Southwest Education Council for Journalism and Mass Communication

**5. Describe the role of professional and public service in promotion and tenure decisions. Describe travel funding or other support by the unit for faculty involvement in academic and professional associations and related activities.**

Because Oklahoma State University is a land-grant university, the University takes seriously its mission of providing extension activities in the state that may lead to improvements in the state and its neighbors in particular. Therefore, to gain tenure, a faculty member is evaluated on research, teaching and service. Similarly, service is one of the three performance areas on which faculty members' performance is assessed during the School's annual Appraisal & Development

process. Service is evaluated on a continuum from Outstanding, Excellent, Good, Minimal and Inadequate and in each of these categories service expectations are clearly articulated.

The School's Reappointment, Tenure and Promotion policy calls for a balanced approach among these three areas and stipulates, "These responsibilities require a faculty with an appropriate balance of professional experience, academic credentials, teaching excellence and a commitment to extend knowledge beyond the campus through scholarly publication, creative endeavors and public service" (p. 4).

When a faculty member goes up for reappointment, for tenure and promotion to associate professor or promotion to full professor, the policy calls for clear evidence of service, with supporting documentation, to be provided. Examples of acceptable service also are clearly provided. Service can be performed in any or all of the following categories: to the profession, to the academic discipline, to the University at various levels and to the public. However, service cannot be the major grounds on which promotion is based. The policy stipulates, "To attain tenure a faculty member must be evaluated at a level of 'excellent' or higher in teaching and research/creative endeavors and at the level of 'good' or higher in service."

The faculty travel program in the School has been greatly improved in recent years to allow for a much greater allowance in support of scholarship and service. When faculty members serve as officers in academic and professional organizations, the School makes an additional contribution to travel expenditure for those faculty members. As a result, the School spends more on travel than on any other budget item. However, service as officers in regional and national academic and professional organizations has been one of the objectives in the School's strategic plan and indeed views this kind of service as a high honor, and the Director encourages faculty members in this regard. The School's budget as reflected in Standard 7.1, shows the School's travel spending during the past three years was \$56,770 in 2010-11, \$34,904 in 2011-12 and \$52,858 2012-13. It is important to note, though, these amounts include travel spending of the two endowed chairs, each of whom has a travel and research budget of \$10,000. The School not having one endowed chair in place in 2011-12 explains the lower travel expenditure in that year.

**6. Describe the unit's support of scholastic (high school) journalism, including workshops, visiting lectures, critiques of student work, etc.**

A complete discussion of the School's scholastic journalism programs is provided above (see No. 1), as are discussions of the Paul Miller lecture series and the Social Science Seminar Series. These programs are open to the public.

Although mentioned before, in addition to the School's High School Journalism Day, the SMSC Student Ambassadors visit schools to talk about journalism and media education and create awareness of the importance of journalism practice in society.

**7. Describe the unit's methods for communicating with alumni, such as newsletters or other publications. Attach copies of publications during the previous academic year. (These documents can be placed in the appendices binder.)**

During the past years, the School has reached out to alumni in different ways. For instance, when the School's name and curriculum were changed, a personal letter was sent to alumni to explain the changes (see a copy of this letter in Appendix 42). Also, as mentioned, alumni were directly involved in assessing the new names and new curriculum by being invited to participate in an online survey in which 133 alumni participated (see Appendix 41).

The School started distributing e-newsletters to alumni in fall 2012. Other direct invitations to public lectures and special alumni events are issued throughout the year.

Since fall 2008, the School has hosted a special Homecoming event for alumni. A tent is erected on the lawn next to the Paul Miller Building and refreshments are provided for the two hours before the game. Attendance has been varied but all alumni are invited to attend. Since last year the College of Arts & Sciences has hosted a reception of alumni and faculty. SMSC joins the Departments of Art, Theatre, and Music in the Gardiner Art Gallery for the event. Alumni also are invited to attend all guest lectures, as mentioned above.

However, outreach to alumni is one of the problem areas that emerged in the self-study. Faculty members and the OSU Alumni Association were not happy with the quality of the e-newsletter, and as a result, its distribution came to an abrupt halt in the spring 2013 semester. Because a student developed the content and designed the newsletter, production required a great deal of oversight, which was not as forthcoming as expected. As a result, one of the strategic objectives for the immediate future is the appointment of an outreach coordinator to focus on, among others, alumni outreach. Despite the lack of a quality e-newsletter, the School does a great deal to directly reach out to alumni and invite them to School events and special functions.

The biennial survey of SMSC alumni the OSU Office of University Testing and Assessment conducts is another important alumni outreach program that is directly used for assessment and curriculum development. That office conducts an annual survey of alumni and reports the findings to every college and department. This program will be discussed next.

**8. Describe the involvement of alumni in the unit's educational and public-service programs (placement, internships, fund-raising, curriculum development, etc.) and in advisory or visitors' boards.**

As mentioned above, and as discussed in Standard 9, the biennial Alumni Satisfaction Survey is conducted among the School's alumni who are six and two year out. A copy of the 2012 survey results are included in Appendix 43. The School has taken this opportunity to make the survey more effective as an assessment tool and to gauge respondents' opinions about the extent to which they received instruction toward our stated learning outcomes. Other questions in the instrument are useful in gaining feedback from alumni concerning the most important skills they learned in their respective programs, which courses were most valuable and what improvements they would suggest for the School. Although this information is also valuable for assessment, it

is helpful in determining what alumni view as the strengths of the weaknesses of the curriculum. This feedback always is used to make more direct course improvements.

Many times when alumni come back to Oklahoma for family visits or vacations, they contact the School and they are invited for visits, classroom lectures or informal discussions. These contacts result in information about jobs/internships, and fundraising possibilities. These contacts lead to discussion, questions about school developments, and result in suggestions for curriculum or policy changes.

Although the School's faculty members maintain informal contacts with local professionals and alumni who are invited to participate in classes and various programs Oklahoma State University, the College of Arts & Sciences and the School offer, there are more formal programs in which alumni are involved in the School. They are the School's Advisory Council involvement in assessment and curriculum development; alumni and professional involvement in the school's networking event that directly relates to internships and jobs; and the new Donor Relations Committee, which has actively been establishing contacts with potential donors.

#### **The role of the Advisory Council:**

The SMSC Advisory Council tries to meet twice a year in Stillwater but it is often difficult for members to assign a day for traveling to Stillwater. As a result, on occasion, as in 2009 and fall 2013, lunch meetings were set up in Oklahoma City and Tulsa, respectively. This allows for a much better attendance of council members. At these meetings, council members are provided with a performance report on the School's status and also discuss members' involvement in the School's assessment of graduated students' portfolios. These meeting are important in terms of curriculum discussions and as much as members receive feedback about the School, they provide feedback on developments in their various areas of practice. For example, some of the initiatives that recently developed from these meetings are:

- The reintroduction of a course in Media Sales as a course elective;
- The acceleration of full multimedia training for all students in the school, including students in strategic communications;
- A bigger focus on control over the quality of graduating seniors' portfolios.

Apart from formal meetings, council members also are involved in individual projects when their expertise is required. For instance, Rob Krier, COO, and John Schilberg, VP of technology of Griffin Communications, visited the School to assess the broadcast and multimedia studio equipment and needs. They have become instrumental in giving equipment and a new news set to the School and also in assessing the School's grant application for its studio upgrade. John Schilberg not only made important recommendations regarding the equipment but also advised the School to use the services of a systems integrator to find the most efficient system. This advice has been crucial in ensuring the School will make efficient use of future financing.

The role of Advisory Council members in the School's assessment process is discussed comprehensively in Standard 9.

The School of Media & Strategic Communication Advisory Council always features a number of alumni members, though care is taken to ensure a substantial number of outside voices. The table below shows the total membership and indicates which members are alumni.

### 2013-14 SMSC Advisory Council Members

Name	Association
Ziva Branstetter*	Tulsa World
Jason Brimer	Jason Brimer Marketing & Communications
Pat Bryson*	Bryson Broadcasting International
John David	National Association of Broadcasters
David Downing	AcrobatAnt
Kelly Dyer-Fry*	The Oklahoman
Susan Ellerbach	Tulsa World
Jim Gipson	
Claudia Holdridge-Bartlett*	
Randy Kemp	RK-1 Productions
Rob Krier*	Griffin Communications
Kevin McCloskey	McCloskey Investments
Revan McQueen	Ackerman McQueen
Bob Rives	
Phil Rogers*	NBC Chicago
John Schilberg	Griffin Communications
Peggy Welch*	
Joe Williams*	Joe Williams Communications, Inc.

\*Alumni of the School of Media & Strategic Communications or another program at Oklahoma State University

#### The SMSC Annual Networking Event:

At the initiative of Dr. Bobbi Kay Lewis, SMSC started this event, as discussed in Standard 6. The role of Advisory Council members and SMSC alumni are crucial to the success of this event in making internships and job opportunities available to SMSC students. This event also creates opportunities for direct contacts between students and alumni, which is stimulating to all and make alumni feel that they make a real contribution to the school.

#### The SMSC Donor Relations Committee:

A small number of Advisory Council members, who feel they have less of a contribution to make to curriculum initiatives, have agreed to become members of the School's donor Relations Committee under the chairmanship of Peggy Welch. This is a young initiative and the first event was in August 2013. The committee has since expanded to also include alumni who are not members of the advisory council and has made an important contribution to providing contact information of potential donors. Early in 2014 this initiative will be expanded to Oklahoma City and Dallas/Fort Worth.

Thus, in conclusion, though the School, as part of a large College, does not have the same resources an independent college has, the passion and involvement of its alumni and advisory council members make a big difference in the School's success.