2009 GAYLORD PRIZE

Honoring
Thomas L.
Friedman

The University of Oklahoma®

GAYLORD COLLEGE
of Journalism and Mass Communication

THE GAYLORD PRIZE

for Excellence in Journalism and Mass Communication

The Gaylord Prize for Excellence in Journalism and Mass Communication was inaugurated in 2008 and marked the start of a new tradition for the Gaylord College of Journalism and Mass Communication at the University of Oklahoma.

Each year the Gaylord Prize honors a nationally recognized journalism and mass communication professional. The nominated prize recipient will be well known for a lengthy and distinguished career symbolized by high standards of excellence and immeasurable talent.

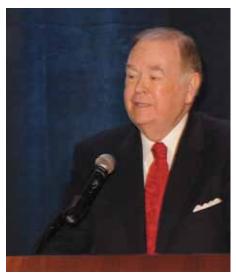
To be selected, candidates must:

- Have a distinguished career in journalism and mass communication represented by one of the Gaylord College's five majors (journalism, broadcasting and electronic media, advertising, public relations and professional writing).
- Be known nationally and/or internationally in their field.
- Represent high ethical standards and be a good role model for the next generation of journalism and mass communication professionals.

PRESIDENT DAVID L. BOREN'S COMMENTS ON THE GAYLORD PRIZE HONORING THOMAS L. FRIEDMAN

On the Gaylord College

As I was sitting and watching the video with our students, with all of the things that are going on, and the energy and vitality, I was thinking that, "The Gaylord College is a college that never sleeps." There is so much energy in that building at every hour in the day, and not only in that building, not only across the state, but across the country, and around the world as we've seen. To see that our students really are immersing themselves in a global experience, and that this generation of American students is preparing themselves to lead in a way that other generations before them have never been called to lead. Because as our special guest today has taught



University of Oklahoma President David L. Boren introduces Thomas Friedman.

us, the world is indeed changing, the world is flat. Our students are going to be interacting in a global way, and if we are to be world leaders, we small six percent of the population of the world (or less) we have to lead in a new way. We have to lead through partnership, and to do that we have to understand the languages, the cultures, the backgrounds, the needs of other people and other places and that's

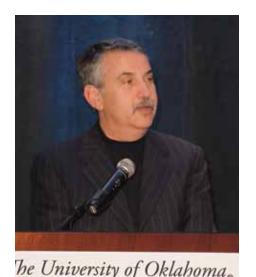
"We have to lead through partnership, and to do that we have to understand the languages, the cultures, the backgrounds, the needs of other people and other places and that's exactly what our students are preparing themselves to do."

~ University of Oklahoma President David L. Boren

exactly what our students are preparing themselves to do.

I'll make a prediction for you, while we are only six percent of the world, we are

going to continue to be leaders because we have the creativity, the vitality, the desire to learn about others. I'll make another prediction, you know we are only about one percent of the population of the United States here in Oklahoma, but the graduates of the University of Oklahoma are going to have a much, much higher percentage



Thomas L. Friedman 2009 recipient of the Gaylord Prize.

than that when we look at those that are going to be the new world leaders in the future.

It makes you so proud to be a part of this university and a part of this program to see our students, and to sense that vitality that permeates this college. You know it just doesn't happen without leadership, and I know that many in this room have been observing this college for a long time. There have been those through the years that have made incredible contributions, many have been recognized today by this college, but I don't think in the history of this college, going all the way back to H. H. Herbert, the first teacher of

journalism, I don't think that we have ever had a finer leader for our programs of journalism and mass communication at the University of Oklahoma than Dean Joe Foote. His leadership has made all the difference and I'd like for all of us to thank him for what he has done.

He did lean a little heavily on my being the longest serving president in the Big XII, and the longest serving seemed to sort of be emphasized there! This year at convocation I know I had students who came up to me and said, "You know



Gaylord College faculty pose for a picture with Thomas L. Friedman (center), 2009 recipient of the Gaylord Prize.

my parents, my aunts and uncles, my grandparents and so on..." But a significant number of them said, "You knew my great grandparents," as well. So you know that time is marching on for you when that happens.

I was so pleased to see several people whom I recognized as journalists from my earlier career, recognized today in the audience and I was thinking back, when I was starting and they were peppering me with questions and covering me as journalists, and they were introduced today as "living legends" of journalism in the state of Oklahoma. But I was really glad to see them recognized today, because they are people who have contributed so much.



Gaylord College Board of Visitors Chair Pattye Moore welcomes guests.

When you think about the role of journalism people have understood its importance from the very beginning; our ability to communicate with each other, our ability to know the facts, our ability to participate in the political system, Thomas Jefferson talked about it at the beginnings of our republic. But I do not think there has ever been a period of time in which this kind of basic knowledge has been more important than it is today. Knowing the facts, understanding the trends, the complexity of the problems with which we are faced. Just think about the challenges that we face right now. Think about the challenges of an economy adjusting to change in a very global environment, an economy finding its way, and economy and a nation, and indeed a world, reacting to environmental challenge and trying to figure out how to meet those environmental challenges while remaining financially viable and strong at the same time.

You think about the kinds of challenges that we face around the world in places that have very complex historic backgrounds, like Afghanistan, for example, where the knowledge of various tribal roots and their histories and their knowledge of other countries that have engaged with that country over the past centuries, let alone decades, are so important to our understanding of what we should do in an area like that.

There are so many areas in which we are called upon to have knowledge of, so many things that require us to have a higher level of understanding, than any generation of Americans that have preceded us, if we are to participate in a

meaningful way in making those decisions, if we are to keep our country vital and strong, if we are to keep our country functioning.

Our distinguished guest wrote a column not too long ago, when he talked about creativity and the challenge



Thomas Friedman (center) with Gaylord College supporters Jim and Christy Gaylord Everest and Clay and Louise Gaylord Bennett.

of our political system, and the fact, that in many ways our political system is not functioning very well today because of extreme partisanship and fracturing of our political community, in ways that somehow, we need to overcome. It is so important at this very moment that our media, our communications media, in all forms including print and broadcast and others, be extremely strong, because without it we cannot participate in meeting the challenges of the day. Someone has to write the facts; someone has to teach us the history. One of the great forces of education in our country is outside the walls of the schoolhouse or the university. It is the



Thomas L. Friedman speaks to a full house at the Sheraton Oklahoma City Hotel.

media, itself. It is that whole communications network that brings the facts and the understanding to us who remain lifelong students if we are to be good citizens.

The teachers, in many ways, are those who are involved in mass communication

in our society. So it is so important, but it is a struggle now to find an economic model that compensates those people who bring the facts to us, who bring the historic background to us, that we so desperately need to understand. So it takes leadership; it takes leadership like we have in our faculty, and in our dean, and in the supporters of the Gaylord College of Journalism and Mass Communication.

It also takes stewardship, and many of you in this room are among those stewards of this institution. It exists today because you have been stewards. It is one of the things that I think led Edward Gaylord to make the original gift of \$22 million dollars which helped establish



Gaylord College Dean Joe S. Foote

the College of Journalism and Mass Communication, to raise it from the level of a school, earlier a department, and earlier just a course, through the history of 97 years at the University of Oklahoma to college level. And in nine years, because he was

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- University of Oklahoma President David L. Boren

determined to raise it to college level, the number of students has grown from 500 to 1,400.

The standards of excellence, as you've seen demonstrated in words

from our students, and examples of their educational experiences and the range of experiences they are having in a far more eloquent way than I could possibly describe them, have been made possible. When you think about it, when you think about the number of endowed faculty positions, when you think about the scholarships, when you think about our participation with the State Department as one of the three lead universities in the country bringing journalists from around the world, when you think about the range of experiences for our students, it simply would not have happened without that gift that really transformed this program to the college level.

When I go back to it, it really was based upon the fact that Ed Gaylord loved this state so much and he understood something about it. He understood that, he had that basic understanding that, we simply could not be one people joined together with a great set

"I don't want to build just a good program or make a good program better, I want to build a great College of Journalism and Mass Communication for the state." - Former President and CEO of The Oklahoma Publishing Company, Edward L. Gaylord

of goals and a vision for our future, unless we had the same basis of understanding and information. So that's why, I think, he has always been proud to be a part of *the Oklahoman* and the various broadcast channels that were part of the heritage of the Gaylord family in our state, that brought that sense of unity, that brought that sense of basic information.

We were having lunch that day and he told me, and he brought it up, and he said, "I know why I'm here," he said to me over lunch. Then he said, "The answer



Stacy Kaplan, journalism senior and Gaylord Ambassador, speaks to Thomas Friedman after the presentation.

is 'yes,' before you ask the question." So that sort of makes it easy after that and we had an incredible discussion. He said, "I don't want to build just a good program or make a good program better, I want to build a great College of Journalism and Mass Communication for the state."

That was his goal and we are well on our way, as you can see, to reaching that goal. It was because of his stewardship that it was a goal that Thelma shared with him, and that we are so fortunate that this family has continued to share with him. I was thinking the other day as we opened the other wing of the college, the second phase of the college,

that also the only discussion we ever had was, he had a key understanding that we could not have faculty who just agreed with us on perspectives; that we had to be a diverse place. That, to be a vital place we had to have a clash of opinions, and viewpoints and perspectives and that brought life to the program and learning to the program, to our students. But he did plaintively say to me, "Couldn't the right wing of the building be just a little bit bigger than the left wing of the building?"

Well, we did make the right wing of the building a little bit bigger than the left wing of the building. I was really smiling to myself the other day because, while he and his sister Edith Kinney Gaylord loved each other very much, they did not always agree about politics. Thanks to the foundations of which she endowed, who are represented here today, and the continued participation of the rest of the Gaylord family, and the Ed and Thelma Gaylord Foundation, with Edith's foundations, the other wing of the building has been built. So I think Edith probably enjoyed, the fact, we started with the larger right wing, but we have perfect balance in the college, now in that

building.

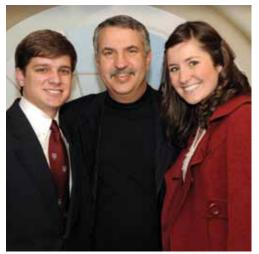
But it is all because of stewardship and that kind of caring has been carried on in the Gaylord Family. It has been carried through, not only support for the University of Oklahoma, this family continues



OU Nightly anchors, Natalie Ruhl and Nick Lawton, and OU Nightly News Director Bob Dickey, meet Thomas Friedman.

to lead in so many areas of civic work in our community, and I couldn't begin to mention them all.

Right now, they have been contributing enormously to the Cancer Institute, which will change the quality of life for Oklahomans. Jim and Christy have been leading that fundraising drive, Clay and Louise have been a part of it, endowing professorships. Tricia has been a part of it, in being concerned for families that did not have sufficient needs, even to make the trip to get the kind of care that they needed and to make sure that they had those resources. In so many ways they continue to give back, these stewards of institutions, which only continue to exist and survive because people care enough and love those institutions enough to invest their lives in them. So I would like to ask the members of the Gaylord Family who are here with us today, who made the day possible, and continue that legacy from their parents and from their Aunt, as well, I'd like to ask Christy Everest and her husband, Jim, to stand, Louise Bennett and her husband Clay to stand, and Tricia



Thomas Friedman with Crimson Club member Michael Linville and UOSA President Katie Fox.

Everest to stand, let us thank them for their continued stewardship of this institution.

I mentioned, Edith Kinney
Gaylord, who shared this
commitment to excellence in
journalism and progress in all forms
of our society. With the resources she
has left she established two remarkable
foundations, the Ethics and Excellence
in Journalism Foundation, and the
Inasmuch Foundation, to help those
with special needs in our society. They
have been led with great faithfulness
to her desires, by a father and son, Bill
Ross and Bob Ross. I would like for

the two of them to please stand, and through them, to also honor the memory of the late Edith Kinney Gaylord.



Alex Page adjusts the camera while Natalie Rhul and Nick Lawton interview Thomas Friedman for the campus news program, OU Nightly.

On Thomas Friedman

It's now my pleasure to introduce the second winner of the Gaylord Prize for Excellence in Journalism and Mass Communication, and I think we could have not set higher standards, the selection committee could not have set higher standards than it set, with both our inaugural winner, Jim Lehrer and our winner today. The two things, the thing that they both have in common, is a commitment to the troops, the commitment to the highest standards of integrity and a desire to make a real contribution to this country by arming us with the information and understanding that we need.

"The first two recipients of the Gaylord Prize have in common a commitment to the highest standards of integrity and a desire to make a real contribution to this country by arming us with the information and understanding that we need." ~ University of Oklahoma

President David L. Boren

This person who is with us today is well known to all of us. I must confess that if the New York Times, for one reason or another, does not land on our doorstep that my wife gets in the car and goes and finds it somewhere in Norman, because we cannot miss his column. I don't think we've missed reading one of his column's in the past several years. Even if we have been out of the country and we missed it, we have read it when we returned. Because he has continued to challenge us in our



Lara Saavedra, journalism senior, gets an autograph from Thomas Friedman.

thinking, as he has so many in this room, he has helped us to understand better the world in which we are living, and therefore, to make a contribution to solving problems.

He started his career in 1981 as a financial reporter, specializing in OPEC and oil-related news, which of course made him well read here in the state of Oklahoma from the beginning of his career. He then worked in the London and Beirut bureau's of UPI, before being hired by the *New York Times*. In 1995, Thomas Friedman became the *New York Times* foreign affairs columnist. His columns following the September 11th attacks on the World Trade Center provided clarifying assessments for many of us and helped us understand what possibly could have lead to that act of violence, and terror and that tragedy.

In the course of his journalistic career he has traveled hundreds of thousands of miles, and I thought as I watched our students who want to follow in his footsteps, that they have been inspired by people like Thomas Friedman. The Middle East conflict, the end of the Cold War, US domestic politics and foreign policy and international economics: he has won three Pulitzer Prizes for reporting. He is the author of five books on foreign affairs and globalization. His first book, "From Beirut to Jerusalem," won the National Book Award in the Overseas Press Club Award in 1989 and was on the *New York Times* Bestseller list for nearly 12 months. This to me really speaks volumes about his work. It has been published in more than 27 languages, and is now used as a basic textbook on the Middle East in many schools and universities around the world. As a journalist, he truly is a Master Educator.



Nearly 400 Oklahoma City business leaders, state and local political leaders, University of Oklahon

In his 2005 book, "The World is Flat," which received the *Financial Times* and Goldman Sachs Business Book of the Year award, he looked at globalization and the opportunities that it gives to individual empowerment, the achievements of lifting millions out of poverty, and of course the environmental challenges that inevitably come with this kind of progress around the world; he changed our way of thinking. I think for the first time he helped many of us in this country understand that we are living in a new world; a world that we no longer can dominate in the ways perhaps that we can play a predominant role in the future. But a world that needs our leadership desperately, in a world of which we can still play a very important and leading role, we will come to be more sensitive toward others and other places and have a deeper understanding of them and their hopes, which they share with us on a basic human level.

His latest book, is the *New York Times* number one bestseller, "Hot, Flat and Crowded: Why We Need a Green Revolution and How it Can Renew America," and as in his previous books, he focuses on globalization, especially climate change and the rising competition for energy.

He has been ranked by the *Wall Street Journal* as one of two most influential business thinkers in our country and by *US News & World Report* as one of America's best leaders. In addition to his books, his writings, writings of his columns, he also has his own segment, *Tom's Journal*, on the *NewsHour with Jim Lehrer* (who of course) again was our first recipient of the Gaylord Prize. A remarkable person, who is prodding all of us to think about things that we ought to be thinking about, and I do not know what better accolade you can give to a journalist than that, Mr. Thomas Friedman, recipient of the Gaylord Prize!



a students, faculty and staff attended the second annual Gaylord Prize luncheon in Oklahoma City.

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THOMAS L. FRIEDMAN'S COMMENTS UPON RECEIVING THE GAYLORD PRIZE



Thomas L. Friedman, 2009 Gaylord Prize recipient

I get about 500 speaking requests a year and I live on the kind of salmon swimming upstream theory and it is whichever salmon just keeps coming back upstream asking me to come and your President is very persistent. I can tell you that he is a quite a salmon.

It is a treat to be here. It is always a great honor to be honored by your colleagues. But I kind of had an "in", I've got to tell you, with the Gaylord Family. I know Jim and Christy and Louise and Clay are friends of ours, as well. So it is with a special pride and joy that I accept this award from your family. It really is; it means doubly more to me because of that and, especially it means triply more

to hear actually what is going on here in journalism and your university. It is truly impressive.

I thought I would just take a few minutes, President Boren asked me to say a few things and maybe, because I know that there a lot of students here, talk a little about how I got here; and then how I have come to see the world that you're going to have to go into as journalists.

I actually got my start in journalism in 10th grade in high school at St. Louis Park High School outside of Minneapolis. I took a journalism course from a legendary journalism teacher, Hattie Steinberg, room 313, St. Louis Park High School. And it's to this day, that is the only journalism course I have ever taken. Not because I was that good, but because *she* was that good. She was a remarkable teacher. I wrote a column about her and got a scholarship in her name at the University of Minnesota journalism school. Because she was just one of those great teachers that had a singular impact on a student's life; and fortunately, I was that student.

She taught me that a journalist starts up his or her day by reading the, *New York Times*. Back then it was columnists like Anthony Lewis who later became a colleague. I still sit up straight thinking about Hattie. She was a single woman in her

sixties when I had her, and she was a woman of great clarity and principal at a time of great uncertainty and transition. As I said, she was in her sixties, but we hung around her classroom like it was the malt shop and she was Wolf Man Jack.

So, I (coincidentally having taken her course in journalism in high school) went to Israel with my parents in the winter, Christmas vacation of 1968-69. I had never been on an airplane; I had never been out of the state of Minnesota (I was 15 years old) except for a couple of brief forays into Wisconsin. Maybe if I had made my first trip to Greece, today I'd be a Greek specialist, or if the first one had been to China, I would been a Sinologist, but I basically went from the Minneapolis-St. Paul airport to Israel and through the Middle East. Maybe it was the shock of the new, I don't know exactly what, but it had a indelible impression on me and I ended up spending my next three summers of high school living there in Israel. Then when I started college, which was at the University of Minnesota, I started taking Arabic as a freshman in college and eventually did semesters abroad at Hebrew University in Jerusalem, the American University of Cairo, and graduated from Brandeis, and then won a Marshall Scholarship to go to Saint Anthony's College, Oxford in England, an Oxford University (which was Lawrence of Arabia's school where he left his papers). So I had the very good fortune of getting a very classical Arabist education at Oxford.

Along the way I really did not after high school do much journalism. The first story I ever wrote for my high school paper actually wasn't good enough to make the paper; in my junior year I was the business manager and sold ads to the local pizza parlors. But by senior year I had finally cracked the A-team and the first interview I

ever did, they still have it there was with a visiting Israeli General, who was speaking at the University of Minnesota and his name was Ariel Sharon. The first article I ever had published was an interview with him; we later crossed paths many times.

So I went to graduate school in England, as I said. I really didn't write that much in college, becasuse unfortunately my dad died when I was 19 so I was just sort of really focused on getting through school. But I spent my first year in England at the School of Orient



Gaylord students Abigail Ogle, Stacy Kaplan and Meredith Moriak help people find their seats at the Gaylord Prize luncheon.

and African Studies of London and it was 1975-1976, my first year that I met my then girlfriend, now wife, who was going to the London School of Economics. We were actually walking down the street in London and in 1975, Jimmy Carter at the time was running against Gerald Ford for President, and for those of you who have been to London know that the *Evening Standard*, the evening newspaper always have this blaring headline "Angelina to Brad: we are finished," or whatever,



Thomas Friedman talks to reporters from OU Nightly.

you know it is always something to get you to buy the evening paper. Back then in 1975, they were covering the U.S. Election and the blaring headline on the Evening Standard, as my then girlfriend, now wife, we walked by it said, "Carter to Jews: if elected I promise to fire Dr. K." What that was about was that Jimmy Carter was running for president and he was trying to win Jewish votes and he was promising that if elected he would fire Henry Kissinger, the first Jewish secretary of state. So I said to my then girlfriend, now wife, "Isn't that odd, this man is running for president and he's trying to win Jewish votes by promising to fire the first ever Jewish secretary of state. That's really odd."

I have no idea what possessed me, but I went back to my dorm room and without anybody asking me or telling me or inviting me, I wrote a column about it. My then girlfriend, now wife, her mother was a friend of Gilbert Cranberg, a legendary editorial page editor for the *Des Moines Register* (my wife was from Des Moines, Iowa).

And my then girlfriend, now wife took my column back to Des Moines on Christmas vacation and handed it to Gilbert Cranberg and he liked it so much that he printed it as a half-page column on the op-ed page of the *Des Moines Register* with an editorial cartoon and they paid me \$50 and I thought that was the coolest thing in the whole world! I was walking down the street, I had an opinion, I wrote it down and someone paid me \$50 and I've been hooked, ever since!

So actually, during my time at Oxford, I wrote a dozen op-ed pieces for the *Des Moines Register*, the *Minneapolis Star and Tribune*, and my own hometown paper on the Middle East and related topics. So when it came around time to graduate and I didn't really know what to do, a friend of mine had applied to the AP so I applied

to the AP and the UPI (kind of Avis of Wire Services), United Press International. I had never covered a two-alarm fire, I had never covered a city hall meeting, I had never covered a student council, but I had 12 op-ed columns about the Middle East. To my very great fortune Leon Daniel, the bureau chief of London, thought I might be trainable and he offered me a job for \$200 per week on Fleet Street in London and that's where I got my start.

I remember when we sent our taxes in that first year my wife's family accountant thought there were several zeros missing. I said no-no-no this is it; its \$200 a week. But that went a long way in London back then, so I worked in London for a year for UPI and they really taught me how to be a journalist and how to cover a fire and cover a taxi strike. Fortunately it was 1979, and there was this thing called the Iranian Revolution that happened that year and suddenly oil became this huge mega-story and they needed an oil reporter. So I moved into that niche, it's always important to see where the opportunities are and move into that before somebody else does. Then one day the number two man in the UPI Bureau in Beirut got shot in the ear by a man robbing a jewelry store on Commerce Street in Beirut, and emailed back, or he telexed us back actually, to the London headquarters, "I want to get out of here. I do not want to pass go. I do not want to collect \$200." I at the time was only 25 years old, and they came to me and said, "Would you like to go to Beirut?" It was the middle of the Civil War, and I looked at my now wife, former girlfriend, and said, "This is it, they've called our number," and so I went off to Beirut in 1979.

I spent two years there with UPI and the *New York Times* eventually knew my stuff and they brought me back to New York and I spent a year as a business reporter for the *New York Times*. Then they sent me back to Beirut in April of 1982 and Israel invaded Lebanon six weeks later and it became, for the next



As part of the program, Ava Doyle, public relations senior, was Skyped in live from South Korea.

two years, the greatest show on earth, the most remarkable story. The marines came, the embassy bombing, the marine bombing was amazing, remarkable, a tragic set of stories, all of which I got to cover.

Then I went to Israel. I actually literally at the time said, "You've done the Beirut story for five years now we are going to go to Jerusalem." I packed up my suitcase and golf clubs one day and drove from Beirut to Jerusalem. I did Israel for five years and then they gave me a year off. I thought it would be good to do a book called, "From Beirut to Jerusalem," so I did that. And they said, "When you come back from your leave, you are going to cover whoever wins the next presidency, George Bush or Michael Dukakis, and you will be the *Times*' chief diplomatic correspondent and travel with the secretary of state." It turned out to be George Bush, Sr. and his secretary of state was James Baker. So I traveled with Secretary of State Baker 700,000 miles over four years with the other 11 state department correspondents; a remarkable experience.

The first six months was kind of boring, I kind of wondered what I was doing there, I missed the Middle East and then this *wall* came down in Berlin. I was already in Berlin, and I found myself once again (fortune had struck) covering really the greatest show on earth again, the end of communism in the Soviet Union from a wonderful front-row seat of Jim Baker's airplane. A lot of serendipity in this business, the key is to really prepare yourself to take advantage of it, if and when

"I really and quite honestly got it wrong. The world is so much flatter than I thought." fortune smiles upon you. I did that for four years and then I covered the first year of Bill Clinton's White House, as the *Times* 'Chief White House correspondent. That was Mr. Toad's wild ride, I have to tell you! That was so wild, it's hard to think back to the crazy stuff that happened that year.

Then I spent three years as the *Times*' international economics correspondent, covering the intersection of finance and foreign policy, when this thing called globalization was just a warning (I didn't quite know it at the time). But I remember writing a lead back then, it was the first time it all hit me, I did two things back then, I wrote a lead that said that it was, "more important what General Motors and General Electric thought than General Powell" and then suddenly I could see a lot of these new multi-national forces, big shapers of international affairs. I once went out to Redmond, Washington and interviewed Steve Ballmer the president of Microsoft on what was Microsoft's foreign policy because it was clear to me that global multi-nationals were having a huge impact on how power was shaped and divided on the world stage.

I did that for three years and then the *Times* gave me this wonderful job being a foreign affairs columnist for the *New York Times* and it is a great job. I get to be a tourist with an attitude. I get to go wherever I want, whenever I want and have

whatever attitudes I want. It really is the best job in the world. Someone has to have it; I've got it and you don't.

It truly is as fun as it looks, the only problem is you do have to have attitudes twice a week. So you have to feel strongly about a lot of things, because every Wednesday and every Sunday on the op-ed page of the *New York Times* you have to have a fresh, new take on the world.

So what is that world that you all are graduating into, or trying to prepare yourselves as journalists for? It is a world that has really changed quite a bit. I wrote "The World Is Flat" in 2004 and now it is five years later and people have asked me, "Do you still believe in your thesis?" And I tell everyone I meet that, "I really and quite honestly got it wrong. The world is so much flatter than I thought." It truly is so much flatter than I thought. Who knew that Iceland had turned itself into a hedge-fund with glaciers which we discovered during the last economic crisis.

I had a friend stay with me this past weekend in Washington (a boyhood friend who is in the advertising business), he told me about a movie he had just made and how he had made it. His name is Ken Greer and he is my oldest friend. Ken's story really (I am sure the young people here can relate to this entirely) is basically that he outsourced this entire movie. That is he went online and put out a bid for the music, he put out a bid for the script, he put out a bid for the branding, he put out a bid for the marketing and that is actually what's going on in the flat world.



Students and faculty worked together to stream the event live to the Internet.

More and more things are becoming commodities; they are being automated, digitized, synthesized and outsourced. What that means is the one thing that is not and can not be a commodity is more important than ever. And that is imagination.

So what I always tell people is that when the world is flat, there are really just two rules of business, and I would argue two rules of career planning for that matter. Rule one is, when the world is flat whatever can be done, will be done. The only question is will it be done by you or to you? Just do not think it won't be done. Because when the world gets this flat and there are this many distributed tools of connectivity and innovation, if you have a good idea here in Oklahoma City, promise me you will pursue it. Because I can promise you someone in Okinawa will pursue it a second later. Whatever can be done will be done. There is just too

"More and more things are becoming commodities; they are being automated, digitized, synthesized and outsourced. What that means is the one thing that is not and can not be a commodity is more important than ever. And that is imagination."

~ Thomas L. Friedman

much connectivity and too many people now with distributed tools of innovation.

That leads to the second rule, and the second rule in my book, is that the

most important competition going forward is no longer between companies and companies, although that is still important; no longer between countries and countries, although that is still important. The most important competition going forward is between you and your own imagination. Because in a world this flat, with this many distributed tools of innovation, what you imagine really matters. Because you as an individual, like my friend Ken making his movie, can now act on your imagination farther, faster, deeper, cheaper than ever before.

Therefore, in my world, there really are just two kind of countries. There are high imagination-enabling countries and low imagination-enabling countries. There are high imagination-enabling universities and low imagination-enabling universities, but the one thing that isn't a commodity today is imagination.

My friend Dan Pink wrote a wonderful book, if you haven't read it, its called, "A Whole New Mind," where he talks about your right brain and your left brain. Your left brain was rote learning, repetition, you really used your left brain a lot when you did your SAT's. Your right brain synthesizing, creative, storytelling. It's a right brain world. Because everything your left brain did can now be done by an Indian cheaper or a computer or a robot faster. It's a right brain world. And all our education now really has to focus on nurturing that side of the brain. It is why I

still have hope for our country and I will end here. I've written on the 19th Century and America in the 20th Century and how China will own the 21st Century. As I wrote and reminded people the other day, America still is the greatest dream machine in the world. I refuse to cede the 21st Century to China yet, I will not cede the 21st Century to a country that censors its internet and has political prisoners. That is not exactly an imaginationenabling society. In fact, my grandmother in Minnesota (Grandma Friedman) God bless her, she used to sit in her rocking chair in the cold Minnesota winter, and she used to say



Lateef Ipaye, journalism senior, was part of the student task force that streamed the event live.

to me, "Tommy, never cede a century to a country that censors Google." It was just a little thing Grandma used to say.

So having heard what I've heard about the incredible journalism program you have here, all the programs that President Boren has inspired and driven in this University, I am confident that you have not ceded the imagination gene to anyone yet. But all I can tell you and urge you is to go from strength to strength, because you need to be here in Oklahoma, we need to be in Maryland, where I live, and in Minnesota where I was brought up, the future belongs to the dream machine. It's all about who sparks the ideas; everything else is available online. Thank you very much.

Thomas Friedman's Rules of Business

- 1. Whatever can be done, will be done. The only question is will it be done by you or to you? There is just too much connectivity and too many people with distributed tools of innovation.
- The most important competition going forward is no longer competition between countries or companies. The most important competition going forward is between you and your own imagination.

Multi-Media Presentation

Thomas Friedman's visit to OU included the Gaylord Prize luncheon, and two sessions in conjunction with the President's Associates program. The video of all three programs has been archived on a special Gaylord Prize Web site that can be found at http://gaylordprize.ou.edu.

The entire program was also broadcast live to the Web by a team of students who filmed the program and live blogged during the event. Students and attendees were also encouraged to Tweet during the event and make Facebook status updates from their mobile devices. The student blog and a tweet stream for Thomas Friedman are archived.

This year's Gaylord Prize event also featured video profiles of three students during the program: Kolt Atchley, Ava Doyle and Katie Lakin. Kolt Atchley's video centers around his fall 2009 internship with the Dr. Oz show in New York; Ava Doyle's video highlights her participation in the Gaylord College's first Summer in Washington program and her study abroad semester in South Korea; Katie Lakin created her video while she was participating in the British Media Study Abroad trip summer 2009. Their videos can be seen on the Gaylord College YouTube channel found at http://www.youtube.com/GaylordCollegeOU.



Watch for information about the third annual

Gaylord Prize for Excellence in

Journalism and Mass Communication

to be held at the Sheraton Hotel Downtown Oklahoma City

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