



Gaylord College of Journalism and Mass Communication

Our purpose is to educate producers and consumers of existing and emerging forms of public communication and to instill in them the value of freedom of expression, intellectual and cultural diversity, critical thinking, creativity, ethics, professional skills, and social responsibility.

BY THE NUMBERS

100

cameras available for students to check out for location work

30

student organizations and practicums for students to network and grow professional skills

#2

in the nation for quality of student work according to the Broadcast Education Association

MAJORS

- Advertising
- Creative Media Production
- Journalism
- Professional Writing
- Public Relations

CONTACT US

ou.edu/gaylord
 (405) 325-5684
 @GaylordCollege



“I’ve thoroughly enjoyed my classes and the relationships I’ve built with my professors. My professors have actively worked to help me succeed and have made themselves available for help outside of the classroom. Additionally, the course material is efficient and applicable as I’ve learned things in my classes that I’ve been able to immediately apply through my work at the OU Daily and at my summer internship at a local nonprofit.”

– Parker Primrose, OU Class of 2022
 Journalism and Public and Nonprofit Administration double major

THINGS TO KNOW

1 Our journalism program was named one of the top 10 programs in the nation by the Radio Television Digital News Association, and we are a national leader in video production. Our professional writing program is one of the oldest in the nation and BestofColleges.com ranked our advertising program in the top 10 in the country.

2 Thanks to a generous \$22 million gift from the Gaylord family, students have access to four state-of-the-art television studios, numerous editing bays, two large multimedia labs, a 2,000-square-foot student-run advertising and public relations agency, nearly 300 computers with the latest media software, and a dedicated podcasting studio.

3 Our students build strong bonds with one another as they design public relations or advertising campaigns, work on investigative multimedia journalism series with Gaylord News, or write and produce one of our many regular student-run broadcasts, including Sooner Sports Pad and OU Nightly.

4 You can build an impressive portfolio through multiple professional opportunities. Students produce and direct live broadcasts on Bally Sports. The Emmy Award-winning OU Nightly news program gives students daily, real-world experience. Through the Lindsey + Asp agency and Gaylord Hall Productions, students work with real clients in advertising, public relations, and media production. Our students have paying jobs in sports production and media marketing on campus each year.

5 There are numerous opportunities tailored for Gaylord College students to explore their majors and their fields abroad. Go connect with professionals in London as part of the British Media Tour, consult with a client at the OU Center in Arezzo, Italy, or take a travel writing course in Puerto Rico. For a more in-depth experience, students can spend up to a year abroad.

