



Megan Govin, '00
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For Megan Govin, her job at The Museum of Modern Art is the "experience of a lifetime." The 2000 advertising graduate began her career in that industry before pivoting to working within arts and cultural organizations. Govin recently shared how her skills honed at the University of Oklahoma have applied well in different career fields, reflected on her time at the university and more.

What is your favorite memory from your time at Gaylord College?

One of my favorite memories from my time at the Gaylord College of Journalism and Mass Communication is of coordinating the "Genie Awards," a student advertising competition with submissions from all over the country, judged by local advertising professionals. As secretary of OU Ad Club at the time, I remember the endeavor being an exercise in resourcefulness and "trial-by-fire," and a

contribute to their care and access by the public is a great privilege. My role at MoMA (The Museum of Modern Art, NY) supports the operations, finances, staff, donors and research patrons of the Archives, Library and Research Collections. Our collection of books, periodicals, ephemera, historical records and other primary source materials related to modern and contemporary art are made available to an international community of researchers on-site and online through digital access, and our efforts support the museum's overall mission as an educational institution. I particularly enjoy coordinating the communications and programming for a donor affiliate group called the Library Council, a group of art and book enthusiasts. Nearly every year, we publish a limited edition artist's book for distribution among members and for sale to support departmental activities. This program gives artists an opportunity to

lesson in recognizing when to collaborate, delegate and ask for help. I was mildly terrified to host the awards ceremony, but everyone in Ad Club helped to ensure it was a success. We always came together to help each other out on projects, philanthropy, and....well, pizza (the 3 Ps?).

Do you have a favorite faculty/staff member at Gaylord?

The late Jim Avery was instrumental not only in providing me and my classmates with foundational ad campaign planning knowledge, but also in providing networking opportunities through local internships and school-sponsored trips to ad agencies in various cities. He genuinely cared about preparing each of us to secure the best possible job opportunities after graduation and his words of encouragement about modesty and confidence in one's career still resonate with me today.

How did your career path lead you to where you are today?

Immediately following graduation, I accepted a job in media planning at a full service ad agency, GSD&M, in Austin. From there I continued on that same path in New York City at Starcom MediaVest Group and then at Deutsch NY. I learned so much from my colleagues and clients at each of these agencies and had the opportunity to work on leading global brands in retail, consumer packaged goods, travel, finance and entertainment. People often joke that working on the P&G account is akin to getting your MBA, and I would agree that it is an incredibly rewarding professional opportunity, like no other. Overall I would say that media and communications planning, wherein you must continually ask why and how we as humans do what we do, and what it is that interests, delights or motivates us, is exciting and engaging work.

Describe your role at MoMA.

Working in an art museum is the experience of a lifetime! To have such regular access to incredible and important works of art and to be able to

experiment with the book as an art form, and the results can be mind-bending!

What do you consider to be the most significant moments of your career so far?

The most significant moment in my career would have to be my decision to pivot from the advertising industry to working within arts and cultural organizations. It was driven primarily by a short-term desire to pursue a master's degree in art history, but subsequently has given me an expansive view of ways of working across many fields (art, tech, research, development) and how to apply strategic planning and project management expertise to a broader variety of organizational entities (i.e. non-profit museums, archives, libraries and galleries).

How did Gaylord College prepare you for your future career?

Gaylord College prepared me extremely well for my career, through coursework, mentoring, internship programs, extracurricular organizations, scholarships, travel and most importantly through the accessibility and generosity of its professors (like Tarp! aka David Tarpenning).

What advice would you give to current students aspiring to a career in mass communication?

My advice for those embarking on a new career would be to always do your research and come prepared. Then, once you've proven yourself, don't be afraid to ask for what you want! Finally, check in with yourself occasionally to ask where you might like to go next in your career. There is more than one path up the mountain (and the best view isn't always from the top)!

What do you do for fun outside of work?

My husband and I love visiting our families in Oklahoma and Massachusetts; seeing art, comedy, live music and theater in NYC; and spending time outside in our beloved Prospect Park, in Brooklyn, N.Y.



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