GAYLORD COLLEGE OF JOURNALISM & MASS COMMUNICATION

Our mission 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.

TOP TEN REASONS TO CONSIDER THE College of Journalism & Mass Communication

1. **Oldest and nationally ranked programs**: Gaylord College has five majors that are some of the oldest degrees of their kind in the nation and include top-ranked programs. Recently, our journalism program was voted by the Radio Television Digital News Association (RTDNA) as one of the top 10 programs in the nation. Our creative media production students ranked second nationally last year; 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. **State-of-the-art technology and facilities**: We are the only programs of our kind in the nation to be named an Apple Distinguished program—and we’ve been awarded that honor four times in a row. 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 and nearly 300 computers with the latest media software.

3. **A strong sense of community**: Most of our classes emphasize teamwork and collaboration. Our students build strong bonds with one another as they design public relations or advertising campaigns, work on investigative multimedia journalism series, or write and produce one of our many regular student-run broadcasts, including Sooner Sports Pad and OU Nightly. The relationships our students make with each other and with our faculty and staff members carry them throughout their college and professional careers.

4. **A vibrant culture of student life**: Another way our students build strong relationships personally, academically and professionally is through the nearly 30 student organizations and practicums available at Gaylord College. Our student organizations provide professional networking and development opportunities that extend our students’ classroom experiences. From New York City to Chicago, to Los Angeles and the United Kingdom, Gaylord student organizations place our majors in contact with top professionals to further our students’ careers.

DEGREE PROGRAMS

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

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TOP TEN REASONS TO CONSIDER THE
College of Journalism & Mass Communication
(continued)

Employment opportunities: You can build an impressive portfolio through multiple professional opportunities. Students produce and direct live broadcasts on Fox Sports. The Emmy Award-winning OU Nightly news program gives students daily, real-world experience. Through Lindsey + Asp and Gaylord Hall Productions, students work with real clients in advertising, PR and media production. Nearly 100 students have paying jobs in sports production and media marketing on campus each year. Gaylord offers more professional opportunities through radio, design, writing, photography and much more!

Industry connections: Thanks in part to our college’s global connections in various media industries, our students find jobs at impressive rates after graduation. Our students can go anywhere with a degree from Gaylord College.

Hands-on learning: There are nearly a dozen student organizations offering opportunities to travel throughout the country, receive training and mentoring from professionals in the industry, enter competitions and eat tons of free food. From San Francisco to Washington D.C. and New York, plenty of groups go to the nation’s booming areas for fashion, public relations, advertising, media and more.

Internships: Today, an internship experience is a virtual necessity on your pathway to a successful job search. Our students take part in internships all over the world.

Professional experiences: A network of more than 9,000 alumni working around the world at all levels of organizations are excited to provide outstanding students their first career opportunity. In fact, each year recruiters from all over the nation come to Gaylord seeking the brightest and the best, and our students have access to leaders in each of the five fields through internships and guest speakers.

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