



Senior Fellows

BACKSTORIES

The Newsletter for Senior Fellows Alumni, Students and Friends



“Bad Feminist” Author Roxane Gay Visits Students, Gives Inspiring Talk



Senior Fellows hosted the New York Times best-selling author of “Bad Feminist” for a class

visit and riveting public lecture to an overflow crowd of good, bad and in-between feminists from all over campus.

Continued on page 2

School of Journalism Celebrates Centennial



Founded in 1914, the School of Journalism celebrates 100 years of accomplishments

and distinguished alumni.

Continued on page 3

Graduating Senior Spotlights

Page 6

ADV & PR Department Named Stan Richards School of Advertising and Public Relations



Moody College completes \$10 million fundraising campaign

to establish Stan Richards School of Advertising & Public Relations.

Continued on page 3

Forum with Stars of KUT Radio’s “Two Guys on Your Head”



Led by Anthony Dudo’s Celebrity Scientists class, Senior Fellows

hosted a popular and insightful forum on science communication that brought out students from across campus and fans around Austin.

Continued on page 5

Senior Fellows Host “Bad Feminist” Roxane Gay



By: Alexa Gonzaga with additional material by Kaitlin Dorey and April Brown.

Roxane Gay, New York Times best-

selling author of “Bad Feminist,” discussed modern feminism and read excerpts of her work during a talk hosted by Senior Fellows on Oct. 6, 2014 in Calhoun Hall.

“Bad Feminist” is a collection of personal essays written by Gay that tie into larger themes of politics, race, gender and sexuality. “I wanted the book to feel like a conversation,” Gay said.

Gay read from essays involving her experiences as a first-year professor and the gap between old and new media, as well as from the titular “Bad Feminist”

“I am a bad feminist, but I would rather be a bad feminist than not a feminist at all.”

essay. In it, she ruminates on what it means to be a “good” feminist as opposed to a “bad” one, and whether it is hypocritical to act in accordance with norms that uphold the patriarchy.

Gay figures that her adherence to such norms as gendered chores and traditional beauty standards make her a bad feminist. Despite the contradictions that exist within her personal view of feminism, Gay still considers herself part of the movement.

“I am a bad feminist, but I would rather be a bad feminist than not a feminist at all,” Gay said.

After sharing excerpts from her writing, Gay took questions from the audience that dealt primarily with the feminist movement itself and how to make feminism more accessible to others.

“I never thought of feminism as something that I could define for myself,” said Whitney Barlow, a junior Communication Sciences and Disorder major. “I don’t have to be a radical or a political whiz. Feminism to me

is about education and equality and connecting with others about it.”

Gay acknowledged how the mainstream feminist movement has tended to exclude certain groups of women, such as women of color, queer women, and transgender women. “My goal is to make feminism more inclusive to all women,” Gay said.

Gay also spoke of the importance of educating women who have been misinformed by the “caricature” of feminism that portrays feminists as man-haters. “We are victims of this culture and sometimes women don’t know any better,” Gay said. “I try to approach those women with as much emotional generosity as I can. Part of being a feminist is supporting women who are different from me.”

“Gay’s personality, which is visible in both her writing and her speaking, makes her enjoyable to read and learn about what she has to say,” said Hailey Hoppenstein, a public relations student who attended the talk. “I learned that there’s no such thing as a perfect feminist.”

Prior to her talk, Gay visited with students from Senior Fellows and other departments to answer questions about her life, book and experiences. Her visit was perfectly timed, as the Senior Fellows Symposium class was studying “Bad Feminism” and its meaning.

“Students really responded to Roxane because they too feel trapped by this myth of feminism, especially the nonsense that says it’s somehow shameful to question norms that favor certain kinds of womanhood over others.”

“My goal is to make feminism more inclusive to all women.”



School of Journalism Celebrates 100 Years of Excellence

The School of Journalism in the Moody College of Communication celebrated its 100th anniversary this year, commemorating a century of excellence and advancements in the field of journalism. From Walter Cronkite to Bill Moyers, Liz Carpenter to Lady Bird Johnson, 26 Pulitzer Prize winners and so many others whose lives and careers have been shaped by the School of Journalism, the centennial is a celebration of what has been accomplished. The centennial also celebrates the School's future and new digital-based undergraduate journalism curriculum.

Since beginning in 1914, the School of Journalism has trained more than 12,000 journalists in top-ranked undergraduate and graduate programs, and is one of 12 journalism schools in the Carnegie-Knight Initiative on the Future of Journalism Education. In 2012, the School introduced a new digital-based undergraduate curriculum and moved into the state-of-the-art, 120,000-square-foot Belo Center for New Media.

Visit the journalism school's Centennial Celebration website to learn about events related to the anniversary, new student learning initiatives, award-winning faculty and alumni, and to see a timeline of the school's history.

Continued on page 4

\$10 Million Campaign Establishes Stan Richards School of Advertising and Public Relations

By: Nicolas Hundley

The University of Texas at Austin and the Moody College of Communication announced in August the completion of a \$10 million fundraising campaign to establish the Stan Richards School of Advertising and Public Relations, named in honor of Stan Richards, founder of Dallas-based advertising agency The Richards Group, the largest independent agency in America.

Numerous corporations, foundations and individuals contributed to the six-year campaign, including Richards. The Stan Richards School will serve as one of the five academic units within the Moody College of Communication. The funds will support projects across the Richards School and build upon its reputation as one of the nation's top advertising and public relations programs.



Richards — named one of The Wall Street Journal's "Giants of Our Time" in advertising — has won virtually every significant creative award in the world of advertising. In 1999, he was inducted into the Art Directors Hall of Fame, where he joined such luminaries as Walt Disney, Norman Rockwell and Andy Warhol.

"I am incredibly humbled to receive this honor," Richards said. "I personally value the close relationship I've now had with The University of Texas for a number of

years, and The Richards Group is always thrilled to recruit from the school's talented pool of students and young alumni. I look forward to seeing what is already one of the top advertising and PR programs in the country continue to grow and flourish as the Stan Richards School."

Richards has a long history of supporting the Moody College — speaking to classes, serving on the advisory council and fundraising for scholarships. He is a past

Continued on page 5

"I look forward to seeing what is already one of the top advertising and PR programs in the country continue to grow and flourish as the Stan Richards School."

100 years

OF THE UT SCHOOL OF JOURNALISM

BY THE NUMBERS



Our Pride & Joy



How We Stack Up

GREAT STUDENTS



12,361

graduates in the past century



1 OF 12

most significant J-Schools in the U.S.



30

Pulitzer Prizes in Journalism



108

Professional internships this year



75

Scholarships this past year

SUPERIOR FACULTY



467

combined years of professional experience

459

combined years in academia



315

Scholarly articles



51

Books

Published in the last decade



A century of cooperation and collaboration between scholars and professionals

IMPORTANT AND INNOVATIVE WORK



A transformed undergraduate curriculum that emphasizes new media digital tools alongside enduring journalistic values.



New courses in data visualization, mobile apps, entrepreneurial journalism and the multimedia newsroom, and online or hybrid courses in news reporting and social media.



A nationally-recognized graduate program—our grad students have published **310** scholarly papers, book chapters and external presentations in the past three years.



Online training by the Knight Center for Journalism in the Americas for more than **7,327** journalists in **120** courses, and the university's first Massive Open Online Courses, with **2,775,746** pageviews.



Archived interviews with more than **500** Latino men and women for the VOCES Oral History Project.



Professional-quality journalism from www.reportingtexas.com and Texas Newswatch. Visual storytelling skills from award-winning photojournalism faculty.



1914 - 2014
JOURNALISM
 LOOKING FORWARD TO THE NEXT 100 YEARS OF INNOVATION

recipient of the Moody College's Robert C. Jeffrey Benefactor Award (2010) and the Reddick Award for Leadership in Communication (1996).

"Stan Richards' creative genius has brought the advertising industry in the State of Texas to the competitive level of New York, Chicago and San Francisco," said Isabella Cunningham, professor and outgoing chair of the Stan Richards School. "His generous gift will ensure that our program will graduate the future leaders in our field and that creativity will continue to be the most important ingredient in persuasive marketing communication. It is fitting that our school will bear his name, as his generosity, mentorship and foresight will forever be the guiding principles for our school."

"Stan Richards' gift and the campaign for the Richards School will have a lasting legacy for our advertising and public relations students, for which I am deeply thankful," said Bill Powers, president of The University of Texas at Austin. "These contributions were vital to both the Moody College's pursuit of excellence and the university's successful, record-breaking capital campaign."

"We are tremendously grateful for the overwhelming support of Mr. Richards," Hart said. "Stan Richards' legacy as a creative force and visionary in the advertising industry will serve as an inspiration to students and faculty. His generosity will enhance the credibility of the school and the opportunities available to our students."

Celebrity Science Class Hosts Panel with Cast of Hit KUT Radio Show

By Estefania Bravo and Megan Ortwein

From the causes of climate change to the risks of Ebola, the public understanding science is as important as it is elusive. How can scientific topics be communicated effectively when your audience might not know the difference between a white blood cell and a cell phone?

This is a communication dilemma that fascinates Anthony Dudo, assistant professor in the Stan Richards School of Advertising and Public Relations, and his Senior Fellows honors class, "Celebrity Scientists and the Public Understanding of Science."



And on Wednesday, Sept. 17, they had the opportunity to share the fruits of this topic when they hosted an electrifying panel discussion with the cast of KUT radio's "Two Guys on Your Head," a popular show about neuroscience, and a perfect example of how science can make engaging content.

The panel was held before a packed auditorium in the Belo Center for New Media. It featured UT Austin professors Art Markman and Bob Duke, the stars of "Two Guys on Your Head," and Rebecca McInroy, the show's host and creator. Together they team up every week to produce a 7-minute radio conversation on different aspects of the human brain and how it affects behavior in every day life.

The panelists agreed that making engaging connections between scientists and non-scientists is a tough challenge when the stereotype of "lone scientists in lab coats" can make scientific data and theories seem remote and inaccessible.

"One way to overcome this," Markman said, is to not sound too 'teachy' and dispel the myth that science is just 'a collection of facts about the world' when it is really a process for understanding those facts."

When asked by Dudo about the role scientists should play in society, Duke said that it's not just about



Continued on page 6

encouraging more scientists to enter the public domain but finding those who are good at explaining science.

Though they are from different academic areas, both Markman and Duke conduct research within the framework of neuroscience. Markman is the Annabel Iron Worsham Centennial Professor of Psychology and Duke is the Marlene and Morton Meyerson Centennial Professor in Music and Human Learning.

They agreed that finding a person who can translate what a chemist, psychologist or biologist wants the public to know is atypical because it requires having the combination of science knowledge and communication skills.

“If a scientist walks in the room full of non-scientists and tells them about what they do, that’s not an easy thing to do,” said Duke.

What makes this harder, Markman added, is that “there is little professional reward” for academics to become public spokespersons, as tenure and promotion are based on research and teaching.

Through their lively, often humorous conversations on the air, Duke and Markman said they hope to encourage the audience not only to listen but to discuss science themselves. McInroy explained that this was really the whole concept for the radio show.

“I want [radio listeners] to go away thinking they were at a dinner party with some very cool people,” she said.

Based on the waves of laughter from the audience and flood of questions at the end of the panel, that effect was achieved for this panel discussion, too.

“Two Guys on Your Head” is produced in the Belo Center for New Media and broadcast every Friday afternoon on KUT 90.5. Podcasts are available on the KUT website.

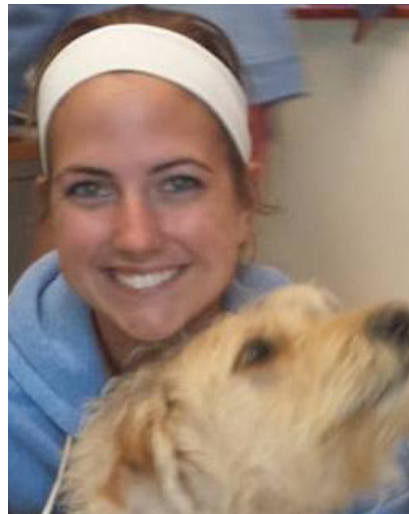
Graduating Senior Spotlights

Victoria Baier

From: Lorena, Texas

Major: Communication Sciences and Disorders - Speech/Language Pathology

Favorite Class: Senior Fellows Symposium with Dave Junker



Even before receiving her diploma, speech pathology major Victoria Baier’s dream career was working with dolphins to enhance therapy with children.

Interviewed by Dave Junker

Dave: Your summer internship working

with deaf children through dolphin therapy sounds just unbelievable--right out of a movie or something. How did you get that gig?

Tori: As a child, I was always fascinated by whales and dolphins. From about 3 to 15-years-old, I believed that I would grow up and train Shamu. I found Island Dolphin Care (IDC) when I was a sophomore in high school and had to wait six years to apply for an internship (they only take people 21 and up). I applied to IDC a year in advance and I was selected out of a large pool of applicants to participate in a five week internship. This was a dream come true—getting to work with animals and using the skills that I have learned on my path to becoming a speech language pathologist. I am excited to say that they have recently asked for to come back for the month of March to train the new interns.

Dave: What was the most memorable thing about that experience? Did it change your perceptions in any significant ways?

Tori: I learned new and innovative ways to approach my future therapy sessions. I observed clients with diseases and disorders that are so rare they don’t even have names. To see the parents and their reactions to their child’s improvement throughout the week was one of the most rewarding aspects of this experience.

Dave: Did you bond with any dolphins?

Tori: The other interns and I would always eat lunch on the docks with the dolphins. I would like to say that I bonded with all five dolphins, but there was only one that I felt the most connected to--Squirt. She is the 35



year-old matriarch and has the sweetest personality. Squirt was pregnant at the time, so her favorite thing to do was to get belly rubs.

Dave: I know you're headed to grad school for speech language pathology. What do you hope to do with your degree?

Tori: I'm not 100 percent sure what area I want to focus on. I've loved working with children and adults on the autism spectrum, people suffering from traumatic brain injuries and with people who have suffered strokes. As of now, I plan on working in a private practice or a hospital right out of graduate school. Hopefully, I can integrate my love for animals into my therapy sessions. I would say that my life goal now is to coordinate with the owners of IDC to try and start a dolphin-assisted therapy program in Texas.

Dave: What was your favorite Senior Fellows class?

Tori: Although I thoroughly enjoyed ALL of my Senior Fellows classes, (Symposium with Dave, Entrepreneurship with Tamara, Disaster and Destruction with Gene, and Making Sense of Your Sense of Hearing with Craig) I would have to say that Symposium would have to be my favorite. The topics were all diverse, current, and controversial which makes for some very interesting discussions. Also, Symposium showed me that in order to be a critical thinker, I must be open-minded to everyone's opinion.

Dave: Symposium is a good choice. I've heard so much about that class. The professor must be something. Can you think of a moment, a book, a particular class or discussion that sticks with you as being a real eye-opener?

Tori: The book, "The New Jim Crow," was a real eye-opener for me. It was an insightful read due to the fact that the book illustrated a perception that I had not particularly thought about. My perspective that the system and its parts are designed to oppress a segment of our society is contrary to my experiences. Prior to my exposure to this perspective, I had not believed that anyone would think this.

Dave: What are your fondest Moody College experiences?

Tori: I don't want to sound cliché (but I'm going to). I truly believe that Senior Fellows was my favorite experience. Also, I will remember the friendships I made studying late hours in the evening for exams.

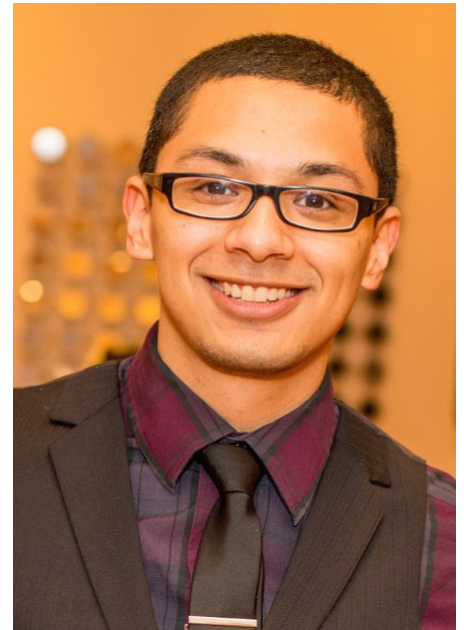
Raymond Perez

From: San Antonio, Texas

Majors: Radio-Television-Film and Marketing

By Marc Speir

As if Senior Fellows wasn't enough, Ray graduated with a double major in marketing and radio-television-film. Born in Glendora, Calif., and raised in San Antonio, Ray's dream is to build a career in the entertainment business.



He says the reputation of the Moody College and the Semester in Los Angeles Program (UTLA) attracted him to the RTF program, where he learned how to write for television dramas while becoming familiar with the production side of film.

Outside of Senior Fellows, Perez was also a student mentor for Assistant Professor Wenhong Chen's class on "Globalization and Social Media."

He plans to stay in Los Angeles, write every day, and become a show runner for television dramas like the primetime hits "Scandal" and "Grey's Anatomy."