



COMMUNICATE



It starts small. A thought, an image, a word.

It gains strength with every iteration, and it transforms with each interaction.

The convergence of conventional media with innovative technology creates staggering new realms of communication. Content spirals across platforms in ways never imagined. What took days to create now takes minutes. Audiences that were local are now global. What was static is now interactive.

From publishing to politics to personal relationships, new methods of communication are transforming every industry and every discipline. The way people exchange information has changed forever. Yet while the underlying technologies become more complex, the foundation of communication remains simple: interaction among people. The opportunity to share ideas and shape the process—to start with something small and make it bigger than anyone ever imagined.

CONVERGE

The University of Texas College of Communication seeks \$45 million to build the Texas Center for New Media, to renovate the Jesse H. Jones Communication Center, and to establish a program endowment for research and teaching in the area of media convergence.



The average person spends
9 hours per day with
some type of media

On a typical day, **70 million**
Americans go online to use email, get
news, find health information, and book
air travel, a figure 37% higher than four
years ago



NEW

communication protocols

will challenge every aspect of our lives.

From family and community to education and the workplace, media convergence presents as many dilemmas as it does opportunities—ethical, legal, psychological, tactical.

How will parents and children maintain common values when each family member is glued to a personal information device? How can citizens become broadly knowledgeable when exclusively reading Web-based newspapers tailored to their exact tastes and preferences? How will the “teleworking” and “virtual teams” now found in modern corporations affect an employee’s job quality and life satisfaction? How will digital archiving and distance-learning techniques help colleges and universities spread knowledge beyond their physical campuses?

Examining—and understanding—how new technologies and new processes impact our world requires a paradigm shift in how we study communication. The University of Texas will create the model with the Texas Center for New Media.

Studies show

that newspaper blogs attract young people because they have more “voice” and “attitude” than traditional reporting

CREATE

Converging Media Change Lives

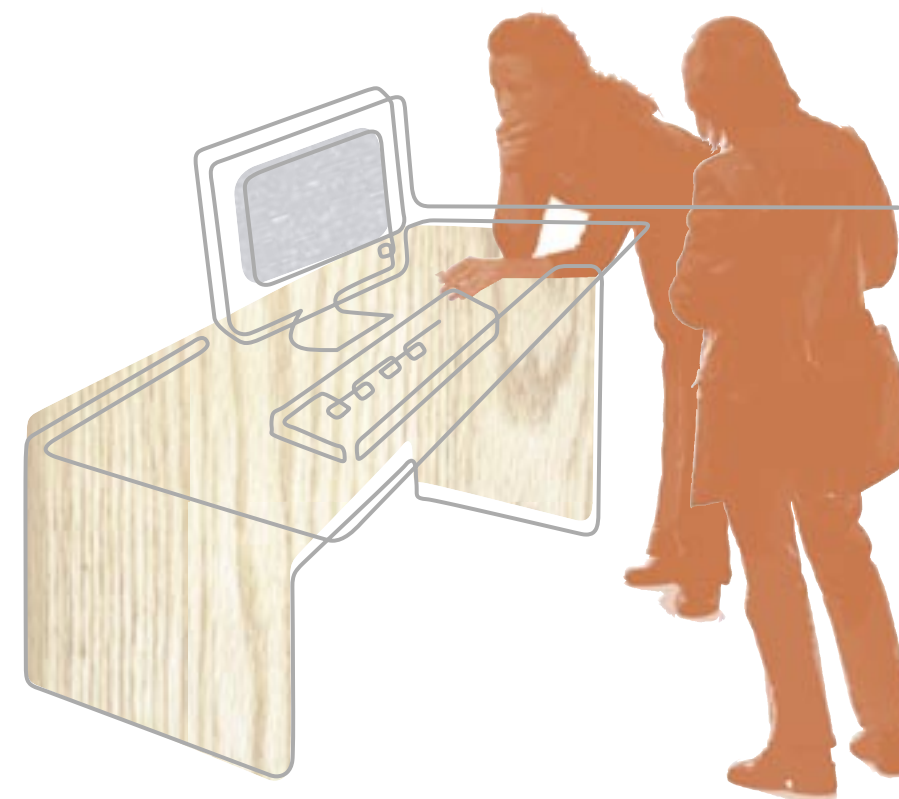
New companies like Pacific Printing specialize in cross-media publishing, producing simultaneous print, electronic, and wireless forms of advertising

A startup, OhmyNews, mingles articles from 50 staff journalists who email or text-message reports to their editor

There are some 9 million blogs in cyberspace, with 40,000 new ones popping up each day

Nielsen/NetRatings reports that a significant portion of 35- to 44- year-olds are switching from their newspaper’s print version to its Web edition

By 2008 in the U.S. alone, over 400 million digital cameras will be in use, many of them embedded in mobile devices that capture life as it occurs



Television is becoming an “enhanced media experience” allowing viewers to chat via instant messaging as they watch the same program in different locations

The cell phone is quickly becoming the “hub” of people’s digital life, providing access to information, data, and entertainment alike

THE COLLEGE OF COMMUNICATION AT THE UNIVERSITY OF TEXAS

is the largest, most comprehensive and highest ranked program of its kind in the country. Its exceptional students, outstanding faculty, and phenomenal growth position the College to define and lead communication education and scholarship in the 21st century. The keystone of this vision is the Texas Center for New Media.

The Texas Center for New Media:

State-of-the-art classrooms, labs, and seminar rooms

Central atrium/amphitheater encourages constant interaction

Connects to the existing Communication buildings by skyways or subways

Large auditorium spaces for introductory classes, film showings, and conferences

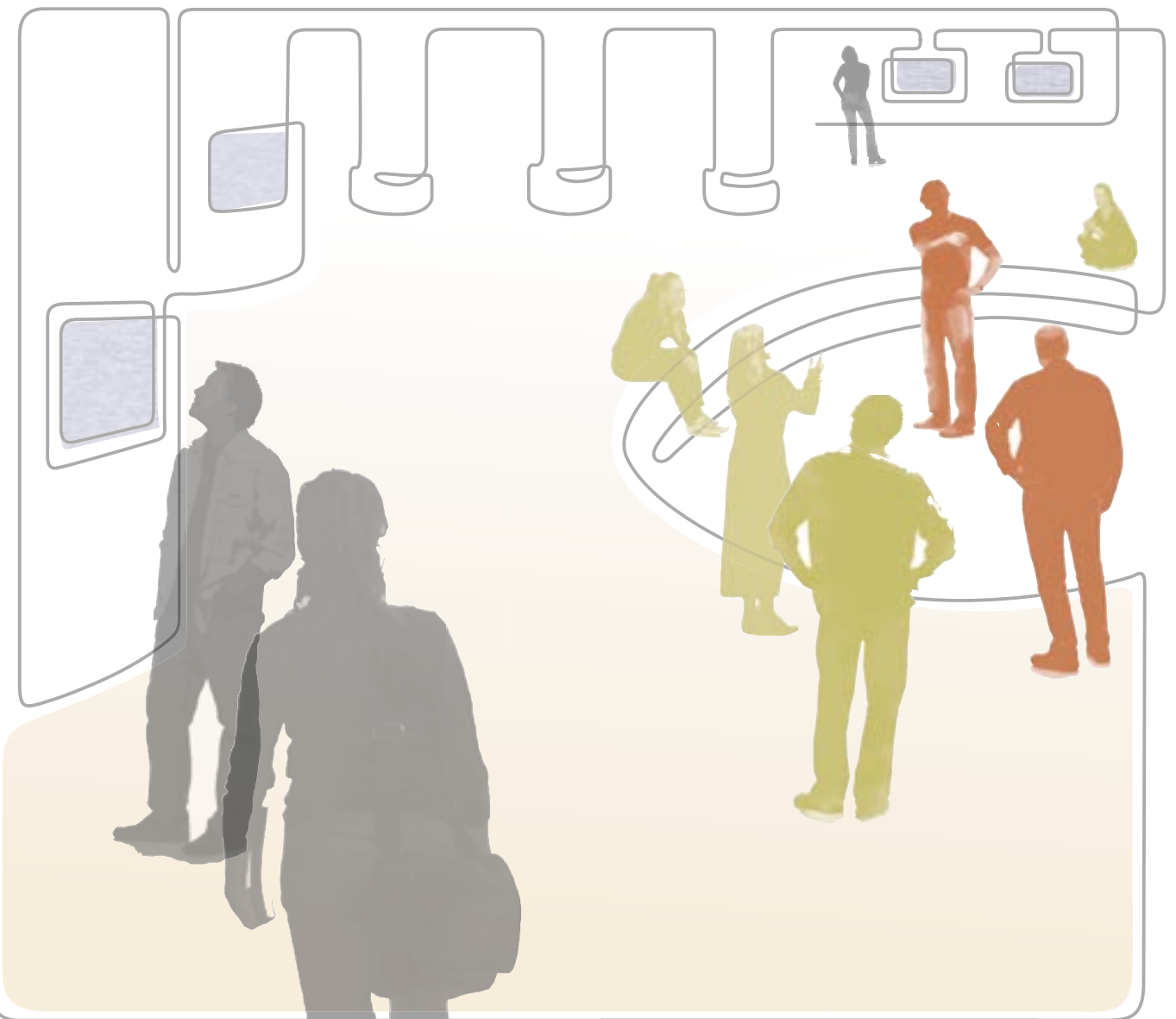
Much-needed classroom space at the north end of campus

The Texas Center for New Media will become a crossroads for both people and ideas. It will connect students with each other, with faculty, and with practicing professionals through flexible space and innovative teaching. While it will feature the newest forms of communication technology, its heart holds an open amphitheater, one of the oldest and most basic forums for public discourse.

The Center will combine cutting-edge technology, transdisciplinary programs, and international perspectives. It will enable students to combine traditional methods and progressive media to shape the ideas and create the techniques that will change the face of communication.

"The College of Communication is uniquely positioned to explore the dynamic changes taking place in the media experiences of all 21st century Americans. The University of Texas has the faculty and students needed to lead those explorations and, with the right facilities, it will do just that."

WILLIAM POWERS, JR. PRESIDENT, THE UNIVERSITY OF TEXAS



CONNECT

Based on knowledge of a consumer's wishes, "voluntary ads" are now being created which result in tailor-made ads delivered directly to the customer



THE TEXAS CENTER FOR NEW MEDIA,

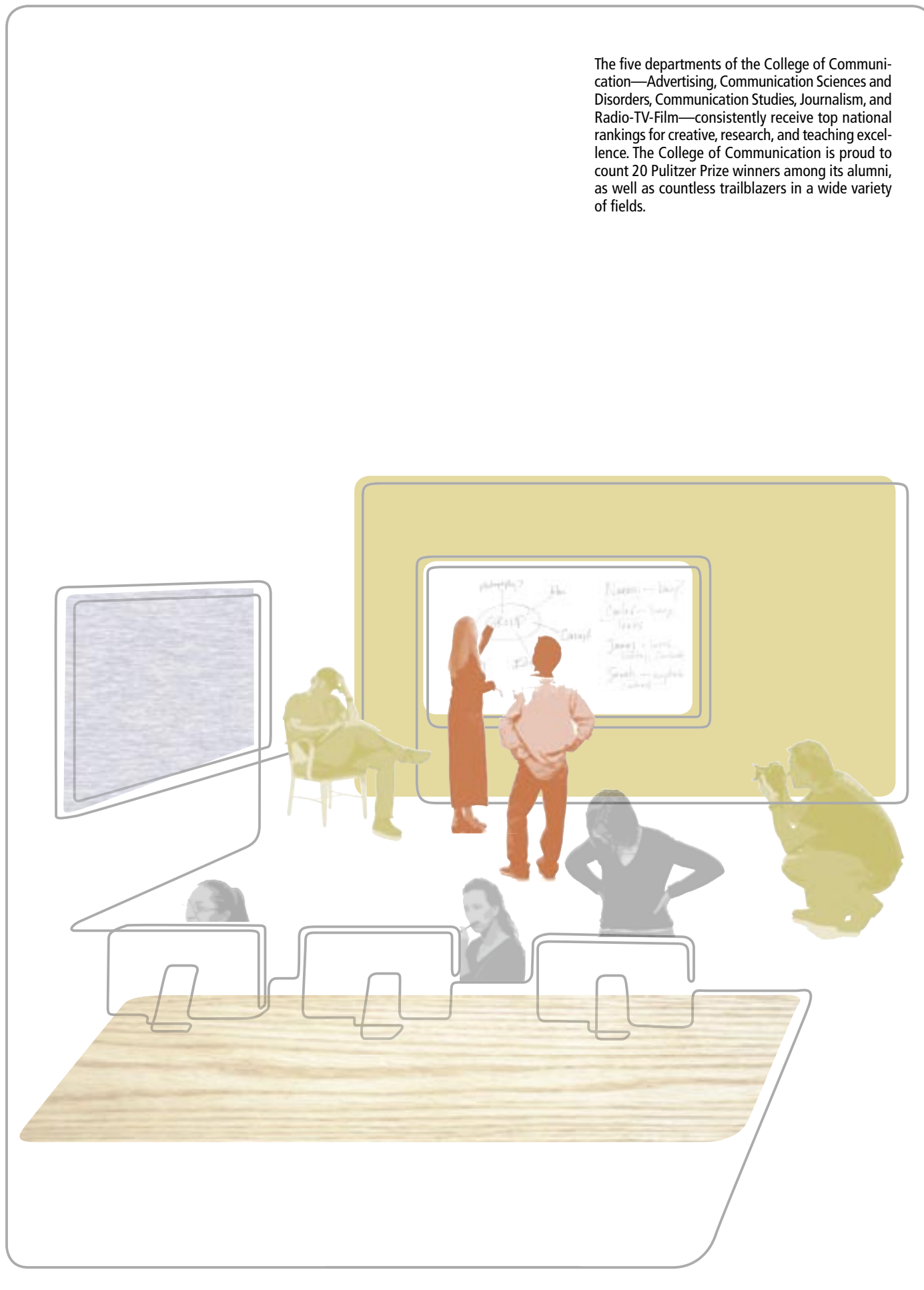
in its basic design and structure, will enable teaching, learning, and research to cross traditional boundaries and create new forms of communication and collaboration.

It will bridge The University with the public as a highly visible gateway, concentrating expansion in the core campus while bringing much-needed classroom space to its north side. State-of-the-art classrooms, advanced labs, informal meeting places, and centers of innovation will encourage cooperative teaching and learning not only among the five departments of the College, but also among other University programs and areas of study.

Students in Communication Studies may join with the LBJ School of Public Affairs to analyze how political candidates' messages play in a world of digital sound bites and blogs. Journalism students may collaborate with law students to study intellectual property rights in an era of widely dispersed news formats. Advertising students may join forces with the Department of Human Ecology to learn how portable media devices affect children's learning patterns.

The Texas Center for New Media will animate and motivate students and faculty to solve the challenges of communication in the next century, establishing The University of Texas as a national center for interactive education.

The five departments of the College of Communication—Advertising, Communication Sciences and Disorders, Communication Studies, Journalism, and Radio-TV-Film—consistently receive top national rankings for creative, research, and teaching excellence. The College of Communication is proud to count 20 Pulitzer Prize winners among its alumni, as well as countless trailblazers in a wide variety of fields.



70%

of all newspaper and television managers believe that today's college students should be trained in cross-media skills

INTERACT

Broadband Enterprises reports that **Internet-video ads** produce 100 times as many clicks as do static banner ads on a Web page

ABC Network is exploring ways of delivering original Internet programming to viewers consisting of news, sports, game shows, drama, sitcoms, and even talk shows



The three-building Jesse H. Jones Communication Center was completed in 1974 to serve 1,000 students. Today, however, the College of Communication includes more than 4,200 students, 125 faculty members, and 140 staff. Many of its offices, labs, and research spaces are scattered across campus, and more than 40 percent of Communication classes are taught in other buildings across campus.

The Texas Center for New Media will house several research centers and institutes with international reach. These include:

The Knight Center for Journalism in the Americas, a professional training and outreach program for journalists in Latin America and the Caribbean

The Annette Strauss Institute for Civic Participation, which conducts cutting-edge research and develops new programs for increasing democratic understanding among citizens

The Telecommunications and Information Policy Institute, which provides a research-based program for digital information policy initiatives in the United States and around the world

The UT Film Institute, an innovative program that places UT students alongside professionals in the creation of independent feature films

The Documentary Center, a proposed world-class institute designed to promote and produce documentary film, video, and photojournalism

The Center for Childhood Communication, a proposed center for investigating and correcting childhood speech, language, and hearing disorders

New Building Features:

Multi-use classroom space to facilitate cross-disciplinary teaching

New and expanded research and seminar space for use by the College, research institutes, and professional organizations

Specialized teaching labs to enable multimedia production

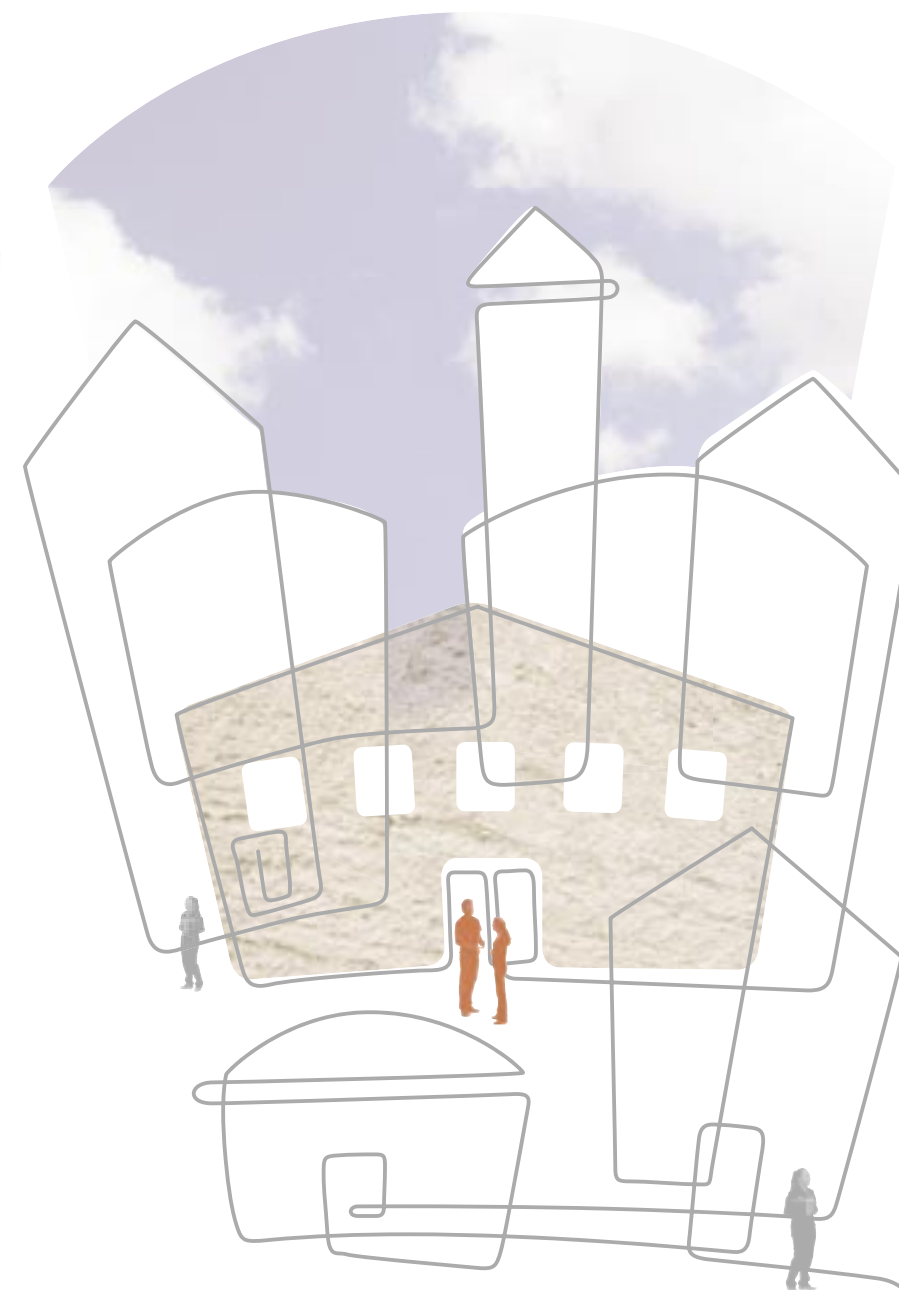
Distance learning and teleconferencing facilities

Expanded student and career services area to include interview rooms and resource centers

Advanced production labs and studios for all departments

Digital theater/auditorium

New digital archive and exhibit space



UNITE

Random House is now creating digital-audio books that can be downloaded to iPods and MP3 players as well as cellphones

Paige Heniger and Gretchen Vogelzang recently created "Mommycast" for young mothers and became instant podcasting stars



AS COMMUNICATION NETWORKS
GET BIGGER,
THE WORLD GETS SMALLER.

The College of Communication leads intriguing projects far outside the realms of Austin and Texas, building ties with other industries, other cultures, and other countries.

The Texas Center for New Media will facilitate new and exciting exchange possibilities and enable an even more sophisticated dialogue with society at large.

It will position The University of Texas to lead the exchange of information, whether across a classroom or across a continent.

Some Landmark Theatre venues are becoming "out-of-home entertainment hubs" for watching live concerts, sporting events, and even multi-player gaming events

LEAD

Some of Our
Outstanding Alumni

Michael Barker '76
Co-President, Sony Pictures Classics

Henry Bonilla '76
U.S. House of Representatives,
23rd Congressional District, Texas

Berke Breathed '79
Pulitzer Prize-winning cartoonist and
children's book author

Earl Campbell '79
President, Earl Campbell Meat Products,
Inc; Heisman Trophy winner; all-pro
running back for the Houston Oilers

Liz Carpenter '42
Former Press Secretary and Chief of Staff
to Lady Bird Johnson; 35-year White
House correspondent

Jane Chesnutt '73
Editor-in-Chief, Woman's Day Magazine

George Christian '71
Former Press Secretary to President
Lyndon Johnson and Governor Connally;
Founder of George Christian, Inc.

Walter Cronkite '35
Former evening anchorman for CBS News

Juliet V. Garcia '76
President of The University of Texas at
Brownsville and Texas Southmost College

Karen Elliott House '70
Pulitzer Prize-winning journalist; Senior
Vice President, Dow Jones and Company;
Publisher, Wall Street Journal

Lady Bird Johnson '33, '34
Former First Lady of the United States;
Founder of the Lady Bird Johnson
Wildflower Center

Bob Levi '70
Former President of Worldwide
Program Planning and Acquisitions for
Turner Broadcasting, Inc.

Jordan Levin '89
Former CEO of The WB Television Network

Matthew McConaughey '93
Screen and television actor and director

Bill Moyers '66
Former Press Secretary to President
Lyndon Johnson; Executive Editor, Public
Affairs Television; Writer, Producer and
Host of public television programs

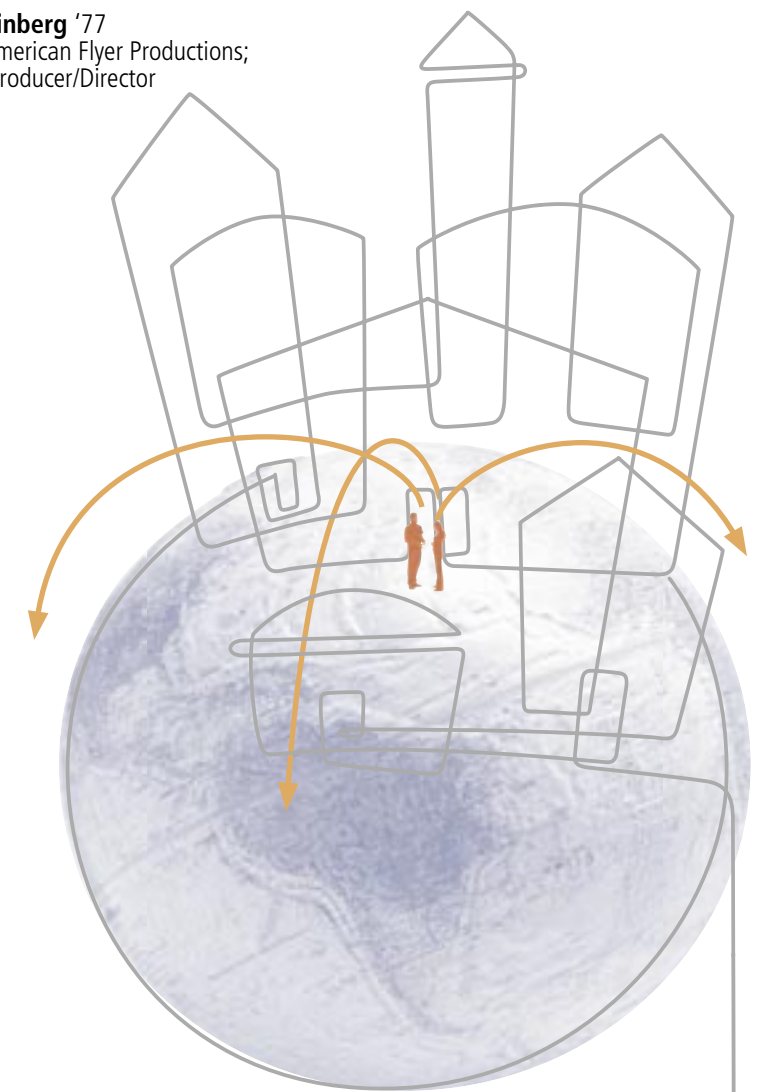
Robert Rodriguez '91
Director, Producer, Filmmaker

Ben Sargent '70
Pulitzer Prize-winning political cartoonist
with the Austin American-Statesman

Thomas Schlamme '72
Emmy-award winning Director and
Executive Producer

Judith Zaffirini '67, '70, '78
Senator, Texas State Senate, District 21

Michael A. Zinberg '77
President of American Flyer Productions;
Screenwriter/Producer/Director



"I wouldn't have the job I have if I hadn't worked on The Daily Texan. It was hands-on experience. You came up with the idea for the story, you wrote it, you edited it. Journalism is a hands-on trade. I sat and worked in a mini version of the place I would eventually end up."

JANE CHESNUTT EDITOR-IN-CHIEF, WOMAN'S DAY

"It is no coincidence that I was accepted at Harvard Law School after graduating from the College of Communication, where I learned critical thinking, detailed researching, and clear writing and where I forged relationships with some of the nation's finest communications scholars. If I had to do it again, I would go to the College in a heartbeat."

STEFANI CARTER RECENT GRADUATE AND ATTORNEY AT VINSON AND ELKINS LLP

"Over the years, the College has become more and more of a home to our students. It is a place for classes, but it is far more. It is a meeting place, it is a place to work and play. It is a place where people find new friends and rediscover old ones. It is where memories are formed that will last a lifetime."

JOHN DALY PROFESSOR

"The business community perceived my UT College of Communication degree as one of the most advanced, cutting edge educations available in broadcast at the time. No joke. I started out ten days after graduation as an executive and never looked back."

BOB LEVI RETIRED PRESIDENT OF PROGRAM PLANNING AND ACQUISITIONS, TURNER ENTERTAINMENT GROUP

"The need for a new building is a tribute to the growth of students who value media training at UT. Our list of outstanding alumni continues to grow in all parts of the world. Indeed, our school is being watched and admired all over the globe."

LIZ CARPENTER FORMER PRESS SECRETARY TO LADY BIRD JOHNSON; 35-YEAR WHITE HOUSE CORRESPONDENT

"I entered UT's College of Communication in 1968, majoring in RTF. Had it not been for the University, I wouldn't have met my partners of 30+ years. We began by doing multi-media shows for the dean of students at AC21. From that experience, we went on to build the largest advertising agency in the region and one of the largest in the country—all while getting to stay in our beloved Austin. Although I did not go into television or film, my learning played a large role in grooming me to become a more holistic and effective media director for our company."

JUDY TRABULSI EXECUTIVE VICE PRESIDENT/EXECUTIVE MEDIA DIRECTOR, GSD&M ADVERTISING AGENCY