

Douglas  
Ann  
Newsom

plans to retire in 2009  
after 40 years at  
Texas Christian University.

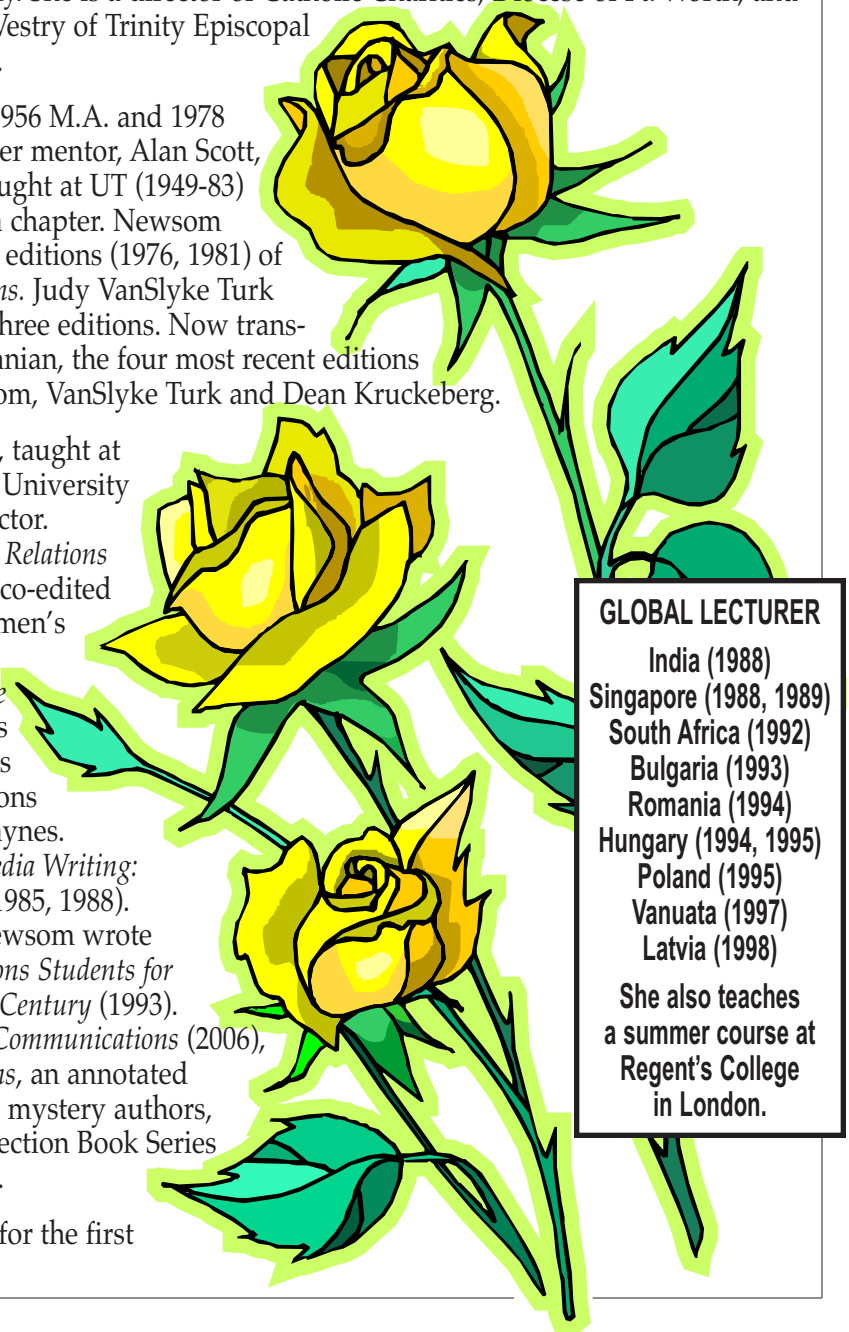
She has truly blazed a trail of "firsts."  
So with respect and appreciation,  
the AEJMC Public Relations  
Division salutes  
her remarkable  
body of  
work.

The first female head of the AEJMC Public Relations Division (1974-75) and the first Past Heads Council chair (2005-06), Doug Newsom is the second woman and the first public relations educator to serve as AEJMC national president (1985). She co-founded the AEJMC Minorities Division and the PRSA Educators Academy. She was a PRSSA national faculty adviser (1979), the first female PRSA Educator of the Year (1982), and a 2005 PRSA Pathfinder. She holds APR credentials and chaired the College of Fellows (1982). She served on the Accrediting Committee (1979-83), the last two years as chair. She is a Women in Communications National Headliner (1996) and a 25-year (1982-2007) director on the Board of ONEOK, a diversified energy company. She is a director of Catholic Charities, Diocese of Ft. Worth, and on the Vestry of Trinity Episcopal Church.

She earned her 1954 B.A., 1955 BFA, 1956 M.A. and 1978 Ph.D. from the University of Texas. Her mentor, Alan Scott, a former Associated Press reporter, taught at UT (1949-83) and was adviser to UT's PRSSA alpha chapter. Newsom was Scott's co-author for the first two editions (1976, 1981) of *This Is PR: The Reality of Public Relations*. Judy VanSlyke Turk became the third author for the next three editions. Now translated into Russian, Chinese and Romanian, the four most recent editions (1996-2006) are co-authored by Newsom, VanSlyke Turk and Dean Kruckeberg.

Her husband, Bob Carrell (1931-2001), taught at TCU (1961-69) and for 23 years at the University of Oklahoma, the last 12 years as director. Newsom and Carrell wrote the *Public Relations Writing Exercise Book* (1992), and they co-edited *Silent Voices* (1995), a collection of women's colloquium papers. She co-authored *Public Relations Writing: Form and Style* (1981) with Tom Siegfried. Carrell was her co-author for the next five editions (1986-2000), and the most recent editions (2004, 2007) were written with Jim Haynes. Newsom and James Wollert wrote *Media Writing: Preparing Information for Mass Media* (1985, 1988). Clark Caywood, Tom Duncan and Newsom wrote *Preparing Advertising and Public Relations Students for the Communication Industry in the 21st Century* (1993). She wrote *Bridging the Gaps in Global Communications* (2006), and she is co-editor of *Lone Star Sleuths*, an annotated bibliography (2003-04) of Texas-based mystery authors, part of the Southwestern Writers Collection Book Series through the University of Texas Press.

It is indeed a powerful body of work for the first 40 years, and she is still writing!



#### GLOBAL LECTURER

India (1988)  
Singapore (1988, 1989)  
South Africa (1992)  
Bulgaria (1993)  
Romania (1994)  
Hungary (1994, 1995)  
Poland (1995)  
Vanuata (1997)  
Latvia (1998)

She also teaches  
a summer course at  
Regent's College  
in London.