**Emily K. Nielsen**

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**WRITING SAMPLE**

Includes:

* News release from OSU Library
* Media advisory from Philbrook Museum of Art
* Feature story from OSU Library Annual Report
* Example pitch letter from Persuasive Writing for Strategic Communications class
* Photojournalism clips from *The Daily O’Collegian*

  
  
Contact: Bonnie Ann Cain-Wood, APR | OSU Library | 405-744-7331 | [lib-pub@okstate.edu](mailto:lib-pub@okstate.edu)  
Story by Emily Nielsen, OSU Library Communications Intern  
  
**OSU Steps Right Up To Circus Community  
*Archie Green Fellowship funds research project in Hugo*  
(January XX, 2012   Stillwater, Okla.) –** The Oklahoma Oral History Research Program at the OSU Library is moving forward on a project to preserve the voices of the American “Big Top” circus community in the small town of Hugo, Oklahoma.

Tanya Finchum and Juliana Nykolaiszyn, faculty with the OOHRP, received a 2011 Archie Green Fellowship from the Library of Congress American Folklife Center to fund the project. The focus of the fellowship is to research the culture and traditions of American workers, specifically those in Hugo, a town that has long invited the circus community to call Hugo their home.

Finchum said, “Traveling tent circuses take their shows to small rural communities and offer family entertainment and endeavor to help create memories the generations can share. There are fewer and fewer traveling tent shows, fewer and fewer animal acts, and fewer and fewer performers from the United States. The circus history in Hugo is part of Oklahoma’s cultural history and very little of this history has been documented. Our project is helping to fill that gap.”

Finchum and Nykolaiszyn have made several trips to Hugo so far, and have interviewed a total of 27 members of the circus community. This historical evidence of Oklahoma's circus life has been recorded, preserved and will be made available through the OSU Library at the end of the year. In addition, original materials generated from this project will be archived at the Library of Congress.  
  
*Oklahoma State University is a modern land-grant system of interdisciplinary programs that prepares students for success. OSU is America’s Brightest Orange. Through leadership and service, OSU is preparing students for a bright future and building a brighter world for all. As Oklahoma’s only university with a statewide presence, OSU improves the lives of people in Oklahoma, the nation, and the world through integrated, high-quality teaching, research, and outreach. OSU has more than 35,000 students across its five-campus system and more than 24,000 on its combined Stillwater and Tulsa campuses, with students from all 50 states and around 120 nations. Established in 1890, OSU has graduated more than 240,000 students to serve the state of Oklahoma, the nation and the world.*

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**Media Advisory**

FOR IMMEDIATE RELEASE

June 23, 2011

**RE: Two Sessions remain at Philbrook Summer Camp**

**What:** Philbrook Museum of Art is offering day camp sessions for children ages 5 – 12. A variety of classes are available in each age group, and all classes include experience in the museum, its galleries and the gardens.

**Who:** Classes are taught by local artists with experience in both art and teaching.

**Where:** Philbrook is located at 2727 South Rockford Avenue in Tulsa.

**When:** Sessions are two weeks long and take place in the morning (9 a.m. – 12 p.m.), afternoon (1 p.m. – 4 p.m.) or all day (9 a.m. – 4 p.m.). Session two runs from July 11 – 22, and session three runs from August 1 – 12.

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For more information visit:

<http://philbrook.org/education/classes/children.cfm>

Or contact:

Jeff Martin

Online Communities Manager

918-748-5352

[JMartin@philbrook.org](mailto:JMartin@philbrook.org)

**Vicki Phillips Retires After Groundbreaking Career**

By Emily Nielsen

Vicki Phillips was an OSU Library employee for 42 years to the day. She graduated from Library School in August of 1969 and began her work at the Library on September 1. It was her first job in the professional world, and Vicki certainly made sure not to take it for granted, becoming one of the Library’s greatest and most rapid success stories.

Vicki believes that the secret to her success was in the opportunities that the Library provided her with. Vicki became the department head of documents in 1975, before she had reached the age of thirty. She was one of the youngest department heads in the Library’s history. In 1989 she was promoted to the head of the Science & Engineering Division of the Library, furthering the list of her impressive accomplishments.

Vicki is an inspiration to librarians everywhere, from those just beginning their careers to those who have been in the workforce for decades. And she is just as inspirational to people in fields outside of her own. When asked to give advice to those who wish to emulate her outstanding career, Vicki said, “You need to be interested in your job. Show an extreme interest in what’s going on, and if the part that you were actually hired for doesn’t turn out to be what you expected, investigate people who can serve as your guides and mentors.” Vicki attributed the inspiration to excel in her 42 years of service to people she worked closely with in the Library, who urged her to strive to achieve what they knew she was capable of. Without them, Vicki may never have achieved so much.

In 1992, Vicki became the very first endowed professor in the history of the Library other than the dean. This remarkable accomplishment was made possible through the W. P. Wood Foundation Professorship of Library Service. This high honor was given to Vicki in recognition of the amazing work she had dedicated to the Library throughout her career.

Vicki has no big plans for retirement. She’s looking forward to having time to relax and read novels. She also plans to spend quality time with her two sisters, with whom she manages a farm. Vicki is also an emerita professor, and will remain connected to the OSU Library through that honor.



**ESKIMO JOE’S**

**501 W. Elm**

**Stillwater, OK 74074**

**1-800-256-5637**

February 23, 2012

Mr. John Smith

Editor

*Restaurant News*

P.O. Box 23456

Sacramento, CA 30655

Dear Mr. Smith:

It’s a Friday night. Music from a live band is blaring. The entire building is buzzing with shouted conversations, laughter and loud debates about the prospects “our” team has this year. In the middle of all this, drinks are being poured, cheese fries are being served and burgers are being devoured. This is a sight familiar to any student who has ever set foot in Stillwater, Okla. This is **Eskimo Joe’s**.

A story about Eskimo Joe’s would be perfect for *Restaurant News* magazine. I noticed on your editorial calendar that you have an upcoming issue devoted to colleges and universities, as well as late-night dining. Eskimo Joe’s fits this picture perfectly. It is the quintessential college bar and restaurant, and has maintained that reputation almost since its inception in 1975. Students pile into Eskimo Joe’s to relax after long days on campus, to enjoy a night out with friends, and to celebrate (or forget) the wins (or losses) of their favorite team. The mascots of Eskimo Joe’s, “Joe” and “Buffy,” can be seen throughout the nation and around the world on T-shirts and other popular merchandise. The *Tulsa World* has reported that Joe’s T-shirts are the No. 2 most collectable shirts in the world, behind Hard Rock Café. Eskimo Joe’s is more than a bar. It’s an integral part of the college experience.

We would love to collaborate with you on this story. We can provide support and unlimited access to any writers or photographers you may assign to the piece. Eskimo Joe’s owner Stan Clarke is always ready to meet with reporters to discuss his vision, and we would welcome discussions with any of our employees, from chefs to graphic designers to our wonderful wait staff.

I will call Wednesday, March 2, to see if I can provide any help on a possible story about Eskimo Joe’s. Thank you for your time and consideration.

Sincerely,

Emily Nielsen

Public Relations Director











