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C O N T E N T S

3 THE MEDIA AND THE MESSAGE MERCHANTS

Politicians live or die by their ability to communicate through the media, yet only recently have scholars recognized this specialized art form as a legitimate subject for study — and the University of Oklahoma leads the way.

9 THE WINNER AND NEW CHAMPION

The Big Red isn't the only Sooner team to bring home a national championship for the 1985-86 season. The College of Law's Moot Court Team was judged the best of 160 law schools competing for legal education's most coveted prize.

12 THE CHALLENGE OF THE BICENTENNIAL DECADE

Thomas Jefferson warned that educating the people was essential to preserving their freedoms. OU's Civic Learning Program took the admonition seriously, assembling an academic roadshow for communities all over the state.

20 THE ORDEAL OF SEAN MARSEE

Spurred on by the memory of a young man he was too late to save, a University medical alumnus is warning hundreds of Oklahoma schoolchildren that smokeless tobacco is far from being a harmless alternative to cigarettes.

25 WATCH OUT FOR SCHOOL CHILDREN

With the state facing massive funding cutbacks, Oklahoma's top public school administrator, OU-educated John M. Folks, is committed to maintaining the program improvements made in the system over the past few years.

28 THE SEEDS OF EXCELLENCE

In the *Sooner Magazine's* second excerpt from his new book on private giving to OU, President Emeritus George L. Cross focuses on T. Howard McCasland, an outstanding student who became one of the state's best-loved benefactors.

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Gil Jain / Dave Smeal

ON THE COVER

Julian Kanter spent 30 years acquiring the 25,000 radio and TV tapes now known as the Political Commercial Archive. Showpiece of a unique new academic program, the collection comes complete with its architect as curator. See Page 3.

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