

DEBORAH MORRISON

NOMINATION FOR THE
CREATIVE EDUCATOR HALL OF FAME

DEBORAH MORRISON

REBEL WITH A CAUSE



Deb is widely acknowledged as an inspirational force in shaping some of the best individual creative minds across our industry. But what is really astounding is the huge impact she's made at the very foundation of how creativity is perceived and practiced into the future.

Her recognition that the best creative work comes from strategic creative minds brought forth the name and training for the role of "Creative Strategist" which sets her on par with Bill Bernbach when he invented the first Art Director/Copywriter team. Her programs and training have resulted in the success of so many who have stepped forward to bring real, tangible innovation to our industry.

But what is truly recognition-worthy is how she has also integrated a global consciousness into the advertising curriculum.

Her work has awakened the next generation of creative folks to the awareness that commerce can work in balance with humanity, society and the environment.

Deb constantly reminds us of the awesome responsibility we have to communicate with a conscience. So, it's no leap to say that through her work and career, Deb is not just bringing industry change, but societal change.

Photo by Henry Amman, photographer and University of Oregon School of Journalism and Communication advertising alum.



From building the program at University of Texas, to innovating it again at University of Oregon, Deb has shaped the people who are re-shaping our business.

Should Deb go forward, it would be the first time a public University undergrad educator has been honored rather than an industry trade or specialized school educator.

That's important because it sets an example of how more students can have access to the creative industry, rather than only celebrating those in the elite private institutions.

Deb's influence extends beyond Universities. Like many others, we've been the beneficiaries of Deb's guidance in co-building our internal creative school, 72U, which literally transformed and diversified the composition of our company.

And so I hope you will join me in honoring Deb and her achievements with this recognition.

Not only does Deb deserve it, but it would signal to our industry that public schools offer viable access to inspiring change agents and transformational creative careers.

JOHN BOILER

Co-Founder, 72andSunny
Creative Chairman, Stagwell Constellation Network



Illustration by Kasey Coffey, designer and University of Oregon School of Journalism and Communication advertising alum.



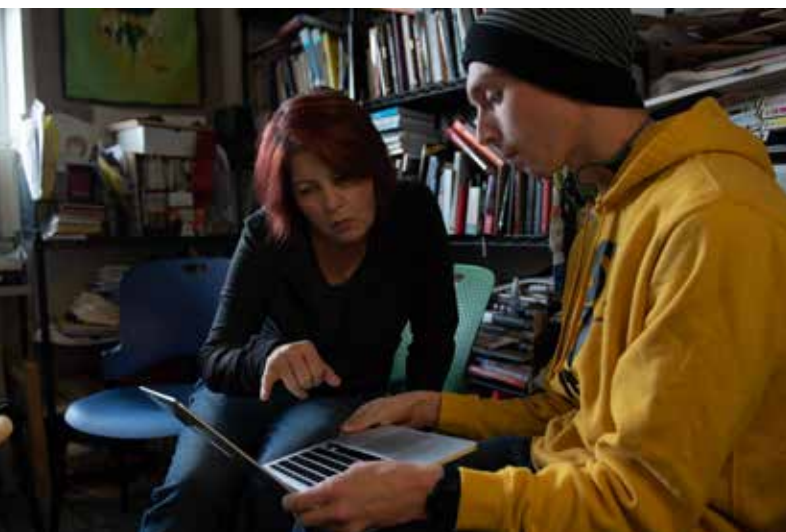
DEB'S IMPACT

Deb practically invented the modern university undergrad creative development program. First, at University of Texas where she helped build first-of-its-kind program, Texas Creative. Later at University of Oregon where her innovations include Creative Strategist training, also a first-of-its-kind endeavor. Deb's emphasis on entrepreneurial skills has propelled students to significant creative careers in advertising and beyond, from hollywood filmmaking to investigative journalism to commercial design to fine art.



DEB'S INFLUENCE

Deb's mission is to teach students to leverage creativity and storytelling to help solve the world's most complex problems. Among her innovations are her Experiential Learning programs which teach students to apply their creativity to real-world social and environmental issues in far-away places out of their comfort zones, from Alaska to Ghana. Deb uses her personal platform to bring mass creativity to Climate Change. From keynotes at SXSW and TEDx to 1:1 conversations with her students, her message is consistent: "For the advertising industry, the climate crisis is an ethical issue wherein we must decide what matters."



DEB'S INSPIRATION

Among her students and peers, Deb is known as the Mother Of Creative Thinking. And for good reason. Her positive effect on the next generation of creative leaders can be seen and felt in the highly conscious bodies of work they have created, in the values-based creative companies they have founded, and in the warm stories they tell about Deb's influence on their careers and lives. Best of all, if you research Deb's influence among students, you even get stories from people who were not her students, but for whom she opened a door anyway.

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*T*RANSFORMING PUBLIC EDUCATION

"If you want to rebel, rebel
from inside the system. That's
much more powerful than
rebellious outside the system."

— MARIE LU

Arguably, Deb's most impactful innovation in creative education is merging the rigor and discipline of private portfolio programs with the access and impact of public universities.



After various gigs as a reporter, high school teacher, and advertising creative, Deb entered grad school at the University of Texas. On the side, she taught portfolio classes while developing her own creative portfolio. In 1988, Deb took a PhD at Texas. Recognizing her unique skills, Texas immediately hired Deb as an Assistant Professor, which is something universities rarely do.

Deb wasted no time taking advantage of her new position, shaping a first-of-its-kind professional-grade undergrad creative development program at a public university: Texas Creative.

Deb spent the next 15 years building and innovating Texas Creative. She recruited talent. Hired faculty. Planned and executed all portfolio reviews and critiques. Looked after every student in Portfolio I, II, III. She loved every minute, and it showed in the quality of her students and in the quality of their work.

At a time when AdCenter (then BrandCenter) and Creative Circus were taking most of the press, Texas Creative consistently made the lists of best portfolio schools.



Deb wrote the University of Texas tagline, **What starts here changes the world**, in 2004.

"We were a team of faculty and students looking to brand the university. It's now been used as the basis for billions of dollars of UT gifts plus the line that underscores who they are."



2005

Deb joined the University of Oregon as a Visiting Professor in 2005. In her new role, she built a comparable creative program at the School of Journalism and Communication. Within a year, Deb was hired full time as the Chambers Distinguished Professor and Director of Advertising.

**With a small team of great colleagues
Deb built the most successful creative
program in the history of the SOJC
(the school that produced Dan Wieden).
By the numbers. By the placements.
By the innovations.**

She shifted her approach from large reviews to strategic projects, intimate portfolio reviews, and experiential learning. She turned the world into a creative classroom, taking students to ad agencies around the country, exposing them to new creative experiences (Broadway musical, anyone?), and even took them to the United Nations. This approach not only developed her students in unique ways, it put them in front of employers who could see their talent first-hand and shortcut the hiring process.

2016

Deb saw an opportunity to further develop students by merging creativity and ethics.

**Her mission: train a generation of
creative talent committed to ideas
with a conscience.**

So she set a goal of giving her students tools and opportunities to address the climate crisis. In 2021, the University recognized Deb's success and invited her to become the Associate Dean for Undergraduate Affairs to help all UO programs develop through the burden of pandemic and cultural impacts.





Deb gives a lecture at the University of Oregon.



Above: Deb in Cordova, Alaska with students for Science & Memory, an experiential learning program focused on climate change.



Deb presenting at TEDx UOregon.



Right: A Science & Memory classroom in Cordova, Alaska.

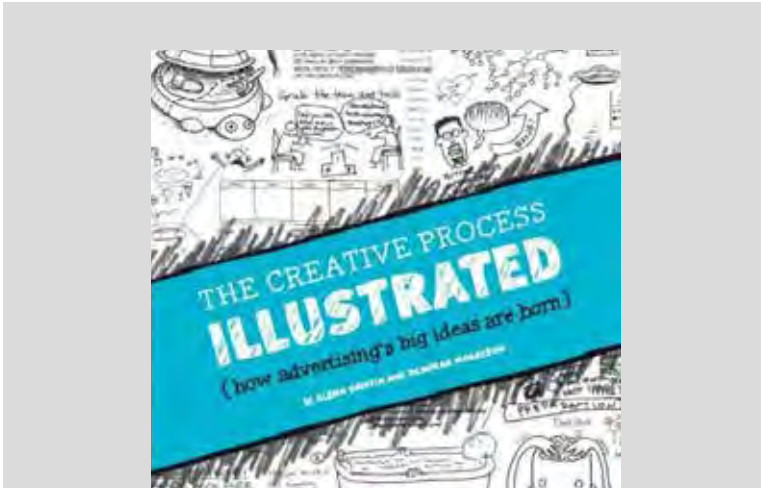
CREATING THE CREATIVE STRATEGIST

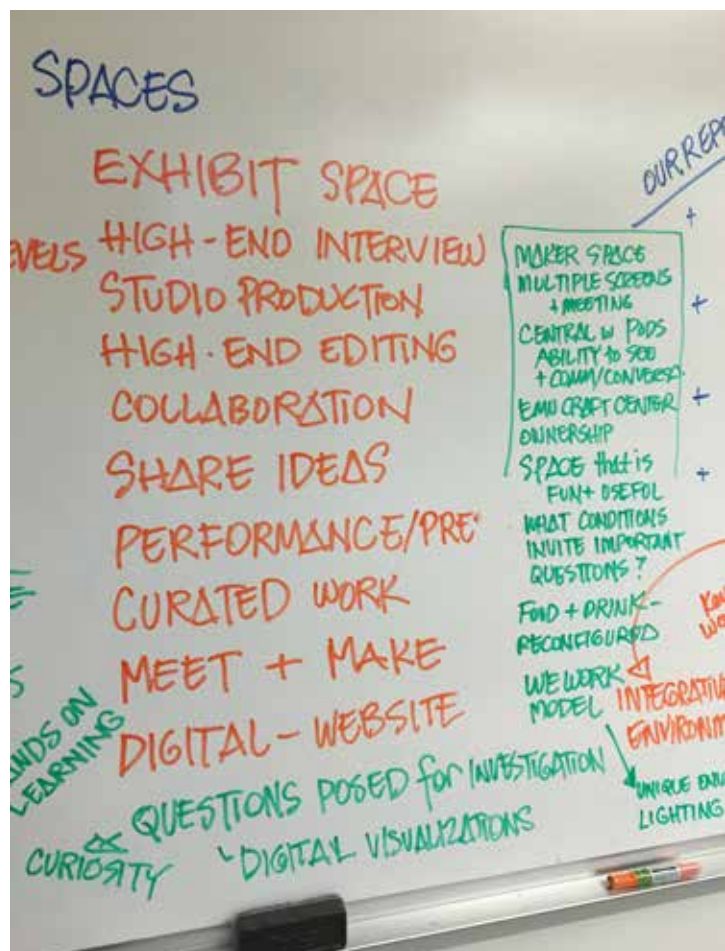
“Rebels learn the rules better than the rule-makers do. Rebels learn where the holes are, where the rules can best be breached. Become an expert at the rules. Then break them with creativity and style.”

— KRISTINE KATHRYN RUSCH

W

Bill Bernbach gave us the “Creative Team” of an Art Director and a Copywriter. Deb Morrison gave us the “Creative Strategist.”





On this page: Boardwork from Deb's classroom.

REIMAGINING THE CREATIVE CLASSROOM

"When I'm good, I'm very good.
But when I'm bad, I'm better."

— MAE WEST



Experiential Learning is an innovative hallmark of Deb's talent development programs. Her most audacious and innovative program is Science & Memory, in which students explore the potential for transformation through creative storytelling around climate change. More than 200 students have participated in Science & Memory around the world, including...

Two Science & Memory excursions to Ghana to develop local sustainability campaigns, one of which won a Fast Company World-Changing Ideas Honoree.

Twelve Science & Memory excursions to Cordova, Alaska, to explore how creative storytelling can improve understanding of the impact of receding glaciers.

Deb has also led over two dozen creative expeditions to NYC with impressive cohorts of 50-150 University of Oregon students per year and 25 University of Texas students per year. Over the course of a week, the students immerse themselves in diverse agencies, unfamiliar cultures, and self-assigned creative projects.

Deb also brings the world to her classrooms in Eugene, consistently hosting best-in-the-business principals and founders from ad agencies, design firms, production companies, and social platforms around the country.

A portrait of Deborah Morrison, a woman with short reddish-brown hair, wearing a dark blue hoodie with "OREGON" in yellow letters. She is looking directly at the camera with a serious expression. The background is a vast, icy landscape with a large glacier and mountains under a cloudy sky.

"With Science & Memory we're thinking about how climate change is communicated, be it different postures: advertising, film, or a discussion within the community."

DEBORAH MORRISON



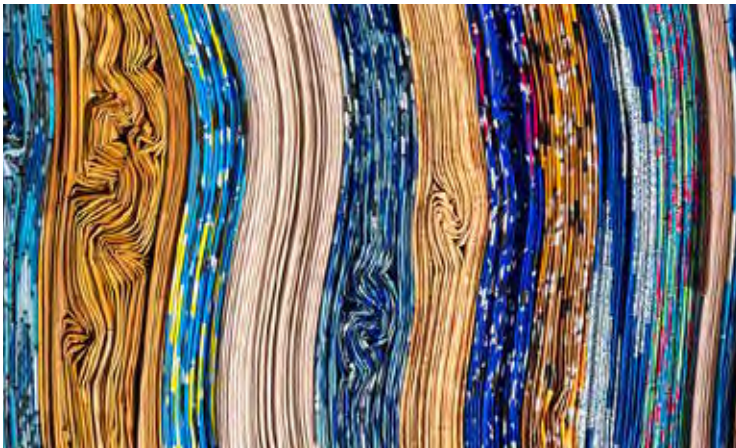
Above: Deb with students on a Science & Memory trip to Alaska.



Above: Students working on projects for Science & Memory.



Above: Conducting interviews for a Science & Memory trip to Ghana.



Above: "Near and Far," a student project on the landscape of Ghana.

"Experiential Learning is a catalyst for growth, for new ideas, for a search agenda, and for propelling the idea that what we do is of importance in the world."

DEBORAH MORRISON

TEACHING CREATIVITY FOR GOOD

“What you do makes a difference, and you have to decide what kind of difference you want to make.”

— JANE GOODALL

ETHICAL CREATIVITY

Ethical creativity has been Deb's talent development focus for the past decade. She is determined to train a generation of creative talent to make an impact on society, not just creativity. It shows up in her curriculum, in the value systems of graduating students, and in the work they create. Among Deb's beliefs...

DEB-ISM ONE

"Grit is key. Rekindle and reinvent what grit looks like."

DEB-ISM TWO

"Creativity and curiosity are ethical principles which must be taught and nurtured."

DEB-ISM THREE

"Give people permission to make things of value."



When 72andSunny launched an in-house creative residency, the principals enlisted Deb Morrison to help shape the curriculum. The resulting program was based on collaboration and experimentation through project-based learning, with a focus on opportunities presented by the local community, giving students the tools to make a positive impact. Instead of seeing a new professional post-grad development program as a threat, Deb saw it as a chance to expand and extend her influence and impact.



Sabrina Ionescu's First Signature Shoe and Apparel Collection are Built to Serve All Hoopers

"The bottomline about Sabrina: she wants to make a difference. And she used our time together to think through what she could create to do that. **The 7 laws of Sabrina** just released takes this on. It crackles with her take on being present, standing out, leading with her brand."



DEBORAH MORRISON


"Sabrina embraced the Master's in Advertising and Brand Responsibility when she was here. We talked for hours in class and outside of class about the Spiderman note: with great power comes great responsibility. She took that to heart. For her final project, she created a hefty outline for her book on being present. We talked about making a difference with your voice."

DEBORAH MORRISON

"Deb is an amazing human who is dedicated to helping each student be their absolute best. She always welcomed me with open arms and embraced my drive and commitment of wanting to learn. There is no one more deserving than Deb, and I am so excited for her."

SABRINA IONESCU

"As (Sabrina) was leaving, she asked if she could come by our house, stay outside. This was June 2020. She had just signed with Nike and wanted to give me a pair of shoes she had ordered for me in her new role. She was excited about what this next chapter could be. 'I want to be the model for that responsibility.' She wanted to lead in more ways than in basketball, she told me. She was ready."



LEADING WITH COURAGE & PURPOSE

**“Rebels are the people
who refuse the seen for
the unseen.”**

— ANNE DOUGLAS SEDGWICK

LEADING WITH COURAGE & PURPOSE

"Iconic adman John Hegarty recently stated he thought the industry had lost its courage. He was talking about the big idea and an industry fetishism about digital.

I'd like to suggest that we also need to find the creative courage to become the industry that solves the most pressing problems of our times. Creative courage in the age of ideas is what is needed and that is what they're learning.

That's the courage to step up and become more than what we've needed to be in the past. It's who we are meant to be."

DEB MORRISON
FAST COMPANY, 2014

FAST COMPANY

07-27-14

Dear Creative Professionals: There's A Much Bigger Brief You Should Be Working On Right Now


Why are advertising students in Alaska studying climate change? The question, says Deborah Morrison, is why *isn't* the ad industry studying, and putting its creative might behind climate change, and humanity's other BIG briefs.



BY DEBORAH MORRISON 7 MINUTE READ

This is a wake-up call.

I'm in Alaska with 19 amazing University of Oregon students and three other professors. We're working on the Climate Change Reporting Project from the Copper River Delta, a site affected by the 1964 earthquake and the 1989 Exxon Valdez spill. This is a School of Journalism and Communication project; nine of the 19 students are advertising students. We're telling stories based in science: stories about dramatic shifts in temperature and climate, changing native habitats for fish and birds, shrinking glaciers and permafrost. There's a strong research component, a considerable demand for productivity and content making. We want to make useful content, meaningful work. The need for that type of scientific translation

A woman with short reddish-brown hair and black-rimmed glasses is speaking at a TEDx event. She is wearing a black zip-up jacket over a white top with a lime green collar. A small microphone is clipped to her jacket. The background is dark with the word "TEDx" visible in red. The lighting is focused on her, creating a professional and engaging atmosphere.

"Don't lose the best creative strategists to other more provocative and transformational industries. Instead, make this one more resonant and trustworthy."

DEBORAH MORRISON



SHAPING CAREERS OF SUBSTANCE

**“If you can dance and be free
and not be embarrassed, you
can rule the world.”**

— AMY POEHLER

SHAPING CAREERS OF SUBSTANCE

Deb conditions students for what she calls “Careers of Substance.” Priorities include conscientious concepts, diversity of perspective, challenging executions, and ideas without dead ends. The resulting careers speak for themselves.



SHOT ON IPHONE

Carlyle Garrick

University of Oregon, '15

Former student, Carlyle Garrick led the creation of Lady Gaga's music video for "Stupid Love," shot with iPhone Pro 11.



FIND YOUR GREATNESS

Brock Kirby

University of Oregon, '08

Former student, Brock Kirby, wrote this version of Nike's FIND YOUR GREATNESS for the London 2021 Olympics.



“[On my campus tour] I saw every building, every classroom, everything,” he said. “But it wasn’t about the facilities; it was about meeting the people. **Like Deb Morrison, she’s a great person. I connected with her when I first got here, and she’s been helping me ever since.**”

KAYVON THIBODEAUX

Linebacker, New York Giants
University of Oregon. '22

LOVING HOMES FOR PLASTIC

Craig Allen

University of Texas, '03

Former student Craig Allen, with his agency, Callen, created this tongue-in-cheek campaign for a very serious issue: plastic cannot be recycled. This was the first of many pieces that made Liquid Death into a modern environmental activist.



SIX SHOWS IN COMMON

Rob Baird

University of Texas, '96

Former student Rob Baird, with his agency, PREACHER, created this OOH campaign for Netflix, based on the insight that entertainment connects us all.



NETFLIX

"She has been able to make real her vision of what advertising education should do: **shape a global vision for our industry and to inspire us all to take action.**"

TRACY WONG

Chairman and Executive Creative Director,
WONGDOODY



SNOW DAY

Brock Kirby

University of Oregon, '08

The iconic Nike SNOW DAY 2015 holiday spot, written by former student, Brock Kirby.



EASTBOUND & DOWN
Matt Heath
University of Oregon, '07

Former student and founder of agency, Party Land, worked as a writer's assistant on **EASTBOUND & DOWN** after his 72andSunny campaign featuring Kenny Powers for K-SWISS.



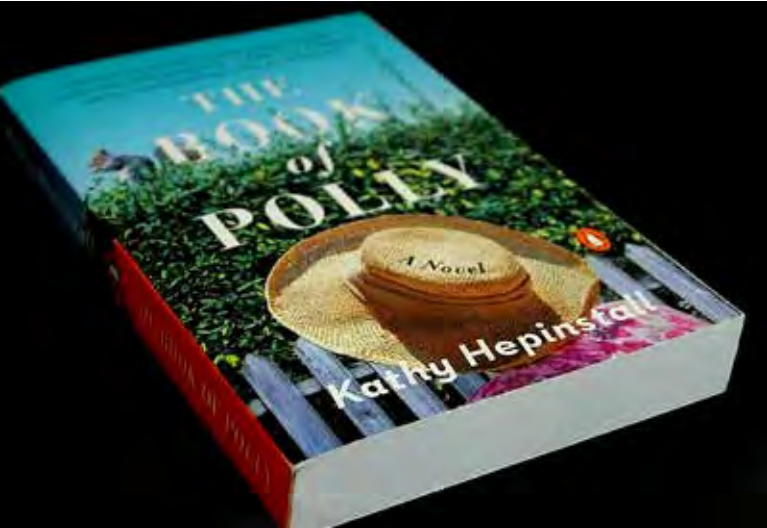
WHY NOT?
Tevin Tevares,
in partnership
with Air Jordan
University of Oregon, '16

Former student Tevin Tevares examines the narrow thought framework of what it means to be successful and Black in a film about a basketball-obsessed teen learning to define himself beyond the sport.



JAPANESE NEW YEAR
Paige Goeser
University of Oregon, '17

Former student, Paige Goeser, led this film for Apple's App Store, celebrating Japanese New Year.



“Knowing Deborah is like a greenhouse where that liminal space between learning and working in the industry is filled with learning and self-acceptance.”

KATHY HEPINSTALL
New York Times Bestselling Author

IMPACT OF SUBSTANCE



H E A R S T

H E A R S T

FASTCOMPANY



Deb's ambition to foster Careers of Substance not only manifests itself in her grads' transcendent work, it shows up in the transcendent recognition it receives.

COLLEGE EMMY

For Science & Memory

JOURNALISM AWARD

For Narrative Storytelling

JOURNALISM AWARD

For Team Multimedia

WORLD-CHANGING IDEAS

For Science & Memory: Ghana

ONE SCREEN FILM AWARDS

For Climate Impact Storytelling

SCHNITZER MUSEUM OF ART EXHIBIT

For Climate Impact Storytelling

UNIVERSITY OF OREGON INNOVATION & IMPACT AWARD

For Science & Memory: Alaska

HONORS & AWARDS

SELECTED SPEAKING CREDENTIALS

TED^x

**2X UNIVERSITY
OF OREGON**

"Do the work you want to be known for."



**UN PANEL ON
CLIMATE ACTION**

SXSW

**2011 ON
CREATIVITY
2016 CLIMATE
MEETUP**

"Understand that your process is a metacognitive journey. When we think about the thinking, we find the beautiful nuance is our approach to creativity."



**MALMO SWEDEN
CREATIVE POWERS**

**THE
ONE CLUB
FOR
CREATIVITY**

**CREATIVE
WEEK**

"This is not an environmental issue at this point. For the advertising industry, the climate crisis is an ethical issue wherein we must decide what matters."

KEY AWARDS

No inductee has ever earned educator recognition from AAA and AEJMC and industry recognition from ADC and TOCC.

2021+



**University of Oregon
SOJC* Associate Dean of
Undergraduate Affairs**

**School of Journalism and Communication*

2006-
2021



**University of Oregon SOJC
Carolyn Chambers Distinguished
Professor of Advertising**

SOCJ Director of Advertising

2018



**American Academy of Advertising
Charles Sandage National
Teaching Award**

2015



**AEJMC Distinguished Advertising
Teacher of the Year**

*Association of Educators in
Journalism and Mass Communication*

2013



**72U Founding Developer for
72ANDSunny Creative Residency**

2009



**Grandmaster of The Art Director's
Club of New York**

2008
& 2009



**SOJC Jonathan Marshall Award for
Innovation in Teaching**

2005-
2009



**BOARD OF DIRECTORS, THE ONE CLUB
FOR CREATIVITY**

First educator on the board

COMPLETE AWARDS LIST

2022

Judge Chicago Advertising Federation

Awards Presenter The F-List from Clean Creatives, an internationally-focused awards for dubious fossil fuel advertising

2019

Team Leader Fast Company "World Changing Ideas" Finalist

Honoree
Composting Campaign

2018+

Advisory Board Planet Word Washington, DC

Board Member
Adweek Academic Council

2018

Team Leader Fast Company World Changing Ideas Finalist

Honoree Master's in Advertising and Brand Responsibility

Judge The One Club for Creativity Student Competition Brief Jury

2017

Judge The One Club for Creativity/ Art Directors Club Advertising Jury

Part of International professional Jury in March 2017, Bermuda

2016

Chair The One Club Education Steering Committee

2013

Judge ADDY Alabama District

**2014—
2012**

Adobe Education Leader
Named by Adobe for program leadership

2011

Judge The Art Director's Club Global Advertising Jury New York

2009

Grandmaster The Art Director's Club of New York Named ADC Grandmaster in Design and Advertising Education

**2005—
2009**

Board Member The One Club for Creativity, New York City

Member, Board of Directors
Re-elected for a second two-year term 2007.

2008

Judge London International Awards Radio Jury

**2005—
2007**

Judge The One Club China Student Exhibit

**2004—
2009**

Committee The One Club Education Summit Committee

2005

Educator Award Austin AAF Ad Federation Educator of the Year

2003

Judge ADDY Greater San Francisco Area District

2000

Judge for Texas State Agency Pitch



LETTERS OF RECOMMENDATION

LETTERS OF RECOMMENDATION

"Her impact on this industry can't be overstated. She has launched the careers of scores of leaders in our field: arguably a far more diverse and well-rounded cohort from two flagship, public universities than any premium-priced trade school could claim."

GLENN GRIFFIN

Director of Texas Creative, The University of Texas at Austin

"Deb was **light years ahead of her time**, creating a vigorous and super competitive ad program that taught us not only the power of a concept, but how to think strategically before we ever picked up a pencil."

HUNTER HALL

Group Creative Director, Observatory

"Respectfully, Deb Morrison's work is not just preparing good employees for life at ad agencies. She is equipping young people with creative problem-solving skills and an **urgency to tackle some of the biggest problems our world faces.**"

PAIGE GOESER

Senior Art Director, Fallon

"Those of us that know her best refer to her as the **Mother of Creative Thinking.**"

CRAIG ALLEN

Founder and Chief Operating Officer, Callen

"Among Deb's many unique talents is her ability to locate and inspire unique talent—what's more, she believes it lives in all of us."

MATT HEATH

Co-Founder and Chief Creative Officer, Party Land

"The mind of a strategist and the heart of an artist combined with the passion of an educator are what make Deborah the **Socrates of the industry.**"

RACHEL HOWALD

Founder, Invisible Man

"Deb is the master of getting you to believe in your abilities."

CARLYLE GARRICK

Associate Creative Director, TBWA \ Media Arts Lab

"No one believes in advertising's ability to change society for the better more than Deb Morrison."

BROCK T. KIRBY

Freelance Creative Director

LETTERS OF RECOMMENDATION



JUAN-CARLOS MOLLEDA
Edwin L. Artzt Dean & Professor
University of Oregon



TROY ELIAS
Associate Vice Provost of Diversity
and Inclusion, University of Oregon



RACHEL HOWALD
Founder
Invisible Man



HUNTER HALL
Group Creative Director
Observatory



MATT HEATH
Co-Founder & CCO
Party Land



TEVIN TEVARES
Writer & Documentary Filmmaker



TRACY WONG
Chairman & ECD
WONGDOODY



NICK SUGAI
Freelance Creative Director



VINCE COOK
Executive Creative Director
Laughlin Constable



LAUREN RANKE
Vice President of Talent
COLLINS



CARLYLE GARRICK
Associate Creative Director
TBWA \ Media Arts Lab



DOUGLAS DAVIS
Principal
The Davis Group



KATHY HEPINSTALL
Novelist & Creative Director



PAIGE GOESER
Senior Art Director
Fallon



GLENN GRIFFIN
Director of Texas Creative
The University of Texas at Austin



BROCK T. KIRBY
Freelance Creative Director



MADDIE HORN
Copywriter
McCann New York



CRAIG ALLEN
Founder and Chief Operating Officer
Callen



WILL GELNER
Chief Creative Officer
Special



GLENN COLE
Founder and Creative Co-Chair
72andSunny

DEBORAH MORRISON



October 26, 2023

One Club Creative
Hall of Fame Award – Educator

To whom it may concern,

I am pleased to write this letter of support for Dr. Deborah "Deb" Morrison's nomination for the One Club Creative's Hall of Fame Award as an educator. I have known Deb for seven years as an educator, leader, and administrator. She has made a significant impact on me because of her dedication to student success, her passion for higher education, and her contributions to the wellbeing of faculty, staff, and students of the University of Oregon's School of Journalism and Communication (SOJC). Deb is a compassionate leader and colleague and a cheerleader who champions academic excellence and career readiness of future professionals in the creative industries we partner with.

Deb arrived in the school from the esteemed advertising program at the University of Texas at Austin in 2005 and became the director of our Advertising Area and Carolyn Silva Distinguished Professor of Advertising in 2006. She built the largest and most dynamic major of the school with an emphasis on creative strategy. Deb also developed transformational experiential learning programs for students, such as Creative Week in NYC and Science and Memory. She is a two-time winner of SOJC's Marshall Award for Teaching Innovation, our highest teaching honor. In 2015 she also was named Distinguished Advertising Teacher of the Year for the Association for Education in Journalism and Mass Communication. In 2021, I appointed her as associate dean for undergraduate affairs, and she immediately became a trusted advisor and active member of the leadership team of the school.

Regarding the advertising industry, Deb's many students have gone to major leadership positions in top agencies and other organizations, and in turn have continued to mentor SOJC students. She also has been frequently invited to judge elite advertising competitions, such as for the One Club Creative.

Deb Morrison's work as a teacher, mentor, and industry partner has awakened the next generation of creative professionals to importance of business and brands that work in balance with humanity, society, and the natural environment. Her impact on generations of advertising and creative strategists is undeniable, especially considering her positions have been at large public higher-education institutions where access to learning and training opportunities and student success are paramount.

If you need further information, please feel free to contact me.

Sincerely,

Juan-Carlos Molleda, Ph.D.

SOJC Edwin L. Artzt Dean and Professor since 2016

541-346-2233 / jmolleda@uoregon.edu / [@GlobalPRMolleda](https://twitter.com/GlobalPRMolleda)

October 27, 2023

The One Club For Creativity
450 West 31st St, 6th Floor
New York, NY 10001

Dear One Club Creative Hall of Fame Award Committee,

I fully endorse Deborah Morrison's nomination to the One Club Creative Hall of Fame Award for her exceptional achievements as an Educator. In the academy, I have taught and served as an assistant professor, associate professor, and Associate Vice Provost for Diversity and Inclusion. I have observed many excellent researchers, scholars, creatives, teachers, student advisors, and administrators at top public institutions, including The Ohio State University, the University of Florida, and the University of Oregon. I have never met anyone who excels at all these roles like Deb.

Deb has a proven track record of building successful academic units prioritizing undergraduate students. She has done it at the University of Texas, Austin, and developed an exemplary advertising program here at the SOJC.

When I joined the faculty at UO's SOJC in 2014, Deb Morrison held the title of the Carolyn Silva Chambers Distinguished Professor of Advertising and director of the School of Journalism and Communication's advertising program. I can honestly say that Deb's clear-eyed vision for the advertising program and her leadership style was the reason I chose to be a part of this program.

Over the years, I have had the pleasure of working closely with Deb and witnessed her empowerment of faculty. I have also seen how she builds community, keeps morale high, and infuses faculty and undergraduate students with passion, energy, confidence, and innovation. Her leadership is inspiring, and she is tireless.

Under Deb's leadership, our advertising sequence has managed to attain (and sustain) an annual enrollment at 700+ students. This level of student interest and commitment reinforces our status as a top ten major at the University of Oregon and the largest sequence in the SOJC. Across the board, our ad faculty—a dynamic group with expertise in brand responsibility, design & creativity, sustainability, deception, diversity & equity, and the psychology of human judgment and decision-making—teaches exhilarating graduate and undergraduate courses and maintains strong relationships with alumni. This curriculum and pedagogical emphasis started at the top with Deb's vision for the unit.

She has also supported developing our co-curricular, student-run programs such as Taking Up Space, The Rising Project, Flock, The Roam, Combined Culture, After Hours, and Global Citizens. These groups have a history of strong student participation and core missions that focus on mentoring women, students of color, international students, and individuals from marginalized communities.

Deb's research, teaching, and consulting also incorporate her creativity, altruism, and scholarship. She continues to teach conceptual and strategic thinking, creativity and content, portfolio classes, and Oregon's Creative Strategist course. Deb consults regularly for brands and communication issues in higher education and on creative talent development strategies for agencies and the profession. Her books include *The Creative Process Illustrated: How Advertising's Big Ideas are Born* (2010) with Glenn Griffin and *Idea Industry: How to Crack the Advertising Career Code* with Brett Robbs (2009), and she is currently working on a third book that addresses advertising's role in ameliorating climate change. In addition, Deb and three SOJC journalism faculty members are the founders of Science & Memory, a platform for stories of change around the complex issues of environment and climate change from Oregon to Alaska. This project has been awarded the University of Oregon Innovation and Impact Research Award for 2015. Deb is also one of the two ad faculty members to create our one-of-a-kind Master's program in Advertising and Brand Responsibility.

Not surprisingly, Deb currently holds the position of Associate Dean for Undergraduate Affairs in the SOJC. While still actively involved in the advertising program, she also helps develop other units within the SOJC, such as Journalism, Public Relations, and Media Studies.

Deb is dynamic, generous, collaborative, people-centered, inspirational, candid but kind, and inclusive. She is a visionary in an era where many higher learning institutions seek direction. She is a skilled connector who consistently fosters ideas from various individuals across campus, the advertising industry, and the business community. She implements those ideas and leverages those relationships with the faculty within the UO School of Journalism and Communication, leading to impactful and substantive outcomes for students and faculty. She constantly preaches interdisciplinarity and is invested in the cross-pollination of ideas. She is, without question, in my humble opinion, a perfect candidate for the One Club Creative Hall of Fame Award as an Educator.

Sincerely,



Troy Elias, Ph.D.

Associate Vice Provost for Diversity and Inclusion | Associate Professor of Advertising

telias@uoregon.edu | 541-346-2020

1J Johnson Hall

1258 University of Oregon | Eugene, OR 97403



INVIS^{glasses}IBLE MAN

9 October 2023

There's no profession less thankless than teaching. Except teaching advertising. You have to defend the importance of your subject matter as essential to the denizens of the ivory tower who think it's piffle. And you have to defend the importance of that education to a profession who thinks it's overkill to have an actual degree--let alone a graduate degree--in it.

Deborah Morrison has been teaching advertising for decades. And by teaching advertising, I mean serving as a guru, conscience, and guiding light for generations of students who became some of the best and brightest in the industry. Scratch the surface of the bio of most agency founders, award winners, and industry leaders and you're likely to find they have one name in common from their origin story: Deborah.

The mind of a strategist and the heart of an artist combined with the passion of an educator are what make Deborah the Socrates of the industry. She has instilled in her students the ability to think strategically, to explore the boundaries creatively, and most importantly to do so at all times mindful of the power their ideas have to change the world.

She ensures that every aspiring copywriter, art director, designer, account person, and strategist she sends out into the world is infused with the same credo as Spiderman: "With great power comes great responsibility." She knows the power of advertising is immense and she herself, as well as her many students, have used it to not only guide but change the conversation around some of the biggest issues facing the modern world including climate change, domestic violence, civil rights, equality in all forms, animal rights...pretty much any issue that clamors for attention and demands change to make the planet a better place for all living things.

Deborah has had more impact on the present, and more importantly, the future of advertising than any CCO or CEO in the industry. The scale of her influence is global--she's taught thousands of students in over 30 years and continues to mentor many of those who themselves are mentors in their own right.

Those whom she has taught owe her individual gratitude. God knows we've all gone on to salaries that far exceed teaching salaries and frankly, we should all be paying her a commission on what we've earned.

The industry, however, owes her an even greater debt of gratitude. She has shaped the people who have shaped the business and transformed it from a straight white boys club to a more inclusive environment.

In an industry full of egos and glitz, she is an unsung hero who has quietly been toiling away, gently giving feedback to aspiring creatives, calmly and patiently helping them learn how to think, to write, and to art direct in a way that not only works, but does so with grace and style.

We're a jaded group. We get more jaded the longer we're in the business. Perhaps Deborah's greatest gift is that she keeps the spark of hope alive that what we do matters. That what we do can change the world.

Thank you, Deborah, for changing the world of advertising (not to mention my own personal world) for good. In every sense of the word.

Wholeheartedly,



Rachel Howald

+1 646 568 4200
844 44 INVIZ

info@helloinvisibleman.com

71 S.O. Avenue, no. 358
South Orange, NJ 07079

Crispin Porter Bogusky[⊕]

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New York, NY 10007
cpbgroup.com
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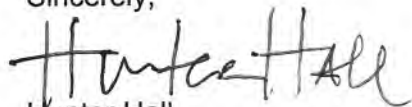
Dear One Club,

It is my honor to highly recommend Deb Morrison for the One Club Creative Hall of Fame Award as an Educator. I met Deb back in 1990, at The University of Texas. A friend of mine was in Deb's beginning creative class and I happened to sit in as they showed Apple's epic "1984." I got chills and changed my major that day. Deb was light years ahead of her time, creating a vigorous and super competitive ad program that taught us not only the power of a concept, but how to think strategically before we ever picked up a pencil. I graduated in 1992, and our class was heavily recruited by the creative directors Deb invited to our portfolio reviews. I was the first student Fallon had ever hired. My classmates went to Goodby, Cliff Freeman, Deutsch, Kirshenbaum, Chiat, and GSD&M. Many of us went on to be successful CDs around the world. David Baldwin and Greg Bell started their own award-winning agencies. That is damn impressive for an ad program at a public University.

But what's even more impressive are the values Deb instilled in us. It's on us to create communications with a conscience. Making "entertaining" ads isn't enough for me, I want to change the world. When I judged the One Show this spring, I helped persuade the jury to make a statement that would help change the overt sexism in the video game industry. It's incredibly important to me, as a trans man, that I use my privilege of being in rooms where culture is being created, to represent an inclusive, diverse world that is a truthful reflection of the communities we live in.

I love that Deb is still creating a huge impact in our industry today at The University of Oregon. She and I still communicate on a monthly basis, exchanging ideas on how we can keep our industry accountable for positive change. I hope you can feel the enormous impact she has had on my life, as well as so many others. And, Deb Morrison, I eternally thank you, and hope we all get to applaud your entrance into the One Club Creative Hall of Fame!

Sincerely,



Hunter Hall

CPB, Group Creative Director



Dear Reader,

Deb Morrison (never "Debbie", mind you) fundamentally transformed my life. A dramatic statement, but by no means hyperbolic. Before I attended the University of Oregon, I was a musician touring the US in a punk rock band. As punk bands go, we broke up. And after a listless year of working for my father's painting company I decided to go to college at the ripe old age of 25. I took a few journalism classes, and that's where I met a professor who had just joined the J-School the year prior from Texas where she'd earned a reputation as one of the country's leading creative/strategic educators. Me, being the barely-functioning derelict that I was (am?), I had absolutely no clue what that meant nor how impactful that meeting would be for the rest of my life.

Among Deb's many unique talents, some of which I'll mention shortly, is her ability to locate and inspire unique talent—what's more, she believes it lives in all of us. Unlike many of her academic counterparts, Deb does not teach from the old "Work harder than you've ever worked because true creativity can only be found at the end of your wick" school of thought that prevailed at other advertising programs. To her own admission, she was a hippy and schooled us on things like creativity being an expression of love and soul, following our energy to fertile creative ground, and always focusing on how we can bring joy and goodness into our work. I thought she took particular interest in this ex-punk-rocker-turned-non-trad-student and gave me the keys to the program, and my own special style of creativity, because she saw something special in me. But the truth is, she made every single one of us under her loving, maternal care feel like that. She made us all a part of her family, literally inviting us to her home for dinners, introducing us to her sons and husband, and giving freely of her boundless energy.

When it came time for me to leave the nest, she took special care to make sure that I was ready to be seen and felt when John Boiler and Glenn Cole came to the school to meet and share with the students. She knew there was alignment with my burgeoning creative style and the kind of talent they were looking for and helped make a connection that resulted in my first job at an up-and-coming company in El Segundo called 72andSunny. Deb went from teacher to match-maker, which is another of her aforementioned unique talents.

Since then, Deb has remained one of my closest confidants and mentors. When I struggled, Deb was there with sage wisdom. When I succeeded, she was standing by like a proud mother hanging a finger painting on the refrigerator. She celebrated my children being born. Kindly let me know when I wasn't always being true to my highest self. And provided invaluable advice (and students to hire!) when it came time for me to start my own creative shop. The four tenets that I built Party Land on (kindness, generosity, trust, and empathy) are straight from the Deb Morrison Book of How To Be A Good Person.

In the 17 years I've had the privilege of being a part of her sphere of influence, she has shaped our industry like no one else. Her tireless work to create a better world through creativity has inspired the greatest minds in marketing to always strive to do better—for our planet and our species. Where so many pound fists for creating ads, she dances us toward creating change. There is no one person I could endorse more for this award. And it's encapsulated in a moment I'll never forget when she pulled me aside at graduation, hugged me, and said, "Matt, you are a karmic magnet, use your power for good." I hope I have, Deb. We love you back.

A handwritten signature in black ink, appearing to read "Matt Herz".

Founder, Chief Creative Officer
Party Land

4BLU

3859 Tilden Ave UNIT 3
Culver City, CA 90232
(510)750-6662

To Whom This May Concern,

This remarkable woman changed my life.

Deb Morrison ignited a spark in me when no one else could. As soon as I stepped into her office, she noticed something special about me that no one had seen before. She believed I could impact the world and encourage others to do the same with my creativity. Because of her guidance and direction, I was able to go off and touch the lives of thousands through filmmaking. From directing short films for Nike to telling the story of Lebron James Jr's high school basketball team, I was able to impact millions of kids worldwide. Encouraging them to use their creativity and gifts to influence others through their art. Deb always reminded me during my days at Oregon to use my creativity to make an impact, no matter how big or small, to leave something special for the next generation to embrace.

In June, I was honored to deliver the commencement speech at my alma mater, the University of Oregon. As I spoke to the graduating class of 2023, tears running down my face, I thought back to when I first walked into Deb's office—that moment led me to where I was standing that day—where I could influence those hundreds of graduates. After the speech was over and there was a standing ovation from thousands, all I wanted to do was find Deb and hug her, shedding tears of joy onto her shirt. At this moment, we embraced each other. We both knew that every conversation we had led to this particular moment.

Having a mentor like Deb in my life gave me the guidance that most creatives need. She was like my Yoda. She helped instruct me on how to use the "force" for good. Her constant voice in my head reminded me of how far I've come and how to keep my spirit pure and my soul lifted. Without her, I have no idea where I would be today, but because of this fantastic woman, I am the man I am today.

Sincerely,
Tevin Tavares

A handwritten signature in dark ink, appearing to read 'T. Tavares' with a stylized flourish above the first name.

WONGDOODY

October 19, 2023

Dear Judging Committee:

I've known Deb Morrison ever since she first came to the University of Oregon 17 years ago. I have the unique perspective of being an alum and teaching by her side that entire time. Deb is the most magical, compassionate, nurturing, tireless, hopeful person I know of.

I have seen firsthand the impact she has had on the program and her students. It is nothing short of phenomenal. But it doesn't stop with academics. That's only the beginning. She has been able to make real her vision of what advertising education should do: shape a global vision for our industry and to inspire us all to take action. That our creative superpowers are there not only to inform, persuade, and enact change but we have a responsibility to use those powers for good, global good.

She has not only shaped the lives and careers of her students, but she is also shaping what this industry needs to become. Who would expect this from an advertising professor tucked away in a quiet corner of the Pacific Northwest? But honestly, who would expect this from the most powerful advertising executives on the planet? Her measure is not other educators. It is at the highest seats of power in our profession.

If you don't induct her into the One Club HOF as an educator, I would hope that you would build a separate hall for her as a change agent for good, Deb is that much of a light.

Regards,



Tracy Wong
Chairman, WONGDOODY

One World Trade Center
285 Fulton St. – 79 Fl. Suite M
New York, NY 10007 USA
www.wongdoody.com

Wish You Were Here Studio
Nickolaus Sugai, Creative Director

168 Kosciuszko St. Suite 6A
Brooklyn, NY 11216
www.nicksugai.com

//

Deborah Morrison is my Mom.

And I am one of, without exaggeration, the thousands (millions now, probably) of kids she has.. And it is no hyperbole to say that I wouldn't be where I am without her.

There is no one more worthy than Deborah Morrison to be in the One Club Creative Hall of Fame Award.

One day she showed up at a University of Oregon class I was sitting in on and didn't talk about TV commercials, or briefs, or award shows. She showed me something that, in sixty seconds, moved me more than any other media could. She said this isn't an ad. This is something that can make people cry. Or laugh. Or remember for the rest of their lives.

The only issue was that I wasn't officially a student at the University of Oregon. I was on my fourth rejection because of poor high school grades. Deb personally vouched for me to the University of Oregon to make an exception to allow me into the school.

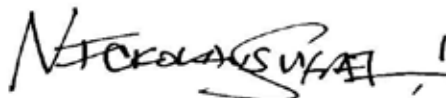
From there she didn't just teach, she inspired me. Pushed me to apply to opportunities that I thought I wasn't ready for. Set up "serendipitous" meetings with Creative Directors. Connected me to people who not only became my mentors, but people who would become my friends for life. She introduced me to my now wife, when she suggested that the two of us, who had never met before, work on this project.

She praised when she thought it wise. Prodded when she thinks you needed it. And exercised brevity when she thought you were better off trying to find the answer yourself. Every opportunity I have gotten in this industry was because of someone she connected me with. Because of her ability to bring people together. Because all of those people, who consider her one of their Moms, trust her ability to place people where they might not be ready for, but for a place where they can grow, fail, and learn at.

Deb doesn't care about projections. Or ROIs. Or Pencils. She cares about changing the world. And her greatest accomplishment in this world will not be changing it herself. But inspiring thousands who believe they can change it themselves.

To Deb there's no difference between a student copywriter or a TV showrunner or one of the founders of the most famous ad agency in the world. Because she will cc all three of them with a simple prompt and then simply, "Go!"

Nickolaus Sugai
Creative Director, Wish You Were Here Studio

 10/15/23

"What starts here, changes the world."

– Deborah Morrison: author, brand line for University of Texas

Deborah wrote that line straight from her heart. I've known her for decades, first as a student and now an executive creative and I believe she embodies the purpose of that line and has lived and breathed it. Thousands of students, myself among them, have been influenced by her vision for the industry, attention to creative detail and strategic insights that have gone on to change the world.

For a generation of talent, she taught that the best creative comes through curious, strategic thinking, the precursor for the Creative Strategist and that creative minds should focus on human insights first and foremost. Her impact has also been felt beyond the realm of education and course curriculum and has permeated the very brands and agencies around the world in desperate need of change. In the many brands I have led, I've seen firsthand how global consciousness has grown. Brands have become more responsive to the balance of society, humanity and the environment. Deborah helped spark this movement. She was an influencer and champion of purpose driven ideas before they were in vogue. I'm confident her University slogan will living itself out for many generations to come.

On a personal note, Deborah's influence was critical when I was a young undergrad wanting to bow out of the UT ad program. She said, "Don't give up, I believe in your talent, I've got your back." In rare moments of our lives, we are fortunate to get a caring word of wisdom from a mentor that makes a critical difference in a career, even before it starts. In my wonderfully fortunate career, I owe her a huge debt of gratitude. I recently got the opportunity to thank her in person when I dropped my daughter off at University of Oregon. Holding back tears, I saw life come full circle. I'm honored to know her and take comfort in the fact that she continues to make a difference in lives like my daughter's and in our world.

For a lifetime of creating positive change, I wholeheartedly recommend the nomination of Deborah Morrison for the One Club Creative Hall of Fame Award.

Sincerely,



Vince Cook

Do what you can't

Vince Cook

COLLINS

457 Grand Street
Brooklyn, NY 11211
6467600800
Wearecollins.com

The quality of our educators is so important – it is the fuel of our collective machine. Deb Morrison is the highest quality fuel out there.

In my tenure at Wieden + Kennedy I came to count on Deb to be this resource for her students and for me. Deb isn't just a great educator though, she is an introspective voice, a seeker always looking to provoke positive societal impact. Over the years, this has been an inspiration to me. She has made me want to be as positive an influence as I can be. I'm so honored to know Deb and strongly recommend her for Educator Creative Hall of Fame.

Thank you,

A handwritten signature in black ink, appearing to read 'Lauren Ranke', with a large, stylized initial 'L' and 'R'.

Lauren Ranke
VP, People
COLLINS

Carlyle Garrick
7001 La Tijera Blvd, Apt 302
Los Angeles, CA 90045

10.20.23

To whom this may concern,

Where do I start regarding the awesomeness of Deb Morrison? I could start in 2012 when she helped a recently retired college football player discover his passion for storytelling. An experience that allowed him to find his identity outside of the painted lines of a sport.

That retired college football player is me, one of the many lucky students who received the mentorship and guidance of Deb Morrison—or, as we like to call her, Mother Deb.

Deb is the master of getting you to believe in your abilities. First, it starts small, as you believe in your ability to shape your creativity through strategy, copywriting, or art direction (often a seamless blend of all three). Then, boom! You suddenly believe that you can change the world through your creativity. An expedited process, this is the Deb effect.

Unlike many professors, Deb doesn't just teach a recycled curriculum that provides students with general knowledge. Instead, she commits herself to individually hand-molding innovators, critical thinkers, storytellers, activists, and, most importantly, generous human beings. Her students are known to immediately impact the internal fabric of creative agencies and the industry at large, as her track record features some of the business's most revered creative minds.

What I admire most about Deb is her relentless request for creatives to think responsibly. Her belief that advertising is at its best when used as a tool for good is apparent in her curriculum and reflected in the real-world work of her pupils. She has fostered a brave troop of change-makers who use their creative positions to improve the world.

Deb Morrison is more than a professor at the University of Oregon. She is an inspiration, a leader, a cheerleader, a fighter, and a mother to many of us in the creative industry. And if anyone is deserving of your recognition, it is her.

Sincerely,



Carlyle Garrick
Associate Creative Director, TBWA\MediaArts Lab

The One Club Creative Hall of Fame Award Selection Committee

I am Douglas Davis, a strategist, author, and professor. It is my pleasure to strongly recommend visionary educator Deborah Morrison as a candidate for the One Club Creative Hall of Fame Award.

Industry creatives are used to explaining what we do, but I need you to appreciate how difficult it is to be an effective creative within the Ivory Tower. I'll say it like this, If the profession changes with the maneuverability of a speedboat, academia changes course at the rate of an aircraft carrier. This is where disruption makes what is complicated for the boardroom potentially out of reach for the classroom. Take the process of recognizing new trends in the industry, writing a new course, getting it department approved, sending it to a university senate curriculum committee, making changes, having it approved, and then offering that course can take up to a year or more. It's Game of Gnomes. In this reality, the curriculum and the frame of reference that inspired it is a shadow of what the industry was vs a reflection of what the industry is.

That said, Deborah Morrison's vision to help creatives approach their roles as strategists develops talent while inspiring her peers. I'd argue that while it's innovative to weave strategy into the way creatives are developed, Deb goes further and asks them to be brave, and responsible, and to use that as their mojo. I'd never heard anyone speak like that much less define these new values to instill in the next generation of creatives. Deborah Morrison's work has helped me understand that to survive the climate crisis, we'll need to imagine the future, learn from our past, and recognize what is possible to address in the present. In this way, she's blended the boardroom and classroom by teaching the teachers like myself. It's my opinion that Deb's impact reaches far beyond education and advertising because as a public university educator, she's increasing the variety of voices making a living with their imagination.

Deb has my highest recommendation as someone I've watched, learned from, and partnered with over the years. I'm confident that Deborah Morrison's contribution to the industry has been through the talent she's developed and the confidence they've had to influence brands to be responsible from within. I hope you'll join me in recognizing her vision and role as the first public University educator to be honored in this way.

Thank you for your time.



Douglas Davis

Strategist, Author, and Professor

October 18, 2024

Deborah Morrison is not just a professor. She is a shaman that sees and brings to life what is artful and special in a creative person.

My name is Kathy Hepinstall Parks, and I'm an author and advertising creative director. I met Deborah many years ago while I was in the advertising program at the University of Texas.

Deborah's encouragement then and through the decades helped me become what I am today. She recognizes talent in all its forms, encourages it and gives it life. Through the years I have come to speak to her classes and am able to see, over and over again, the warm playfulness and avid encouragement that make her all she is.

She never speaks down to the students, and she invites them into her world and life in a way I've seen very few if any professors do. There is a great gap in a young person's mentorship when they leave home and before they get their first job. Knowing Deborah is like that a greenhouse where that liminal space between learning and working in the industry is filled with learning and self-acceptance.

She's sent me some of her promising students through the years, and those relationships were not only vital to them but to me. I became a better mentor as a result. I learned the art of giving back. And the longer I worked in the industry, the longer the dazzling and expanding sphere of Deborah's reach impressed me. So many of Deborah's students—brilliant but, more importantly, thoughtful and kind—have spread around the world.

A few years ago I embarked on a new pursuit, teaching writing with something called The Clyde Class. Deborah, of course, immediately signed up and sent me encouraging texts and, at the end, the most supportive, generous, uplifting, and insightful letter, full of praise for what I did right, and offering suggestions on what I could do better in such a compassionate and gentle way that the medicine went down like root beer.

As an industry professional, author and human being, I offer her my highest recommendation, and the love that she herself helps foster every waking moment.

With love,
Kathy Hepinstall Parks

A handwritten signature in black ink, reading "Kathy Hepinstall Parks". The signature is fluid and cursive, with a large, stylized "K" and "P".



Wonderful People of the One Show Creative Hall of Fame committee;

I consider it a small honor to write a short note of my support for the nomination of Deb Morrison to the One Club Creative Hall of Fame Award as an Educator. She is in every way deserving of this recognition, and I am happy to add to the countless examples you have likely already received.

As her student during her time as Distinguished Professor of Advertising at the University of Oregon, I can speak to both her vision for the industry as well as her personal character.

Respectfully, Deb Morrison's work is not just preparing good employees for life at ad agencies. She is equipping young people with creative problem-solving skills and an urgency to tackle some of the biggest problems our world faces. Climate change, humanitarian issues, the state of democracy, and human dignity are the scale of the briefs she poses.

Deb is a true believer in the power of stories, and her enthusiasm toward this end is infectious. Both in her work as an educator and as an academic, she focuses on cross-pollination between disciplines to create space for new ideas. This has implications for the agency world and beyond. One great example is the Science & Memory program, a student-led reporting project that connects art and science to bring climate change communication into a new light. She is a master connector, bringing together people, departments, and industries that would not normally get in the same room. Her thought leadership around the creative strategy has implications for reframing the most difficult issues we face. She is a champion of hybrid people bringing all of their many interests and skills to bare on their work and in their life.

Her goal is simple and audacious: she wants you to do work that matters.

Thank you for considering such a worthy candidate.

Best,

Paige Goesser
Senior Art Director



The University of Texas at Austin
Moody College of Communication

School of Advertising & Public Relations
300 W. Dean Keeton
(A1200) DMG 4.306
Austin, TX 78712-1069

October 23, 2023

The One Club for Creativity
450 West 31st Street - 6th Floor
New York, NY 10001

To members of the Creative Hall of Fame committee:

I can't think of a more deserving candidate for The One Club Creative Hall of Fame than Dr. Deborah K. Morrison, and I am honored to be given this opportunity to explain why.

Some folks inspire others. Deborah Morrison *enlists* them. I know this from personal experience, as everything I learned from her has offered me the incredible opportunity today to lead a creative program at UT-Austin that she made great. We wrote a book about the creative process together. We've published research. We've spoken at big events. All of this made was made possible because of her exceptional expertise and the enormous respect she has earned from her students and colleagues now scattered around the world. I'm just one protégé of many who will tell you that she changed their lives for the better.

What do all these people have in common? Deborah Morrison taught them that being a creative carries with it great responsibility. She insisted that they spread the word. And her impact on this industry can't be overstated. She has launched the careers of scores of leaders in our field: arguably a far more diverse and well-rounded cohort from two flagship, public universities than any premium-priced trade school could claim.

The fact is that this business would just look different today if it wasn't for Deborah Morrison's positive influence: her belief that we can always be better. Her impact is broad and potent. As an educator, she belongs in The One Club Hall of Fame. Hell, she belongs as a human being.

I was asked to limit this letter to one page. (That took a lot of editing.) If you have any questions for me, please don't hesitate to contact me at g.griffin@austin.utexas.edu or 512.569.1161.

Sincerely,

W. Glenn Griffin, Ph.D.

Professor of Practice / Director of Texas Creative

Brock T. Kirby

FREELANCE CREATIVE DIRECTOR / COPYWRITER



+1 (503) 789-4423



Brock.Kirby@gmail.com



23526 SW McLoughlin CT
Sherwood, OR 97140



Brockkirby.com

Dear One Club,

I first met Deborah Morrison in 2007 while at the University of Oregon. I wanted to be a doctor until a kind friend saw my chemistry grades and told me I had no future in it. The friend recommended I go see her advertising professor, Deb, and see if she could talk some sense into me. I was skeptical.

A 20-minute conversation with Deb converted me and changed my life.

She had the ability to see potential in me that I couldn't see myself. She makes you feel like it's your god-given, inalienable right and moral duty to make good, meaningful work. Which is why she's been able to connect with and teach countless outstanding creatives during her time at Oregon and Texas.

But it's her ability to describe the advertising industry's potential in ways I had never heard before that really inspired me. I don't say this lightly: no one in the world believes in advertising's ability to change society for the better more than Deb Morrison. She's been way ahead of the curve on many of the most important topics and has been a champion for change in the industry for years.

The first person I ever heard talk about the need for more diverse talent in the industry was Deb Morrison. The first person I ever heard challenge an award winning creative to create something more meaningful was Deb Morrison. The first person I ever heard talk about climate change and the industry's relationship to it was Deb Morrison. The first person I ever heard use the terms "creative strategist" and "brand responsibility" was Deb Morrison.

When I see all the positive changes in our industry over the last few decades, I think of Deb's enormous influence. When I see anything I don't like about the industry, I feel better knowing that Deb and all of her disciples are out there trying to change it.

Sincerely,

To Whom It Concerns,

Before we get started, let's acknowledge the elephant in the document. This is a formal recommendation for Deb Morrison for the One Club Creative Hall of Fame Award as an Educator. It's also an informal love letter from one former student to her forever teacher.

My name is Maddie Horn, and I'm a writer who comes from a place of deciduous trees and long dead dreams. You can imagine my shock, then, upon meeting a real life force of nature like Deb at the fresh age of eighteen. I began my degree in Advertising with her at the University of Oregon, and I finished with a sense of self no amount of student loans could pay for. Can you guess why?

1. Deb is a leader. She's more importantly a changemaker of tired systems.
2. Deb is an advocate. She's more importantly a champion of the directionless.
3. Deb is a friend, a mother, a preacher, and an artist.* In no particular order.

**This is a testament to just how loved, appreciated, and respected she is.*

Because if I know anything worth writing, it's that the teachers you remember the most are the ones who remind you how perfectly human they are, too. The ones who don't just shake your hand, but hug your soul. The ones who see what you bring to the table, and never forget to set a plate for you. The ones who shapeshift into mirrors to reflect your own eyes, who shapeshift into mountains to show you how to climb, who shapeshift into nurturers to remind you you're so wonderfully alive.

And, I know this is just scratching the salty surface of Deb's ocean of accomplishments, accolades, and personal impact. I'm actually convinced Merriam-Webster should redefine "depth" with her name front and center. How else would generations, communities, and industries' worth of humans know how to swim, if it wasn't for her?

I'll leave you with this. Scout's honor, swear-on-my-heart-and-hope-to-die level seriousness, Deb Morrison should be in any hall of fame that honors her for exactly who and what she is – a creative force of nature (call it an ocean, call it a volcano, call it Mother Earth, call it an educator). Because she's gifted, grown, and given roots to every single student who's ever graced her doorstep. And, she's left her door open so she can see each of them bloom.

Yours joyfully,



Maddie Horn

she/her/hers
Copywriter, New York

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C A L L E N

October 16, 2023

Committee:

I am writing in support of Deb Morrison for the One Club Creative Hall of Fame Award as an Educator.

I've had the great fortune to work with many of advertising's legends (Dan Weiden, Gerry Graf, Lee Clow, Etc) and as crazy as it sounds, none of them have had as great of an impact on my career as Deb. She taught me how to think. She taught me how to see the world in beautifully different ways. To push past the boring first ideas to get to the ones that actually matter. She taught me it's ok to be weird and proudly push my own uniqueness into the world.

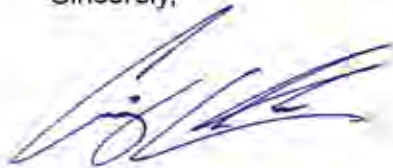
The best part is this isn't a singular point of view. I've been amazed how many colleagues I've met through the years who Deb has influenced. Deb's teaching is in our DNA. She's had a huge impact on our careers and the advertising community as a whole. Even better than that she's taught us how to be good, kind, considerate people. To use creativity for good and never settle for mediocrity. Helping shape our lives outside of advertising in equally amazing ways.

Those of us that know her best refer to her as the Mother of Creative Thinking. If I were smarter and more skilled in engineering I'd invent a sophisticated, high-powered cloning machine so we could have more of her.

Deb is one of the great ones and I feel inducting her, an educator, sends a great message to the people who are cultivating the advertising legends of tomorrow. Her fingerprints are all over our industry. I'd love to see her get some credit for it.

Please include this amazing unicorn of a person into the One Club Creative Hall of Fame. I promise you won't regret it.

Sincerely,



Craig Allen



Gelner & Friends

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Malibu, CA 90265
(310) 880 0390
williamgelner@gmail.com

November 02, 2023

To whom it may concern,

I'm writing this letter to recommend Dr. Deborah Morrison for the Creative Educators Hall of Fame.

For decades, Dr. Morrison has taught and guided so many of the most influential and talented humans in the ad business. Present company included.

Her intuitive knack for identifying terrific potential in students and pushing, pulling and prodding them to realize it is unmatched.

The industry owes her a debt to all the talent she's helped bring into it so the least we can do is shine the light onto her that she's shone so brightly on everyone else.

Sincerely,

Will Gelner

October 15, 2023



Dear Creative Hall of Fame committee,

Meet Deb's people.

Deb changed creative education disruptively and at scale; at public universities where her innovative approaches to talent development, ethical creativity, and experiential learning would have the greatest impact.

If we want to expand and elevate the creative class, we need more Punk Rock PhD's in our public schools.

Induct Deb.

Glenn Cole

Co-Founder & Chairman

72andSunny



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DEBORAH MORRISON