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## John Gogick : Green and Golden

University of South Florida St. Petersburg. Office of University Advancement.

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### **JOHN GOGICK MA, MASS COMMUNICATION '94**

A career journalist, John Gogick was named Executive Editor of The Augusta Chronicle in 2012. John's penchant as a wordsmith and critical thinker emerged early. Eventually, he obtained a B.A. in English Language and Literature/Letters in 1990 from the University of North Carolina at Greensboro. Then, he travelled south to become one of the first students accepted into USFSP's fledgling Journalism and Media Studies Program. John has spent 20 years working at The Augusta Chronicle. He was News Editor for over 13 years, then, became Director of

Content Development & Digital Operations. Possessing a razor-sharp mind and sparkling wit, John is often invited to speak at meetings of groups such as the Atlanta Press Club.

*“My favorite professor was Bob Dardenne and all of the life-changing moments probably happened at the tables of the Tavern. But the final year I was in school, I was the adviser to the campus newspaper – The Crow’s Nest – and was appointed the task of transforming it from a newsletter printed at the CAC into a tabloid printed on newsprint. To draw attention to the new product and engender a sense of identity for the campus, the editorial staff of The Crow’s Nest (Bob Whitby was the editor) came up with a contest idea. Create a new slogan for USF-St. Petersburg. The rules. Submit your entries via campus mail by the deadline. A single postcard card came to the mailbox by the deadline. Written on the back in Sudsy’s hand: “Bayboro – Thanks for asking” So that staff adopted that as the campus slogan: Bayboro – Thanks for asking. They editorialized about it. Put it house ads. Tried to commission a billboard to boast it with pride. Not sure it caught on – or whether the school is still using it. So when you ask whether you can share my story and details, my first blush response was, of course, “Bayboro – Thanks for asking.”*

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