

LEADS

Newsletter of the School of Journalism
and Mass Communication
Texas State University-San Marcos

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Chuck Kaufman, Editor

Media Violence

Professors **Tom Grimes** and **Lori Bergen** have authored with **James A. Anderson** of the University of Utah a book titled "Media Violence and Aggression: Science and Ideology" (Sage Publications). The book points out flaws in the link between children's consumption of media violence and their subsequent aggression as adults.



The book enumerates the most commonly diagnosed mental ailments suffered by children, ailments that interact with media violence in a way that's harmful to those children.

Award Winners

Texas State students have racked up numerous awards from the Society of Professional Journalists. They will be presented during the Mark of Excellence Luncheon at the March 28-29 spring conference at Loyola University in New Orleans. The University Star staff won for Best All-around Nondaily Student Newspaper. **Adam Swank** won for his radio feature "Paranormal"; **Austin Byrd** won for sports photography for "Wrangled Mustangs"; the Bobcat Update staff was awarded under the television newscast category; **Emily Messer** won for "Online Feature Reporting" for "Letters tell story that famed artworks don't"; **Erica Rodriguez** won for her feature "New home in a new world"; and **Maira Garcia**, **Clara Cobb** and **Monty Marion** won Excellence Awards for editorial writing.

On Campus

Emily Donahue, KUT-FM news director spoke to Dan Schumacher's class on March 25. Donahue began her career at NBC News in London and New York and has worked for the "Monitor Radio" news program, New England's Cable News network and WCVB-TV. She also worked for the Christian Science Monitor's award-winning Internet News Service.

Career Fair April 1 at LBJ

More than 50 television and radio stations will be represented at the Texas Association of Broadcasters Career Day from 11 a.m. to 3 p.m. Tuesday, April 1, in the LBJ Ballroom.

Belo Corporation, Clear Channel, among numerous other media organizations, will have booths and representatives for students to visit.

An important part of the program allows electronic media students to bring resumes and work to be critiqued by industry professionals.

Television broadcast students should bring VHS tapes; radio students should bring work on CD. They will be able to make appoint-

ments with industry pros to get work evaluated. Public Relations, Advertising and New Media students also are encouraged to attend as the stations are looking for talented students to work in their respective departments. Also, pre-masscomm students are strongly encouraged to attend.

TAB reports that 20 to 25 recruiters will attend the April 1 event. Students who wish to get involved in working with the exhibitors — setting up and tearing down and otherwise helping the exhibitors — should check in with Karen Julian at 9:45 a.m. at the main entrance of the LBJ Ballroom.

Please e-mail Chuck Kaufman (ck17) to get your name placed on a list of volunteers.



Facebook founder Mark Zuckerberg posed with Texas State student Philip Hadley at Iron Works during a break at SXSW in Austin.

Students blog at SXSW

BY MICHAEL TRICE

After a day of blogging at the Austin Convention Center, Dr. Cindy Royal and a group of Texas State graduate students found themselves having barbeque with Mark Zuckerberg, founder of Facebook.

Okay, Zuckerberg technically dined in an adjacent side room of the Iron Works Barbeque in downtown Austin. However, he did take a moment prior to leaving and stopped by the Texas State bloggers so that Dr. Royal could snap a quick picture of the 23-year old billionaire with Texas State student Philip Hadley (see above).

Throw in former UN Secretary General Kofi Annan, one-time Disney CEO Michael Eisner, Dallas Mavericks owner Mark Cuban, Dr. Henry Jenkins of MIT, and hundreds of other technology movers and shakers. Then mix them together with the latest communication technologies (Twitter, Meebo, and every blog known to the Web).

That's a taste of the South by Southwest Interactive world that took over Silicon Hills during spring break. Here, a dozen graduate students joined Dr. Royal to document scores of panels concerning everything from women in technology to bringing Africa

See **BLOGGERS** on Back

Lauryn Irvin KXAN-TV

“My internship with KXAN has been an amazing experience thus far. I have met such wonderful people, and I learn something new everyday. I try to go out with a reporter as much as possible. I have interviewed doctors, city council members and a mother who lost her daughter. I have been to a murder scene, car accidents, two Obama rallies, and I even had the opportunity to meet Reggie Jackson and Nolan Ryan at a baseball banquet. I have learned so much from everyone in the newsroom. There are so many aspects of a news cast and they are all equally important. From the assignment desk to producers to anchors and reporters, the show

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online.

“Developers are but one constituency at SXSW.” Dr. Royal said when asked about the diversity of the festival. “Designers are another. And, there are academics, students, professionals, executives. No matter what type of media you represent: advertisement, P.R., broadcast, radio, print — they all converge at SXSW.”

Many of her fellow bloggers echoed the sentiment.

“I had a wonderful experience!” added Theresa Fore. “It’s also a ton about networking and meeting the people behind things that you interact with everyday.”

Aniekeme Udoetok continued the theme with his insights on the political panel Friend Me! Donate Me! Vote Me! “I just marveled at how technology has become indispensable to modern day campaigning: from fundraising to get out the vote efforts. You can’t have a successful election day without harnessing the full power of the Internet.”

And Fazia Rizvi caught upon the common theme among the other bloggers. “Honestly, I think the name gives a hint to the reason why someone who isn’t a techie or developer should come to a conference like this. It’s a ‘festival’, not a ‘conference’ or ‘expo.’ That so many people can come together to learn, share, collaborate, network, as well as celebrate it all speaks to something more interesting than just a techie conference experience.”

All the bloggers experience can be found at <http://sxtsu.blogspot.com/>

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What has been the most interesting part of your internship so far this spring?

CAN'T ‘go on’ with out involvement from all.

“I have learned that it is never too soon to start networking, it is important to take every opportunity that arises, and most of all, I have learned that it is okay to ask for help.

“I know that when the semester ends it is going to be very hard for me to say goodbye to this newsroom. This has been one of the most enjoyable experiences of my life and I am now quite certain I will pursue a career in this field.”

Laura Felux Realtors magazine

“I work for a REALTORS magazine in Austin called ‘BROKER AGENT Magazine.’ I act as the editor of the magazine by helping to put together stories and making sure everything is in the correct format. I’ve learned so much already in these first few weeks. I never knew it took this much time and effort to produce a magazine. The most valuable lesson I’ve learned is that for advertising ‘drip marketing’ is a way to get your name out there and get your clients to buy an ad. The publisher has taught me the importance of deadlines, formatting, editing and public relations work all play a part in publication. So far, the most fun

I’ve experienced is having the opportunity to go on a photo shoot. I get to see how everything works from beginning to end of publication.”

Matthew Slabaugh Texas Monthly Magazine

“The most interesting thing I’ve learned from my internship so far is how much design work goes into those subscription cards set in magazines. Like most people, I find them highly annoying when they fall out as I’m trying to read an article. I never thought that any real effort was given to the design of it, until I had to make one for *H-E-B Goodness* magazine. I was instructed to read a couple past issues of *Goodness*, and try to understand the look and style of the magazine, and then translate that style into a subscription card. I spent the day trying out color choices, splash images, and various layouts of the information. I began with three different designs to show our director, she then picked what she liked and had me combine the best parts into one. By the end of the day I created four different mockups aside from the original three. So the next time I’m reading *Rolling Stone* and a subscription card falls out I’ll still throw it away, but I will take a little more time and reflect how the design really captured the spirit of the magazine.”

Also on Campus

Rusty Fleming and **Lisa Krantz**, participated in a day-long symposium in Old Main 320 on March 27. Fleming is a documentary filmmaker with Renavatio Production; and Krantz is a photojournalist with the San Antonio Express-News. The symposium was coordinated by senior lecturer David Nolan.