

LEADS

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Chuck Kaufman, Editor

The National Broadcasting Society made a good showing at the Regional Convention in Canyon, Texas.

John Nemec took First Place in Video Public Service Announcement for his "SLAC" PSA.

The **Studio B** crew took First Place in News Magazine for a Studio B segment.

Danny Soliz won First Place for Video Commercial for a Doritos spot, as well as Second Place in the same category (with **Leza Abramov**) for a commercial on an imaginary program, "Fierce Fitness."

Amanda Dugan won an Honorable Mention for her KTSW morning show, "Orange Juice and Biscuits."

Dr. Ray Niekamp, the group's faculty adviser, said, "Considering the relatively small number of pieces we entered, almost all the entries won awards."

Meagan Ringlehan is the account executive for the 2009 American Advertising Federation Team. American Advertising Federation Team, which will create a campaign against binge drinking for the **Century Council**, this year's competition client.

In announcing this year's team, **Dr. Alexander Muk** also unveiled the names of the various teams that will be working with Ms. Ringlehan to put together this year's campaign.

Kirsten Sparks is the director of the research team, consisting of **Brianna Chenkin, Michael Liu, Diana Ovale** and **Mitch Shubert**. The promotion/PR team, directed by **Javier Vela**, is composed of **Michael Baum, Yolanda Cano, Michelle Castaneda, Julie Korzekwa** and **Holley McConnell**. The media team, directed by **Stephanie Underwood**, consists of **Ryan Bradley, Monique Ramos** and **Jacob Frick**. The creative team, led by **Michael Scheel**, has **Sebastian Reeve** as art director and members **Katy Brantley, Johanna Campbell** and **Michael Shea, Vicki Stover** and

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Crazy for Convergence

The University Star gained a teleprompter and software that will be used to produce daily newscasts to expand on its coverage. **Bob Bajackson**, faculty adviser to *The Star*, shows off the new equipment in the Trinity building.

School preps for prestigious NPPA workshop April 5-11

Dave Nolan was attending a photojournalism conference in Austin when the topic of the National Press Photographers Association Advanced Storytelling Workshop surfaced.

It was mentioned casually.

The prestigious NPPA program, then housed at the University of Kentucky, might be looking for a new home.

"Do you think you guys would be interested in bidding on this?" the colleague asked Nolan.

Nolan's eyes widened. "Sure," the Texas State professor replied.

The competition for the program was on, and Nolan, with the support of the faculty, began putting together a winning bid.

Thanks to a \$5,000 commitment from Time-Warner's News 8 Austin and the

commitment for involving both students and faculty, the NPPA announced it was moving the program from Lexington, Ky., to Central Texas. Texas State beat out Louisiana State University for the

NPPA workshop. The workshop is scheduled April 5-11.

To support the bid and complement the mission of the workshop, Nolan created a Video Storytelling course. The prospects of the program has created great interest, and many programs associated



David Nolan

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Bergen salutes 'team effort' for re-accreditation bid

A five-member ACEJMC site team spent two-and-a-half days visiting with faculty, staff and students and observing classes. After spending more than 48 hours at Texas State, they departed with more than a very positive feeling.

The site team found the program in compliance on nine major standards.

"It doesn't get any better than this," said Lori Bergen, SJMC director. "This was a great team effort and the credit goes to students, faculty and staff for all your work and dedication to our program."

The process for accreditation is not over yet. The site team's report goes before the ACEJMC Accrediting Committee in March in Chicago for their approval. That committee then makes its recommendations to the Accrediting

Council that meets in May in Portland, Ore., to make the final decision.

"I think it is fair to say we should be confident of continued success throughout the process," Bergen said.

Dean Richard Cheatham offered his congratulations to Bergen and the School and shared insights into the process, "When the team met with me they were extremely positive about the quality of our faculty and the 'can-do' attitude of our staff," Cheatham said. "Meeting the accreditation standards requires a team effort. I am proud of our entire team and your leadership in the process."

The site team was composed of:

- Dulcie Straughan, associate dean for undergraduate studies at the School of Journalism and Mass Communication at

the University of North Carolina-Chapel Hill.

- Ray Chavez, visiting associate professor in the College of Journalism and Mass Communication at the University of Oklahoma.

- Nancy Mitchell, associate professor in the College of Journalism and Mass Communication, University of Nebraska-Lincoln.

- Peter Debreceeny, former vice president of corporate relations at Allstate Insurance Company, is an independent public relations consultant based in Chicago.

- Kit Rushing is on sabbatical from the Department of Communication at the University of Tennessee at Chattanooga and serving as interim head of the Department of History at Chattanooga.

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David Rodriguez, Jr. comprise the production team, which Stover will direct.

Meanwhile, Texas State will compete in the Public Relations Society of America's 2009 **Bateman Competition** with two teams.

Members of the Maroon team are **Travis Beck, Victor Hernandez Fuentes, Jordan Hoefler and Kalli Wild.**

The Gold team consists of **Elysa Bean, Holley Lange, Calley Pace and David Paul San Miguel.**

This year's client is the Consumer Bankers Association. The campaign theme addresses breaking down barriers for attending college.

Fourteen students who have performed highly in the classroom and among student media and organizations were honored with **Dean's Scholarships** recently.

The honorees for the 2009 Dean's Scholarship awards are: Louise J. Armstrong, Yolanda Cano, Carol A. Glaser, Claire N. Heathman, Alejandra Hering, Amy R. Lane, Holley E. McConnell, Alysha K. Mendez, Hannah A. Miller, Sergio Palacios, Tiffany L. Pelt, Colter D. Ray, Sophie B. Sarvari and Adam D. Swank.

The award winners were chosen on the basis of having a 3.0 or better grade point average plus involvement in student media and student media organizations.

Students will have a chance to compete for **endowed scholarships** this spring. The deadline for applying for these scholarships is March 2, 2009. For more information, visit the "Scholarships" link under the School Web site at www.masscomm.txstate.edu.

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School preps for prestigious NPPA workshop April 5-11

with the workshop will be open to the University community.

The event already is attracting international attention. Among the news organizations coming to work in Central Texas are those from Denmark and the United States Navy. Nolan anticipates 40 individuals to comb the area from Austin to San Antonio to produce stories that no doubt will receive an international audience.

He said the program attracts a variety of journalists to help students work on their storytelling techniques.

"Originally, the workshop was geared toward reporter/photographer teams, but it is changing as it comes here to include newspaper journalists as well," Nolan told *The University Star* recently.

Steve Sweitzer, workshop director, said the NPPA is excited about coming to Central Texas. "We are excited about both the geographic location and the school, especially the enthusiastic support we have received from David Nolan and Lori Bergen," Sweitzer told *The Star*. "This year we will be reaching out to newspaper video journalists and will place an added emphasis on people who are working as one-man-bands."

Nolan noted how the convergence of media is affecting the industry. "There are changes in the industry right now, especially in the newspaper business, as far as the model that we are using to tell stories, and that model is migrating very quickly online," he said. "Video is part of that. Journalists today are expected not only to write stories, but capture sound, take pictures, show some video and know some online multimedia work."