

LEADS

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Cindy Royal and
Aron Pilhofer,
below, discuss
new media issues
in class.

Pilhofer: New pop in media

Aron Pilhofer, new media guru for *The New York Times*, visited students Feb. 23 and had the Twitter birds tweeting. Here's a sampling:

- "Yay Pilhofer is a twitter supporter!"
- "Pilhofer says he's very intrigued by Twitter and says there is less anonymity vs rest of web."
- "'In line with grad students to ask Pilhofer a question.'"
- "Pilhofer: 'we need to find new ways to put news in front of people's faces.'"
- "Things that separate one website from another is good original content; reporting", Pilhofer on websites hiring journalists."
- "iTunes model for selling news?"

Spanish-language media a close-knit family

An extension of "familia" is what Juan Gonzales, editor of *El Tecolote*, calls Spanish-language media today.

In a national conference organized by Texas State University's Center for the Study of Latino Media and Markets and held at the campus, Spanish-language media professionals focused on the state of Spanish-language media, its history, its differences and why cultural relevance could be the economic salvation of the industry niche.

Federico Subervi, director of the CSLMM, told participants, "The Latino community may acculturate but we won't assimilate. These populations need to have a voice of their own."

The Latino population, a historically under-represented segment of mainstream media, has seen recent increases in the media market to match information needs of a growing population.

Gissela SantaCruz of *Ahora Si*, the Spanish-language affiliate of *The Austin American Statesman*, said, "We can't ignore the fact that the fastest growing population of Austin is the Spanish language community."

Spanish and bilingual media also play an important role in confronting negative issues of Latinos in the mainstream media. The experts agreed that the most widely covered Latino issues in the mainstream media are immigration and

crime.

"Those stories won't go away and they need to be told, but they need to be told giving reasons behind them," Gonzales said.

Dino Chiecchi, editor of Hispanic Publications and Conexion at *The San Antonio Express-News*, said, "The level of quality is just as high as everywhere else."

The same economic issues that pressure mainstream newsrooms have made their way into Spanish-language media.

The American Statesman's SantaCruz said, "I don't think we are immune to anything. Just because we're a niche paper doesn't mean we're special."

Students take SPJ awards

Kym Fox, Dr. Sue Weill and students just returned from the Society for Professional Journalists Region 8 conference in Fort Worth with an array of awards for their professional work. The categories, awards and Texas State winners were as follows:

- Breaking News Photography, second place — **Spencer Millsap, Stacie Andrews, Monty Marion, Austin Byrd**, The University Star, "All eyes on Texas."

- Editorial Cartooning, second place — **Pat Stark**, The University Star.

- Editorial Writing, second place, University Star Editorial Board.

- General News Photography, third place — **Jenny Polson**, The University Star, "Today's vision, tomorrow's tradition."

- Photo Illustration, second place — **Stacie Andrews**, The University Star Texas State University, "Packing heat."

- Radio Feature, second place — **Andrew Russell**, KTSW 89.9, "Iconic."

- Radio Feature, third place — **Adam Swank**, KTSW 89.9, "Million musicians march."

- Television General News Reporting, second place — **Grant Martin**, Bobcat Update, "Ike now..."

Students win Addy

Texas State ad students took home ample hardware from this year's Addy awards. In the Student Category Mixed Media Campaign: **Antonio Banos, Lyle Jenks, Michael Scheel, Sebastian Reeve** and **Matt Spicer** won a Bronze Addy Award for their campaign "2008 NSAC Campaign Highlight Selection."

Repeat Headliners

Alex Hering and **Jackie Baylon** have been named repeat award winners of the Headliners Foundation Scholarship. The winners of the 2009-2010 Headliners awards will be honored at an awards luncheon in the fall. Both students are working this spring as reporters in Washington, D.C.

Oskam wins Scott Award

Dr. Judy Oskam, associate professor and associate director for Round Rock Programs in the School of Journalism and Mass Communication, won the Alan Scott Rising Star award at the recent Texas Public Relations Association meeting.

International student Tourlet ready to continue family tradition in journalism

Elsa Tourlet clicks off her cell phone call.

The phone rings again. The exchange student from Bordeaux, France, clicks off again.

"It's my mother," she says in a French accent.

It rings one more time. "Go ahead and take the call," she's encouraged.

The conversation switches back and forth between Spanish and French.

"I couldn't help but notice that sometimes you answered questions in Spanish, and other times you answered questions in French."

"My mother asks about certain things in Spanish and other things in French," she replies.

Any other questions would be prying.

Elsa Tourlet has high ambitions to follow in her parents' footsteps to become a journalist. Her father is a broadcaster, while her mother works in print. She had a three-month internship this summer with France 3, which is the public channel in that country. In July, she will work as a reporter in Spain.

"Maybe my English will improve where one day I'll be able to work for CNN," she said. Tourlet's language abilities extend beyond French and Spanish. Add Italian and, of course, English to the list. Born in Spain, Tourlet moved to Italy when she was 1 year old and grew up in Bordeaux.

Hoping to improve her English, Tourlet looked for an exchange program with her university — Universite Michel de Maigne. It just so happened that Texas State had a relationship with the school. In Bordeaux, she studied philosophy for two years before following a curriculum called "science of information and communication with a specialization in journalism." She's also modeled.

"We were part of 300 people looking for opportunities to study in America," she said. "I went to the interview and everything looked really good." She is one of a dozen international students in the SJMC, including others from Brazil, South Korea, Japan and Mexico, among others.

Tourlet said she enjoys her classes at Texas State, where she also teaches a couple of French classes. "Here you can



Elsa Tourlet to pursue career in Europe.

be very close to the teachers," she said. "In France, professors are very inaccessible. If you have a problem here, you can come and speak. France is a different country."

Not wanting to offend her interviewer, she said she has enjoyed her experience in the U.S., though her experience has been limited to visiting the Austin area, Monterrey, Mexico and McAllen. She also took a Thanksgiving trip to visit various points in Peru.

Yep, she likes the barbecue in Texas and the Mexican food, though Tex-Mex is different from the food in Spain, she said, adding, "Steak is my favorite food. The quantity of food here is too big."

Texas State contrasts greatly with the Bordeaux wine country. "The campus here is hilly," she said. "Bordeaux is flat. Here I'm always walking."

She brandished a little French humor when asked what she does for fun in San Marcos? "It's a problem," she said, smiling. "No, just kidding. I'm having fun because I always find something to do." Most of that fun involves traveling. "Before I return home, I have to go to New York and New Orleans," she said.