

LEADS

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Chuck Kaufman, Editor

Swank wins again

Adam Swank took top honors for the second consecutive year at the Houston Press Club Awards ceremonies in late June in the J-4 News, Sports, or Feature Story category for his story "Million Musician March." Judges praised Swank for his "good use of audio" and "the writing didn't overpower the story. Also, nice pacing." Last year, Swank won for his story "Paranormal." Also, alumna Erika Aguilar, now of KUT-FM, placed third in the E-4 Soft News Feature category for her story "Body Farm."

2nd in 'Best of Web'

Dr. Cindy Royal's Advanced Online Media graduate class won Second Place in the AEJMC Best of the Web competition in the journalism category for its South by Southwest Interactive coverage. "This really continues to demonstrate the value of students taking multiple online media courses in a sequence or concentration," Dr. Royal said. Other universities taking honors were Northwestern University, American University, the University of Florida, Ball State University, the University of North Carolina at Chapel Hill and the University of West Virginia.

Carlson to Germany

Larry Carlson, senior lecturer, travels to Berlin and Hamburg Oct. 4-11 to participate in the German Study Program for Senior Editors. Carlson and Texas State University played host last year to an editor from Germany.

"I think it's going to be really enlightening," Carlson said. "Most radio programming in Germany is government radio. They do more long-form stories whereas radio in the U.S. is privately owned and commercially driven. That's something they're more interested in, and I will discuss the challenges



Alysha Mendez, left, participates in a promotion in New York City with other interns at book publisher Simon & Schuster and Andy Borowitz, author of "Who Moved My Soap? The CEO's Guide to Survive in Prison." The book's release came on the heels of the sentencing of Bernard Madoff.

Interning in the city that never sleeps

This is a tale of three interns and one city — New York. Alysha Mendez, electronic media major, is getting a taste of the print world at giant book publisher Simon & Schuster. Yolanda Cano, advertising major, is working as an account management intern at DDB Worldwide, one of the world's largest ad agencies. Her focus is on the agency's account for the pharmaceutical drug Actonel, which fights osteoporosis. Monica Apodaca is working at JWT.

Still working in the glow of Manhattan's bright lights, all three students took a few moments recently to answer questions about their experiences.

What has been the most amazing part of your professional experience this summer?

Mendez: Just seeing first-hand the process of publishing a book. I had no idea how much went into

it, it's incredible. And of course, I get all the free books I want (even ones that aren't available to the public yet)!

Cano: The best part of this experience is working in an advertising agency of such high caliber. DDB has a lot of history and it contributed so much to the advertising industry, and it feels great being a small part of something huge. Being immersed in an experience like this has made me learn so much more about the advertising field and has made me become that much more passionate about this industry.

Apodaca: I would say the community and culture of advertising out here blows my mind. Networking is an absolute must and everyone pretty much knows someone who has worked somewhere before that knows someone where you are now. Networking is a culture and way of life for these people and it's really

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of our formats and markets." The program is organized and funded by the RIAS Berlin Kommission and the Radio and Television News Directors Foundation.

Winning assignment

Cans for a Cure, an enterprise to save aluminum cans from landfills and raise money to boost cancer research, was started by a couple of Texas State public relations students, Sergio Palacios and Sean Myers. Simply, Palacios, Myers and others show up at parties and pick up cans and store them until they can redeem them for cash. The organization was featured in a front page Austin American-Statesman feature on May 8. The group (www.cans4acure.com, has 15 active members. Palacios and Myers said they hope to expand Cans for a Cure to college campuses throughout the country.

Elley on Storytelling

Chris Elley, a 2000 masters program graduate and president of Electro-Fish Media in Austin, is shooting five films to promote tourism in Loudoun County up East. The company's work was part of a feature recently in The Washington Post. John McCallip, another Texas State grad, is the sound producer for Electro-Fish. He's been working on the assignment since 2007 and won the business after Loudoun County officials were impressed with the storytelling on Texas Story: A Love Story. Instead of weaving scripted stories to promote an area, Elley finds real people and vignettes to do the work. "We know everyone has a story," Elley told The Post. "We wanted to tell stories in places where, when we speak about the stories, we speak about the character of the place itself."

Star Centennial

The University Star is already planning activities this spring to celebrate the student newspaper's 100th anniversary. A golf tournament to raise scholarship funds is set for April 30 at Quail Creek. A reunion dinner will be held in the LBJ Ballroom on May 1. For more information, contact Bob Bajackson at rb20@txstate.edu or this year's editor Amanda Venable at av1131@txstate.edu.

A tale of 3 interns, 1 city

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great to be surrounded by it. I feel like people care about what I think. I'm not just the "intern."

How did the experience exceed your expectations?

Mendez: *I get to go to all the meetings here — editorial, art, marketing, etc. So I've learned a lot about every department in the company. I also get to read proposals for new books, like President Obama's half brother's autobiography that we're publishing.*

Cano: *I thought working with an account in pharmaceuticals would be a bit dull and boring but it has been great. It's a lot more challenging and difficult, which makes it that much more interesting and I've learned a tremendous amount from working on account.*

Another is that I did not know I would feel this welcomed to DDB. I actually feel like I'm part of the team. It's not often that I feel like "just an intern" and that makes you feel more confident and makes you feel comfortable at work.

Apodaca: *I don't know if I had any specific expectations other than knowing I was going to learn a lot, live a lot and probably stress a lot. Am I learning? Yes. Am I "living?" In every moment! And stressing? A little but that's the industry and I love it. I expected to meet driven individuals but not this many with such passion. It makes you passionate. It's really great.*

What was the most fun thing you did in N.Y., either on the job or just in general?

Mendez: *On the job, I got to go to Bernard Madoff's trial to promote Andy Borowitz's new book, which gives advice to CEOs in prison. We wore bright orange shirts and handed out soap on a rope to reporters. It was hilarious. And I met Andy, who is the creator of Fresh Prince of Bel Air. Off the job, the most fun I had was seeing Shrek the Musical when my boyfriend came to visit. I loved it!*

Cano: *Four things come to mind. Having a little "viewing party"*

when the spot that the team and I had been working on for so long launched for the first time on TV during The Bold and the Beautiful.

Meeting the Proctor & Gamble client in person.

Being in the studio when the TV commercial actors did their voice recordings.

This Friday I will be able to attend a print shoot, I'm sure that will be fun too.

Apodaca: *I would have to say that the first night of meet and greet at JWT was amazing. The offices were beautiful and when I sat back and thought about how many talented and "famous" people in the industry I was surrounded by blew me away. It was one of those moments where I looked around and thought "Yes, this is what I want to do." But there was one day where I roamed Central Park for three hours or so after a crazy day in the office and it was so peaceful and perfect I had to pinch myself. I think that day was one my best days in the city yet.*

What advice would you give to others seeking a work experience in N.Y.?

Mendez: *Meet as many people as you can — at work and in general. That way you'll always have something to do on the weekends and the more people that remember you at work, the higher your chances are of getting a job in the future!*

Cano: *Make sure you know that you absolutely love the industry. If you do, don't be scared and just go for it!*

Apodaca: *Do it. You have nothing to lose but a few hours on your computer when you'd probably be on Facebook anyhow. Apply, apply, apply. You would be surprised how many companies are looking for fresh minds and creative ideas from young college graduates. I just sat and had coffee with the C.E.O of my company about an hour ago and he said that meeting the interns is one of his favorite things just because we come from such a different world. As cliché as it sounds we are the future. (he really did say that!)*