

# LEADS

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

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Chuck Kaufman, Editor

Ralph Ceballos, technical guru for the School of Journalism and Mass Communication, has been named Employee of the Month for the entire university. The announcement was made at a faculty meeting Oct. 10 by Dr. Perry Moore, university provost. "People like Ralph Ceballos keep the place running," Dr. Moore told the School's faculty. He added that Ceballos' beyond-the-call-of-duty efforts to manage the new lab area in the Trinity Building following flooding this summer. "You are charged with keeping the stress level under control," Dr. Moore said, "And you have done exactly that and more."

Ceballos acknowledged the praise by the provost and School faculty, adding, "I appreciate the appreciation."

The staff at KTSW-FM 89.9 has received more recognition for their efforts, this time in the form of a "Best of Austin - Critics Pick" award from the *Austin Chronicle*.

Kerstin Steinbrecher, a news editor with WDR in Cologne, will be on campus the last week of October as part of a German-U.S. journalist exchange program. Dr. Lori Bergen, director of the School of Journalism and Mass Communication and Rachel Elsberry of News 8 Austin spent a week in Germany in June. Stenbrecher will be coming to the U.S. Dr. Bergen said she will visit classes and radio station KTSW during her two-day visit in San Marcos.

## Another solid lineup for MassComm Week

In addition to Scott McClellan, former press secretary to President George W. Bush and author of "What Happened: Inside the Bush White House and Washington's Culture of Deception," Mass Communication Week features many outstanding speakers addressing a wide range of important media issues.

McClellan speaks at 6:30 p.m., Tuesday, Oct. 21, in the LBJ Teaching Theater.

Heloise, the Helpful Hints columnist and Texas State alumna, will headline Mass Communication Week at the Round Rock campus. Her presentation, "What form of communication is best? From e-mail to snail mail," will be at 10:30 a.m., Monday, Oct. 20 at 10:30 a.m. in the Round Rock Higher Education Building.

Other speakers include:

### MONDAY, OCTOBER 20

- **RON OLIVEIRA**, KEYE, "The Changing World of Broadcast News," 9:30 a.m., Tuesday, Oct. 20.
- **AVERY HOLTON**, Round Rock Express, "Sports and Media Relations," 3:30 p.m., Round Rock campus, Room 455.

- **ROBERT QUIGLEY** and **TONY PLOHETSKI**, Austin American Statesman, "Twittering the News: Covering Hurricanes in 140 Characters," 11 a.m., Oct. 20, OM320

- **ERIC GAY**, Associated Press, "Photojournalism," 11 a.m., OM201

- **SIG CHRISTENSON**, San Antonio Express-News, "Being an Embedded journalist," 12:30 p.m., OM232.

- **RICHARD PHILLIPS**, Phillips & Co., "The Principles of Leadership Momentum: From the Voting Booth to the Storefront," 12:30 p.m., OM234.

### TUESDAY, OCTOBER 21

- **JOHN BURNETT**, National Public Radio, "Storytelling," 2 p.m., Oct. 21, OM320.

- **JAMES ALDRETE** and **FRANK GUERRA**, "Targeting multicultural audiences in elections," 2 p.m., Oct. 21, OM234.

- **D-TRAIN**, Hot 93.3, "From College Radio to Real World Radio," Oct. 21, 3:30 p.m., OM320.

### WEDNESDAY, OCTOBER 22

- **PAMELA BAGGETT-WALLIS**, Persuasion Communication, "Crisis



Communication," 8 a.m., Oct. 22, LBJ 4-16.1

• **ELIZABETH CHRISTIAN**, Elizabeth Christian PR, **RANDALL DILLARD**, Texas Secretary of State, "Public Affairs: PR for the Public Good," 9:30 a.m., Oct. 22, OM320.

• **BURNIE BURNS**, Rooster Teeth Productions, "Online Video: Where It Is and Where It Is Heading," 9:30 a.m., OM232.

• **SHEILA SCARBOROUGH**, Every Dot Connects, **OMAR GALLAGA**, Austin American-Statesman, "Web 2.0 in the Real World," 11 a.m. OM320.

• **DAWN DUPLANTIER ROBINETTE**, formerly with General Motors, "Marketing GM," 11 a.m. OM232.



• **W. GARDNER SELBY**, Austin American-Statesman, "Election Day Coverage, and

What to Know Regarding FOI in Covering Local, State and National Elections," 11 a.m., OM201.

• **LIZARREAGA**, Mercury Mambo, "Using experiential advertising and PR to target Hispanic consumers, 12:30 p.m., OM234.

• **CRAIG CUNY**, Lone Star Directions, Energy PR, 12:30 p.m., OM232.

• **KERRI QUNELL**, Capital Area Food Bank, "Nonprofit PR, Using social media to spread the message," 2 p.m., OM320

• **RACHEL ELSBERRY**, News 8 Austin, "Covering a presidential family. Lady bird and the Johnson family, 2 p.m. OM234;

• **DEBBIE FIELD**, Texas A&M Health Science Center, "Public Relations and Health, 2 p.m., Round Rock campus.

## 2nd Annual SJMC Career Fair: 10 a.m. to 3 p.m. Monday LBJ Ballroom

The 2nd Annual School of Journalism and Mass Communication Career Fair will be held from 10 a.m. to 3 p.m. Monday, Oct. 20, in the LBJ Ballroom. Employers representing interests of all sequences in the School will attend the event. Students are urged to bring copies of their resumes and to dress professionally. All exhibitors are looking for interns for spring, summer and next fall.

A partial list of exhibitors follows:

- KENS-TV 5
- KVUE-TV 24
- Lance Armstrong Foundation
- LatinWorks Marketing
- South by Southwest Festival & Conference
- Time-Warner Cable
- Central Texas Medical Center
- Elizabeth Christian & Associates Public Relations
- Emmis Austin Radio
- GradLaunch USA
- Make-A-Wish Foundation of Central & South Texas
- San Marcos Convention and Visitors Bureau
- Valpak of Dallas
- Texas Association of Broadcasters

• **PAUL BURKA** and **EILEEN SMITH**, Texas Monthly, "Covering Politics: Tradition vs. New Media, 3:30 p.m., OM320.

• **ERIN GRIFFIN**, Cohn & Wolfe, "Sports PR," 3:30 p.m., OM234.

### THURSDAY, OCTOBER 23

• **ANNE TIEDT**, "10 things to know about working in PR," 8 a.m. CENT157.

• **MIKE CHAMPAN**, "Using new media in political campaigns," 9:30 a.m., OM320.

• **DAVE MCNEELY** and **R.G. RATCLIFFE**, "Covering politics, Texas style," 9:30 a.m., OM232.

• **MICHAEL PRANIKOFF**, director of emerging media, PR Newswire, 11 a.m., OM320.

• **LYDIA CAMARILLO**, "Spanish language media coverage of politics,

11 a.m., OM234.

• **ALICIA WAGNER CALZADA**, president emeritis of the NPPA, "Photography ethics and the law," 11 a.m., OM201.

• **JOHN MACCORMACK**, San Antonio Express-News, "Investigative reporting," 12:30 p.m., OM232.

• **AD/PR ALUMNI PANEL**, "What I didn't learn in school," 2 p.m., OM320.

• **JOURNALISM ALUMNI PANEL**, "What I didn't learn in school, 2 p.m., OM234.

• **TERRY BERTLING**, San Antonio Express-News, **HELEN ANDERS**, Austin American-Statesman and **KEVIN ROBBINS**, "Multimedia Elements in Feature Writing, 6:30 p.m., OM201C.

*Schedule is subject to change. heck bulletin boards for updates.*