

LEADS

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Chuck Kaufman, Editor

McClellan to headline Mass Comm Week

Scott McClellan, who left the Bush Administration and wrote a book criticizing the decision to go to war in Iraq, will be a key speaker at this year's Mass Communication Week from Oct. 21-23. His address will be at 7 p.m., Oct. 21, in the LBJ Teaching Theater.

McClellan replaced Ari Fleischer as White House press secretary in July 2003 and served till April 2006, when he was replaced by the late Tony Snow.

McClellan criticized the Administration

in his 2008 memoir "What Happened." He accused the president of "self-deception" and added that Bush maintained a "permanent campaign approach" to governing rather than making the best choices. He said the Administration was not "employing out-and-out deception" in making the case to attack Iraq; that the Administration relied on an aggressive "political propaganda campaign" over established facts to sell the Iraq war. McClellan's book also was critical of the

press corps for being too accepting of the Administration's perspective on the war, which came in the aftermath of terrorist attacks on the World Trade Towers that killed about 3,000 people on Sept. 11, 2001. McClellan also wrote in *The Washington Post* in June: "I still like and admire George W. Bush. I consider him a fundamentally decent person, and I do not believe he or his White House deliberately or consciously sought to deceive the American people."

Baffi wins global prize

VIENNA, Austria—Recent alum Kim Baffi won the 2007-2008 International Student of the Year Award for a spec campaign she produced at Texas State University. Former faculty members Jody Gibson and Ray Longoria served as advisers on the project.

2nd Career Fair Oct. 20

Employers are lining up once again to participate in the 2nd Annual School of Journalism and Mass Communication Career Fair. The event attracted more than 20 vendors and hundreds of students to the LBJ Ballroom last year and this year's event promises to be bigger. Students from PRSSA are working with Career Services to promote the fair. Get those resumes ready.

TAB at SAC on Oct. 23

The Texas Association of Broadcasters is having a Career Expo from 11 a.m. to 3 p.m. Thursday, Oct. 23 at San Antonio College in the Longwith RTVF Building. Visit the map on the SAC Web site for directions. Admission is free.

BURNING PASSION



—AP photo

Herrera learns on scene of fire as KXAN intern

Ramon Herrera didn't have to work at KXAN that Sunday night in June, when the Governor's Mansion was torched. But when he heard about it, the summer intern with the NBC affiliate in Austin called to see if the station needed help. KXAN camera crews were the first on the scene with live footage.

"We were fighting for video on the scene," Herrera said. "Every reporter

we had was on the scene. During the first week, we always had two news reporters there. Print journalists would come and go, but we set up camp under a tent. It was 102 degrees and we had coolers."

Herrera, a senior electronic media major with previous internship experience with an El Paso station, said this news story was an exciting way

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SPJ members learn lessons from interns

BY DENISE BLAZ

The campus chapter of the Society of Professional Journalists listened to Alex Hering and Jackie Baylon discuss their respective internships. The students and Internship Coordinator Chuck Kaufman told chapter members how to pursue such opportunities.

The Sept. 11 meeting was the first of the year for SPJ, and many of the students were there to join the organization.

"I think the club will open up possibilities for networking," said Hannah Miller, electronic media senior. "I think it could open up the potential for meeting other people in my field."

Michael Barrett, print journalism senior, agreed, saying he believed the organization could be helpful in meeting people. SPJ prides itself on being the most broad-based journalism organization, with a total of 9,000 members nationwide.

Specifically, SPJ promotes press freedom, high ethical standards and professional development.

Kym Fox and Gilbert Martinez, SPJ faculty advisers said the group plans to raise funds to cover costs associated with students attending the 2009 national SPJ convention in Indianapolis and to invite various mass media professionals to share insights concerning a myriad of topics. Both faculty members urged students to get involved in the organization. SPJ "allows students to meet professionals at these gatherings," Martinez said.

Program panelists Hering and Baylon were fresh off their respective summer internships. Hering, a dual print/photo journalism junior, worked for 12 weeks at *The Laredo Morning Times*. Baylon interned with KLDO-TV, a Spanish-language television affiliate of Univision 27 in Laredo.

"It was a great experience," Hering said. "I got to handle some major stories. I cannot match the experience to anything else I've done. Doing the internship has been one of the best things I've ever done. I have friends that I will have for the rest of my life."

QUICK QUESTIONS

• **How was your internship? • What was the best part about it? • How was your internship as a learning experience? • How did your internship contribute to your career goals?**

HERRERA

to begin his internship with KXAN. It provided numerous lessons for the budding television reporter.

He said initial details were scarce. There were rumors of a Molotov cocktail. Governor Rick Perry initially had no comment as information about the lack security and other issues came into play.

"You view the information you have and investigate from there," Herrera said. "For the most part, all we knew was that the mansion was on fire. That's when framing questions is really important."

He and other reporters wanted to know whether the mansion could be restored. How much damage was caused? Why weren't Department of Public Safety officers on the mansion grounds? Who did this? And how?

Investigators are still working to crack the case. No arrests have been made.

For electronic media students — and students in all sequences — in-

Kelsey Press

Walmart, Bentonville, Ark.

"I worked at the corporate headquarters of Wal-Mart and, overall, I learned how to communicate with people. Many times, there are lulls in the work, but more often

I worked at a furious pace and had a lot of work to do at once. You can't imagine what goes on in a worldwide organization like this until you are in there. It's amazing.

I was so honored to get the internship. More than 1,000 applicants competed for 150 positions, including 50 MBAs. They said I got the internship because they were impressed that I was so persistent. To get an internship like this you can't be afraid to go out on a limb. Better yet, after my product presentation, they offered me a great, full-time job."



Ramon Herrera

ternships are crucial to competing for full-time jobs after graduation.

"An internship is the most valuable experience for anyone going into broadcast journalism," he said. "It's such a competitive and tough career. You have to love it to pursue it. The internship allows students to see if they will like the work. It's not for everyone.

"There are things school can teach you, but when you are put on a story with an actual deadline and you're working alongside a photographer, writing to tape and storytelling visually is a different beast."