

LEADS

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Chuck Kaufman, Editor

Style and Substance

Electronic Media Graduate Student **Jon Zmickly** is producing "Studio B," a new, fun mix of news, talk, comedy and live music on Cable Channel 23.

Zmickly also is executive producer of Bobcat Update and is a blogger this spring for the South by Southwest music, film and new media festival. Look for "Studio B" on Channel 23, also archived under the SJMC Web site.

The **School of Journalism and Mass Communication** has been selected from more than 60 other institutions by the **American Press Institute** as the site for a one-day workshop for our faculty on visual journalism. The event is scheduled **Jan. 16, 2009**, in the LBJ Student Center. Texas State University is one of only six schools.

API will cover all the costs of this event with support from the **John Ben Snow Memorial Trust**.

The **KTSW-FM 89.9 staff** received three awards at the 7th Annual College Broadcasters, Inc. Student Production Awards ceremony on Oct. 31st in Kansas City, Mo. Recent Texas State graduate (**Saul**) **Trey Ramirez** got the top honors in the "Best Technical Production" category for his radio drama "**Love's Lane**."

A team of reporters and producers from the KTSW news department, including **Kristi Sykora, Stephanie Harvey, Lauren Corbut, Matt Petmecky** and **Rebecca Wilson**, were recognized as finalists in the "Best Feature Show or Broadcast" category

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SJMC students added a new wrinkle to this year's MassComm Week with a fashion show.



Erika Aguilar (left) of KUT-FM and an alumna of Texas State University was a guest speaker at MassComm Week.

This year's Mass Communication Week expanded its always superior program to include a "Dress for Success" fashion show one evening and a one-afternoon career fair.

Video of key programs, including former White House Press Secretary Scott McClellan's keynote speech were streamed onto a 2008 MassComm Week Web site. Meanwhile, student bloggers reported and

weighed in on events with countless words and a wide range of observations. The School of Journalism and Mass Communication played host to scores of visiting high school students who were treated to a universe of communications issues and the Texas State campus.

"Thanks and congratulations go to

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everyone who made this huge success possible,” said Dr. Lori Bergen, director of the School, who praised all faculty and student volunteers, particularly the work of Dara Quackenbush, senior lecturer, who again chaired the event.

The Oct. 20-23 event also served as a backdrop to an open house for the new Center for the Study of Latino Media Markets.

“Mass Communication Week is a huge amount of work but such a valuable and important part of our mission in helping students understand our discipline and their place in it,” Dr. Bergen added. “There is certainly a buzz about us as a result of this as well—the world pays attention to programs that provide this kind of access and insight into our industries and professions. We should all be very proud of this incredibly successful event.”

Students from Dr. Cindy Royal’s Web design class, Kym Fox’s Advanced Reporting class and at least one student participating from the Round Rock campus, thanks to Dr. Judy Oskam, wrote previews and reported on presentations for



Almost 200 students attended the Second Annual SJMC Career Fair Oct. 20 in the LBJ Student Center ballroom.

www.txstatemcweek.com.

In addition to McClellan’s presentation Oct. 21, other streamed discussions were a Twitter discussion by Robert Quigley and Tony Plohetski of the *Austin American-Statesman*; and “Online Video: Where it is and Where it is Heading” with Burnie Burns of Roostertech Productions.

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for the “Political Candidates and Issues—Part 2” edition of the KTSW public service show, In the Public Interest. And the KTSW Web site was one of four finalists in the “Best Student Media Website” category, the second year in a row that the KTSW Web site, created primarily by former KTSW webmaster **Cory Nemec**, has been recognized in this category.

In 2007, the KTSW Web site was recognized as the top Web site in this category. The full list of award winners can be found at <http://www.askcbi.org/?p=141>.

KTSW public service reporter and (audio) production assistant **Andrew Russell** participated in the NPR Next Generation Project at the CBI convention as well.

The five-day student media “boot camp” is conducted annually at the fall College Broadcasters, Inc. convention.

Russell produced two versions of his original story “Early Voting in Kansas” as part of the Next Generation project, an audio-only piece and a multimedia project consisting of audio and slides.

Subervi part of election coverage on V-me network

Professor Federico Subervi was a part of panel coverage on national Spanish language television for 2008 general election coverage.

Dr. Subervi was part of “Participa 2008: Elección Presidencial,” a live broadcast from New York for the V-me Spanish language television network Nov. 4, from 8 p.m. to 2 a.m. (Central). He was a member of the V-me Noticias team discussing trends in key states and party strategies along with results as the night progressed.

“We discussed a whole spectrum of issues related to the election campaign, the election returns, media coverage and strategies of the two parties,” Dr. Subervi said. “All of this was particularly focused on Latinos and Latino-oriented media.”

Dr. Subervi has devoted more than two decades to the understanding of Latino politics and recently wrote a book, “The Mass Media and Latino Politics.”

He said Latino voters are more engaged in the presidential election this year in particular and expects their vote to be influential in its outcome.

“As with the population at large, the economy, health care and the war in Iraq are all important issues,” he said. “But also immigration, education, and the anti-Latino rhetoric that negatively affected thousands of Latinos will have an impact.”

Other experts participating in the coverage will include: Nathan Thornburgh, senior editor of *TIME* magazine; Marcela Sanchez, The New York Times Syndicate; Jorge Mursuli, president and CEO of Democracia U.S.A.; Vanessa Cardenas, Center for American Progress; Rolando Roebuck, community activist; Juan Carlos Benitez, Republican Party strategist; Emilio Viano, professor American University and Roberto Lovato, New America Media and *The Nation* magazine.