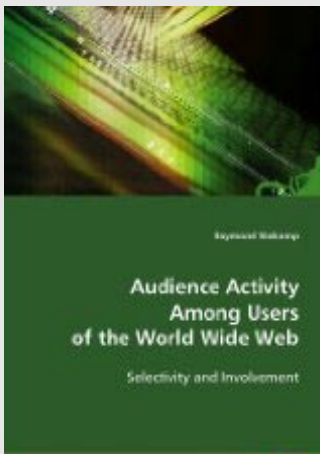


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Chuck Kaufman, Editor



Dissertation published

Dr. Ray Niekamp's dissertation, "Audience Activity Among Users of the World Wide Web: Selectivity and Involvement" has been published by VDM, a German publisher. It is available on Amazon.com (search "Niekamp"). Also, his paper on citizen journalism coverage of Hurricane Ike won first place in the News Division of Broadcasting Education Association. He will present it in April at the BEA meeting in Las Vegas.

The Star is ON THE AIR

Summer Ratliff and Stephanie Kusy-Wilson anchored the first online news report for The University Star. The four-minute report is produced with a strong mix of still and video photography, all in high definition television. Bob Bajackson, faculty adviser of The Star, said the newscast will begin as a weekly program, but he hopes the staff will produce daily newscasts. He welcomes the addition of electronic media as well as print journalism students. The product is the result of long-time efforts to full-tilt convergence at the award-winning student newspaper. Bajackson will lead a seminar how this expansion of capabilities at the April meeting of the Texas Intercollegiate Press Association.

Finally... Colter Ray received 12th place in the Photojournalism II competition of the Hearst Journalism Awards Program.



20 Ad Club members discover the magic of Madison Avenue

LEADS Photo by Gabriel Carrillo

Twenty Texas State Ad Club members went to New York during the Christmas break, soaked up the lights of Times Square, toured the "Saturday Night Live" studio at NBC, devoured pizzas in the early morning hours, visited Ground Zero and bumped into fellow Texans working in agencies in the Big Apple.

Oh yeah, some students went shopping, others attended Broadway shows and museums.

The Jan. 6-9 tour was a business trip, with visits to Deutsch, Inc., Lowe Advertising, Bromley Communications' New York office and L'Oreal.

The students and Ad Club adviser, Dr. Cunhyeong Ci, were impressed with client reels, presentations and other chochkes that were given the students.

Deutsch, Inc., showed splendid hospitality with a surprise lunch for the students.

Gabriel Carrillo said, "Overall it was great. Deutsch was probably the favorite for all of us out of all the agencies."

Among the staffers with whom the stu-

dents met was a UT grad who had done summer work at Texas State. At Bromley, the Ad Club members visited with another Texas State alum who gushed with Bobcat pride.

Two days later, a group of the Ad Club visitors, arose before sunrise and made their way to the NBC Studios to get air time on "The Today Show." Host Meredith Vieira reported near the group, which elbowed past a group of students from somewhere in Minnesota. The Bobcats weren't armed with posters and other props, but many of them wore Texas State hoodies, so they made known their presence in the early morning, New York chill.

The visit to the marketing department of L'oreal showed the students the client side of the industry.

"To our surprise, one of the marketing executives was Norma Lujan, an alumna from Texas State (and senior marketing manager, haircolor & styling)," Carrillo said. "She was very gen-

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erous and still had Bobcat spirit. Lujan began her slide show presentation with a picture Old Main. She was awarded the best advertising student of her class and she was also the AdClub president.”

At the end of the L'oreal visit, the students left with wonderful memories and some great shampoo.

Holley McConnell called the trip “an amazing experience.” She said she was particularly intrigued by the tales of how the young advertising professionals made their way to New York.

“They say New York is for tough people, but if you do what you love, the money, (not great at first) will come,” McConnell said. “This trip also gave us the ability to network with big agencies. Many agencies now are already asking for us to put in our applications for internships or jobs. Deutsch impressed me the most. They seemed to be very well organized, stress free and noticeably loved their line of work.”

Moses Castro made time to take a trip to the Museum of Modern Art, where he studied some of the most famous examples of paintings by Jackson Pollack, Pablo Picasso, Claude Monet and Piet Mondrian.

“I also had a chance to walk through Central Park with snow flurries falling



LEADS photos by Clarissa Rodriguez

from the sky, view the breathtaking New York City skyline from the ‘Top Of The Rock’ observation deck, and meet and take photographs with Diane Sawyer and the rest of the Good Morning America hosts during a live taping of the show,” Castro said.

“AdClub consistently provides me

with the opportunity to explore markets outside of Austin, with annual visits to Dallas and Houston and visits to other major markets such as New York, Miami, San Francisco, and Chicago.”

The Ad Club and Dr. Ci are considering Chicago as the next Christmas break destination.

SURVEY: Employers hit hard by economy, remain optimistic

Almost 93 percent of businesses on the SJMC Internship Web site have been at least “somewhat” affected adversely by the economic downturn, but 71 percent of the companies surveyed anticipate they will be hiring in six months.

These are two results from the inaugural employment survey that Internship Coordinator Chuck Kaufman plans to administer semiannually to companies on the internship Web site.

“Of those affected, 14 percent were ‘greatly’ affected,” Kaufman said.

The Web site organizes internship opportunities under four categories: Advertising, Electronic Media, Print Journalism, Public Relations, New Media and Mass Communications.

More than one-third (36 percent) of the companies have reduced the number of employees in the past three months. The reductions were carried out by layoffs or attrition.

The survey was administered in mid-December 2008, with answers coming in before the end of last year.

Despite the economically difficulties nationally, most of the companies surveyed (92 percent) believed they were “better off” than their competitors.

A total of 46 percent of those survey said they had actually increased the number of employees.

Asked in December whether the employers currently had openings for full-time employees, 36 percent said “yes.”

Students will be interested to learn that 57 percent of the companies said they would be hiring additional interns in the future, while 36 percent said they would maintain their internship programs at current levels. Fourteen percent said they would hire fewer interns in the future.

Kaufman said students are always looking for paid internship opportuni-

ties. Electronic media seldom, if ever, pay, he said. Until recently, most newspapers had paid internship programs. Larger, competitive public relations firms and advertising agencies offer paid internships, but those are generally in the minority.

Of the survey respondents, 27 percent said they paid, 73 percent reported unpaid internships.

“While getting paid is a definite perk for internships, most students know that the greater value of internships at this stage of their careers is getting experience,” Kaufman said. “Employers are gaining the benefit of our skilled, hard-working students; most students are getting valuable, real-world experience.”

The next survey will be administered in June. “These surveys should give us a measurement of the job market, both for internships and full-time employment.”