

# LEADS

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

ISSUE NO. 5

October 22, 2007  
masscomm.txstate.edu  
Chuck Kaufman, Editor

## 2008 AAF Team Named

Jody Gibson and Dr. Mary Ann Stutts have announced the 2008 American Advertising Federation NSAC team for Texas State University-San Marcos.

Selected are members of the research, creative, production, promotion and media groups. Still to be named is the group's account executive.

"This was a difficult decision because so many people applied for the Creative team, for example, which only had two or three openings," said Gibson and Dr. Stutts in a joint statement. "We want to especially thank those students who are younger and tried out. Remember, if you did not make the team this year, please try out again next year. Things like internships and department activities — anything that gives experience — is very helpful to you in being considered for this team."

Students who want advertising credit for Campaigns should send their student



ID number to Jody Gibson; for marketing credit, send them to Dr. Stutts; and for Communication Design credit, please check with Holly Shields in the CommDes Department.

The AAF team members are as follows:

**Research:** Tom Barnett, Marketing; Brian Hambrick, Advertising/Business; Lindsey McFarlin, Marketing/Management; Colby Reynolds, Marketing; Meaghan Ringlehan, Marketing;

**Creative:** Antonio Banos, Advertising/Spanish; Lyle Jenks, Communication Design; Sebastian Reeve, Communication Design; Michael Scheel, Communication Design; Matt Spicer, Advertising/Psychology

**Media:** E van Kirkpatrick, Advertising/Psychology; Amanda Cartwright, Advertising/Psychology; Ashley Parker, Advertising/Business;

**Promotions/PR:** Katy Korzekwa, Advertising; Gabrielle Baffi, Unde-

clared; Lindsey Barker, Advertising/Spanish; Michelle Castaneda, Advertising/Communication Design; Ashley Chapman, Advertising/Music; and

**Production:** Vicki Stover, Communication Design; J. Connor Duffy, Advertising/Communication Design. Texas State teams have performed well in this competition.

In 2005, they won the national championship. This year's client is America Online.

## Three-day Mass Comm Week '07 begins Tuesday

Mass Communication Week is Tuesday through Thursday, Oct. 23-25, in Old Main. This is a great opportunity to make connections with media professionals and learn more about your chosen field, said MassComm Week chair Dara Quackenbush.

CNN International anchor Ralitsa

Vassileva will headline Mass Communication Week. She will discuss her career and international news coverage at 2 p.m., Oct. 24 in Old Main 320.

Mass Comm Week will feature more than 50 industry experts and notable alumni covering a variety of issues, topics and trends in mass media.

This year's speakers also include Austin radio personality Bobby Bones and Duff Stewart, recently named president of GSD&M Idea City in Austin.

For more details, visit <http://www.masscomm.txstate.edu/about/coming.html>. See a complete schedule of speakers is on the back.

# Mass Comm Week 2007 : Entertaining, Inspiring

## TUESDAY, OCT. 23

### 9:30-10:45 a.m.

**OM 320: Independent Video Production** — Gary Boyer and Barbara Hendricks  
**OM 232: Event Planning** — Keri Wootton, Christy McDonald

### 11 a.m.-12:15 p.m.

**OM 320: Online Journalism** — Angela Grant, *San Antonio Express-News*, Jorge Sanhueza-Lyon, *Austin American-Statesman*  
**OM 201:** Mario Bosquez, former WCBS NYC anchor (author Chalupa Rules)  
**OM 234: Corporate Social Responsibility** — Thomas Graham, Weber Shandwick

### 12:30-1:45 p.m.

**OM 201: Market Research: Going beyond surveys and focus groups** — Jamie Rhodes, Perceptive Sciences  
**OM 234: Radio: Not Dead Yet - Why You Should Get a Job in Radio** — with Dave Davies, KSTX, NPR station San Antonio and Stewart Vanderwilt, KUT Austin

### 2-3:15 p.m.

**OM 320 How to Decide on Your Dream Career and Make it Happen Anywhere NOW** — Dee Covey, Grad Launch USA  
**OM 232: "Water for Life: Media Communication on a Complex Issue" a discussion on environmental coverage in the media** — Asher Price, *Austin American Statesman* and Tom Harvey, Texas Parks and Wildlife  
**OM 234: Journalists Working with PR Folks** — Michael King, *Austin Chronicle*

### 3:30-4:45 p.m.

**OM 320: Putting Bling Into Your Resume** — Career Services

### 5-6:15 p.m.

**OM 232:** Graduate paper panel

### 5:30-8 p.m.

**OM 234: SPJ Film Festival: Control Room, a documentary on Iraq war**

### 6:30-7:45 p.m.

**OM 230: Being a Professional Copy Editor** — Guillermo Torres, *San Antonio Express-News*, sponsored by SPJ

## WEDNESDAY, OCT. 24

### 9:30-10:45 a.m.

**OM 320: Social media** — Rachel Brush, Pluck  
**OM 234: Entertainment writing** — Gilbert Garcia, *San Antonio Current*, Hector Saldana, *San Antonio Express-News*, Dave Glessner, freelancer  
**OM 232: The role of commentators in the media** — John Kelso, *Austin American Statesman*

### 11 a.m. -12:15 p.m.

**OM 320: Next generation Hispanic media** — Latinitas, Chica girl Web zine, and ConexiónSA.  
**OM 234: Interactive Advertising** — C.J. Romberger, Wildwood Interactive

### 12:30-1:45 p.m.

**OM 201: Work Lessons 101: "What I didn't learn in college"** (recent alum panel) — Nikki Linzey, Kelly Garrott  
**OM 232:** Grad school panel

### 2-3:15 p.m.

**OM 320:** Ralitsa Vassileva, anchor, CNN International

### 3:30-4:45 p.m.

**OM 320: Morning Radio** — Bobby Bones  
**OM 234: Networking** — Career Services

### 5-6:15 p.m.

**OM 238: University Media Relations** — T. Cay Rowe and Mark Hendricks

### 6:30 p.m.

**OM 234: Covering War** — Keith Kay, a cameraman for CBS News, covered conflicts from Vietnam to the Gulf War, sponsored by SPJ  
**OM 320:** Graduate program anniversary celebration

### 7:30 p.m.

**OM 234:** Student journalists discuss life in a refugee camp, sponsored by SPJ

## THURSDAY, OCT. 25

### 9:30-10:45 a.m.

**OM 320: Duff Stewart**, GSD&M Idea City  
**OM 232: Sports journalism** — Chuck Miketinac, KABB

### 11 a.m.-12:15 p.m.

**OM 320: Alumni panel**, Advertising & Public Relations: Terri Waggoner, Round Rock Parks and Rec; Katie Cook, Austin Convention & Visitors Bureau; Meghan Butler, GCI Group & Michelle Mosmeyer, Dell  
**OM 201:** Alumni panel, Electronic Media: Daniel Ashcraft, San Antonio Spurs; Melissa McGuire, KVUE; Melissa Korpi, KXAN  
**OM 234:** Alumni Panel, Print: **Ken Whalen**, exec. vice president of the Texas Daily Newspaper Association, and **Laura Jesse**, *San Antonio Express-News* city hall reporter.  
**OM 232:** Rising Star of Texas State - student panel for high school students.

### 12:30-1:45 p.m.

**OM 234: PR Trends: How to incorporate blogs, wikis and social media into your campaign** — Nettie Hartssock  
**OM 201: Making a career of freelance writing & editing** — David Earthman and Elaine Tankard

### 2-3:15 p.m.

**OM 320: Sports PR** — Mike Berry, Austin Toros  
**OM 234: Hispanic advertising** — Ruby Rizo, Bromley & Ed Cantu, LatinWorks

### 3:30-4:45 p.m.

**OM 320: Beyond Facebook: Your professional image at work** — Career Services

### 5:30-8 p.m.

**OM 234: SPJ Film Festival: "A Mighty Heart, the story of Wall Street Journal reporter Daniel Pearl."**

## Graduate School, Alumni Celebrate Decade of Growth

The School of Journalism and Mass Communication celebrates a decade for its Graduate Studies program from 6:30 to 8:30 p.m., Wednesday, Oct. 24, in OM320.

A Graduate Alumnus award, among other awards, will be presented, said Dr. Sandy Rao, graduate school director.

"We've had a tremendous response and are looking forward to seeing so many of our former students on campus," Dr. Rao said.

A catered reception follows a short program.

## SPJ Cookin' With Bake Sale

On the way to a MassComm Week event on Thursday check out the food items offered at the SPJ table on the first floor. They are sweet!

The Texas State Chapter of the Society of Professional Journalists is having a bake sale to support orga-

nization activities and programs.

Cookies, cupcakes, brownies, candy, muffins, cake, lemonade — all of your basic nutritional food groups — will be represented.

Snag up these goodies and help our student journalists.