

LEADS

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

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masscomm.txstate.edu
Chuck Kaufman, Editor

Messer elected by SPJ

Emily Messer was elected president of the The Society of Professional Journalists at Texas State for 2008-2009. Other officers elected at the Jan. 31 meeting were: **Anna Tautzin**, vice president; **Haley Fontenot**, secretary/membership coordinator; **Andrew McNeill**, treasurer; and **Alan Wiederhold**, officer for publications and event promotion.

On campus . . .

Gilbert Bailon, president of the American Society of Newspapers Editors and editorial page director of the *St. Louis Post-Dispatch*, is the luncheon speaker at the National Association of Hispanic Journalists at Texas State University Feb. 29-March 1. Bailon will discuss the Hispanic community's role in the 2008 election. For more information contact Federico Subervi at (512) 965-5267.

Jennifer McInnis, an editor with 210SA and a Texas State graduate, will discuss the role of multimedia in newspapers and the twenty-something market at 3:30 p.m. Feb. 21 in OM232. Her presentation will be part of Kym Fox's Advanced Reporting class. McInnis joined *The San Antonio Express-News* tabloid after stints with *The Dallas Morning News* and *The Corpus Christi Caller-Times*.

Cedric Golden, sports reporter with the *Austin American-Statesman* spoke to Larry Carlson's Sports Media class.

Dee Covey of GradLaunch USA spoke to the Public Relations Student Society of America on Feb. 5 about landing internships in New York.

Money

*Students urged to visit Scholarship site
for application; deadline is March 3*

Applications for 2008-2009 scholarships through the School of Journalism and Mass Communication are available online through the School's Web site. The deadline for pulling together application materials and recommendations is March 3.

Students are urged to start the application process immediately.

"We are fortunate to have terrific and generous benefactors who support our students and our efforts to prepare them for the vast array of jobs in media," said Lori Bergen, director of the School of Journalism and Mass Communication. "And we always have wonderful candidates apply for these scholarships. I'm sure this year will be no different."

Some of the scholarships are earmarked for students with financial need. Others reward students for the many positive contributions they make both in the classroom and at the University. Still other scholarships list minimum grade point averages.

For a complete list of the scholarships visit: www.masscomm.txstate.edu and



click on "scholarships." A downloadable application is available.

Another link on the Web site lists numerous state and national scholarships. Many of these scholarships are aimed at individuals by geographic locations and ethnicity.

Deadlines for these scholarships are identified in the listings.

Courtney Eiben ME Television

“The most significant impact I made for my employer was transcribing interviews. It was very tedious, but someone’s got to do it. Why not the intern? I also helped set up equipment at concerts to tape for our shows.”

Kerri Battles Lady Bird Johnson Wildflower Center

“When I was working for the Lady Bird Johnson Wildflower Center, Mrs. Johnson passed away. We immediately began receiving hundreds of clips from our clip service on a daily basis. I created a searchable database of all of the news coverage of Mrs. Johnson’s life and death and photocopied and filed the clips. By the time that I left at the end of last semester, I had filed away about 4,000 articles about Mrs. Johnson.

“It might not seem like a glamorous job but it was imperative that the clips be archived for historical purposes. I was very happy to do the job because I knew the archive would be of great use and historical importance to the Wildflower Center.”

Cordula Willfarth Austin-San Antonio Corridor Council

“This agency is both privately and half publicly funded and works with the government very closely. I was hired to help write and post summaries of newspaper and Web articles about transportation and economic development issues that are evolving in the Central Texas region, specifically in the Austin-San Antonio corridor along Interstate Highway 35.

“My responsibility was to research and compile these articles to be published in the weekly Monday Morning Report (MMR) on the Corridor’s website www.thecorridor.org.

“The most significant impact on

QUICK QUESTION

A total of 26 students took internships for credit and as many had internships not for credit during the fall of 2007.

We asked them:

What did you do during your fall internship that made the most impact on you or your employer?

the Corridor was my routine work and reliable sources that I used to compile these weekly summaries. They relied on my work to fill up the report.

“I learned how to research, read and write more efficiently. I was grateful for the opportunity.”

Guest speakers: Evan Smith, Mike Appel

Evan Smith, editor of *Texas Monthly*, will discuss “creating messages for nonprofit organizations that will resonate with both the media and the public” during Dara Quackenbush’s “PR Campaigns” classes on Tuesday, Feb. 19. Her classes will be held at 9:30 and 11 a.m. in Old Main 232 and 230, respectively.

Mike Appel of Avenue A/Razorfish, will speak to Quackenbush’s “Ad/PR Management” class at 3:30 p.m. Feb. 26. That class meets in Hines 204.

Chi Nguyen ME Television

“Although the internship is unpaid, it’s important to show up when you’re scheduled to be at work. I also took the initiative to do things without being asked or told to do certain tasks.”

Rachel Hartsfield Austin Film Festival

“The best part of my internship at the Austin Film Festival was being trusted with real responsibilities and knowing that my actions were going to directly affect aspects of the Festival and knowing that I was a part of the big picture.

“I think I made the most significant impact on my employer by being dependable and honest. I say dependable because my employer appreciated having an intern that considered the position a “real” job and was confident in knowing that I would keep deadlines, goals, and be sure no one would have to do my work for me.

“And I say honest because not everyone is perfect, especially when you are learning as an intern, and during the festival it was crucial that my boss knew everything, including when I messed up.

“I like to think my employer was most impressed by my attitude and work ethic as an intern rather than one particular action.”

Fallon Collier Edelman

“My employers were most impressed with my ability to stay on top of work and being able to multitask. As far as a specific project, completing an extensive list of keynote speaking opportunities for Boy Scouts of America CEO Bob Mazzuca probably would have made the biggest impact because it beat competitors from Fleishman.”