



# JMS JOURNAL

SDSU School of Journalism & Media Studies Alumni & Friends Newsletter

Spring 2016



Society of Professional Journalists' resume workshop

## New JMS Alumni Initiatives

In the fall, public relations students in Dr. David Dozier's research methods class surveyed San Diego

State alumni who majored in journalism, advertising, public relations, media studies, media management, and mass communication. Three key results emerged from this study, in terms of what alumni want:

- **Networking Opportunities** - Alumni expressed interested in attending events and other networking opportunities to connect with other Aztecs in their professional fields.
- **Giving Back** - Alumni wanted to give back to San Diego State. This desire was not just about giving back financially, but also about contributing their time and other resources such as by mentoring students, volunteering to help with School events, sponsoring interns, and connecting new graduates with professional networks.
- **Hiring Aztecs** - Alumni indicated that they would like to hire others who graduated from the same program as themselves.

To translate this research into action, the School of Journalism & Media Studies invites all alumni to the 2016 Senior Send-off on May 2, 5:30-8:30 p.m., in Montezuma Hall, in the campus' Conrad Prebys Student Union. This event is a networking opportunity for alumni to meet (and potentially hire) graduating seniors and other alumni, as well as give back to the School simply by attending and helping our students build their professional networks. The JMS Senior Send-off includes a cocktail hour, dinner, recognitions of graduating seniors, and the chance to reconnect with students, faculty and alumni. See registration and sponsorship details on page 3.

Research details: The alumni survey was conducted online Oct. 27-Nov. 13, 2015, with invitations to participate emailed to 4,330 graduates from the 1950s through May 2015. The survey response rate was 22.5%, with 973 alumni participating. The online survey was created by students who first conducted depth interviews face-to-face or via Skype with 41 undergraduate and M.A. alumni.

## History of Journalism Programs at SDSU

The School of Journalism & Media Studies (JMS) carries on a tradition of excellence established in the 1950s with the Department of Journalism (majors in journalism, advertising, public relations, and media management). In 1998, the Department of Journalism merged with two other units to form a School of Communication, housing programs in journalism, advertising, public relations, and media management. In 2007, a new School of Journalism & Media Studies was established by founding director Dr. Diane Borden (see page 6) to house majors in journalism, advertising, public relations, mass communication, and media studies. In 2014, the Department of Learning Design and Technology joined JMS from the College of Education.

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Arrow Media Group inaugural class, with instructor Erika DiProffio (back left) and alumnus donor Scott Pansky (back, 5th from left)

## State of the School February 2016

Journalism and its related programs were founded at San Diego State in 1950, when the University hired former reporter Arthur Wimer to teach news writing to students, using old typewriters discarded by the campus. Today, the School of Journalism & Media Studies boasts two state-of-the-art digital media labs, with a third lab scheduled to open in the next academic year.

We offer four undergraduate majors (advertising, journalism, media studies, and public relations) and two graduate programs (mass communication and learning design & technology), the latter as a result of our 2014 merger with the former Department of Educational Technology, previously housed in the College of Education.

The School of Journalism & Media Studies has several marquee programs (see panel, right). We also have partnerships across the campus, including our Center for Science and Media (with the College of Sciences) and the Digital Humanities Initiatives (with the College of Arts and Letters), now a University-designated Area of Excellence in Digital Humanities and Global Diversity. Our faculty continue to do internationally recognized research and author textbooks used in college classrooms across the globe. And our students win awards and go on to fulfilling careers.

For 2016, our new year's resolution is to more proactively reach out to our many alumni and learn about your lives and careers. To that end, students in Dr. David Dozier's public relations research methods class conducted an alumni survey last fall; see page 1 for topline results. We also hired Katrina Faessel as the School's alumni outreach and events coordinator. Ms. Faessel joins our administrative coordinator Maggie Shoya, undergraduate advising coordinator Lanie Lockwood, and internship coordinator Nicole Vargas in what I call the "JMS Continuum of Care," nurturing our relationships with future, current, and former students.

Alumni from all our programs can get involved by:

- Participating in School events (see page 3),
- Sending us your news (see page 5), and
- Updating your contact information (see page 3).

I look forward to meeting you this year and to hearing about your Aztec journey.

Bey-Ling Sha, Ph.D., APR  
Professor and Director

## JMS Marquee Programs

**Bilingual Media Writing Program:** Launched in Fall 2013, this initiative is designed to encourage Spanish/English bilingual students to pursue media professions. Two JMS courses are offered, when resources permit, on a Spanish/English-bilingual basis. This initiative has generated great interest and support from industry partners.

**Media Entrepreneurship:** Spring 2014 saw the launch of a student-run media firm teaching students to serve real-world clients and create their own media companies. Funded initially through a generous donation by alumnus Scott Pansky, the Arrow Media Group serves a diverse portfolio of clients and executes on client needs in the areas of public relations, advertising, integrated marketing, and digital/social media.

**Center for Science and Media:** A collaboration of JMS with the College of Sciences, the Center for Science and Media focuses on research, public service, and curriculum with a mission to educate the public about science through the strategic and ethical use of media.

**Glen Broom Center for Professional Development in Public Relations:** Launched in February 2013 in honor of Dr. Glen M. Broom, the Center carries on his legacy of professional development for students (internships), faculty (research support), and public relations practitioners (life-long learning). The Center hosts visiting international faculty in public relations and houses the premier academic publication *Journal of Public Relations Research*.

**Digital and Social Media Initiatives:** This multifaceted program supports research to investigate why people engage with digital and social media, provides new digital media lab facilities for students, and creates new courses relevant to the digital age, such as social media community leadership and digital and social media analytics.

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## Connect with Alumni in Your Area

Many alumni would like to have regional events and networking opportunities. To facilitate these activities, we constantly update contact information for our alumni. Please help us by sending updates to your contact information to Katrina Faessel at [kfaessel@mail.sdsu.edu](mailto:kfaessel@mail.sdsu.edu)

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## How You Can Get Involved

There are many ways for School alumni to get involved, as we need your help and support whether you are in San Diego or halfway across the world.

### Host Internships

With growing student enrollment in the advertising major, the School is seeking additional internship placements in this area. We are in special need of creative and account management internship positions. For all internship opportunities your organization may have to offer, please contact internship coordinator Nicole Vargas at [nvargas@mail.sdsu.edu](mailto:nvargas@mail.sdsu.edu).

### Celebrate Dr. Bill Eadie

In honor of the retirement of Dr. Bill Eadie, JMS will co-host with the School of Communication and the College of Professional Studies and Fine Arts, a reception at the conference of the Western States Communication Association. The event takes place Sunday, Feb. 28, 7-9 p.m. at the Bahia Resort Hotel in Mission Bay. To attend, RSVP at <http://evite.me/EhsaVFCs3r>

### Play Golf

For the JMS Golf Scramble on April 11 at Sycuan Golf Resort, we need golfers, sponsors, silent auction items, and player bag item donors. Join us for a fun outing at one of San Diego's premier courses, to benefit the Diane L. Borden Journalism Scholarship. Special award for the alum who helps recruit the most players!

Registration is at now open at <http://bit.ly/1Se1Da9>



### Help Send-off Graduating Seniors



Class of 2014

This annual event happens on May 2 at Montezuma Hall in the Student Union. The event will open with a networking cocktail hour, 5:30-6:30 p.m. We invite our alumni back to meet and network with our graduating seniors and with one another. Dinner (from 6:30 p.m. to 8:30 p.m.) will include special recognitions for outstanding graduates, scholarship awardees, and each graduating senior.

Individuals and companies that would like to purchase tables at the dinner or otherwise sponsor the event can contact us for more information. This event may sell out, so get your tickets now! <http://bit.ly/1KacI9W>

### Voice Your Experience

We are looking for alumni who would like to share their stories on our website and in our newsletter. Contact us!

### Communicate Across Borders

JMS is proud to host the 19th annual meeting of the Binational Association of Schools of Communication (BINACOM), whose primary activity is the biennial "encounter" at which media and communication students and educators from across the region present and discuss their work. This year's meeting, April 22-24, centers on digital communication, and the event will facilitate ethical communication and demystify the stereotypes associated with the border region. For details on participation and sponsorship, contact Dr. Amy Schmitz Weiss at [aschmitz@mail.sdsu.edu](mailto:aschmitz@mail.sdsu.edu).

For more information on all listed events and opportunities, contact Katrina Faessel at [kfaessel@mail.sdsu.edu](mailto:kfaessel@mail.sdsu.edu) or 619-594-6718.



Carlos Gomez and Dave Hecht

## Call Me Dave

JMS public relations senior and Navy Reservist Carlos Gomez was sitting in his Applied Research in Public Relations class when he heard a familiar, broadcast-sounding voice behind him.

Gomez last heard that voice four years ago aboard the USS George Washington in Japan, but he hadn't forgotten it. The voice belonged to David Hecht, the public affairs officer with whom Gomez served while on active duty aboard the USS Washington.

Carlos Gomez and David Hecht standing back to back Gomez said out of respect he addressed his former superior that day in class as "Sir," but Hecht responded with three words Gomez didn't expect: "Call me Dave."

Gomez and Hecht aren't spending their days working together in the military anymore, but instead are developing their public relations expertise in the School of Journalism & Media Studies' nationally renowned public relations program. Gomez is seeking his bachelor's in journalism with an emphasis in public relations and Hecht is seeking his master's in mass communication and media studies with the JMS military public affairs graduate program.

Gomez served in the Navy for approximately eight years and is now a Navy Reservist. While on active duty, Gomez was a mass communications specialist, supporting the work of PAOs like Hecht by writing press releases, producing news packages and taking photos. While he liked reporting, he says he preferred the public relations aspects of his job.

Gomez plans to develop a career in public relations working for a major hip-hop record label. He continues to serve in the Navy as a Reservist.

Before becoming a Navy public affairs officer, Hecht was an Emmy award-winning journalist, working 15 years as a broadcast news anchor and reporter. He joined the Navy Reserve while working as a journalist and first came to San Diego in 2006 for a year to work as PAO by day and freelance reporter by night. At the end of his year, Hecht was offered a permanent active duty position with the Navy as a PAO and he proudly accepted.

Hecht is now in the 10-month, intensive PAO program in JMS, which he says has been "a humbling and eye-opening experience."

"I am excited and rejuvenated about this field," Hecht said.

By Stephanie Wilson, journalism student

## Bonjour from Paris December 2015

This week, I went to my first work lunch with Vulog, a French start-up organization that creates and supports the technology behind various car-sharing companies. I will be working for them as a marketing and communication assistant, doing various public relations assignments and helping to promote clients. I would never have found this incredible opportunity if it weren't for the amazing connections I found through the JMS faculty. At the May Senior Sendoff event, I asked (JMS Director) Dr. Sha if she had any leads on jobs in France, and within hours she had sent Vulog my online resume, which I had created in the internship course under the supervision of Professor Nicole Vargas. The online resume was full of the articles, videos and photos I had created during my years in the School of Journalism and Media Studies. I'm so excited to be using both my journalism and French degrees, in the beautiful City of Light. Merci, JMS!

## Monica Linzmeier (journalism alumna, May 2015).



Monica Linzmeier, journalism alumna, May 2015

# News in Brief

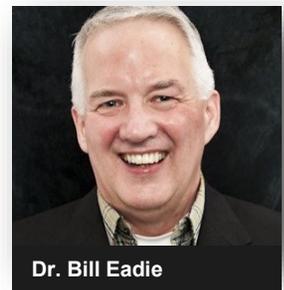
**Congratulations to Dr. Kaye Sweetser**, who serves in the U.S. Navy Reserve. She was selected for promotion to commander, and the Navy has assigned her as the Officer in Charge (OIC) for the surge public affairs teams that drop in for special events or crises. The teams are based out of Hawaii, where Dr. Sweetser will serve when on reserve duty. This is a huge leadership assignment, and it demonstrates the confidence that Navy leaders have in Dr. Sweetser's real-world experience in military public affairs.



**Congratulations to Lanie Lockwood**, our fabulous undergraduate advising coordinator, who was nominated by journalism senior Megan Foo for a 2015-2016 Outstanding Faculty and Staff Award from the Mortar Board Society "in recognition of [her] outstanding scholarship, leadership, and service." In addition, Professor Lockwood was named an SDSU Outstanding Faculty Adviser for 2015 and was recognized at the Provost's Outstanding Academic Advising Awards Luncheon on October 16, 2015.

**Congratulations to Dr. Amy Schmitz Weiss**, whose panel on sensor journalism was accepted for SXSW out of thousands of proposals! The official program listing is here: <http://sxsw.is/1Rml0wK>

**Dr. Bill Eadie** has been honored with the rank of Honorary Member of the Western States Communication Association (WSCA) because of his many important contributions. This honor is only offered to eligible "individuals who have retired after having served as WSCA President and/or have received the association's Distinguished Service Award." Dr. Eadie was the 1994 WSCA president, and he also served as editor of the Western Journal of Communication. Only 29 Honorary WSCA members make this a very exclusive club indeed! Congratulations, Dr. Eadie!



**Congratulations to Dr. Arthur Santana**, who was awarded \$5,000 from the University Grants Program to hire student assistants for help with his research project "Measuring Online Dis-Inhibition: The Effect of Commenter Identity on Civil Discourse." In addition, Dr. Santana was awarded a \$2,000 mini-grant from the Center for Teaching and Learning, which will fund the purchase of iPads for students to use in JMS 550, Multimedia News Laboratory.

The SDSU NewsCenter produced a nice article (**written by JMS journalism senior Jack Haworth**) on our School's re-accreditation by the Accrediting Council on Education in Journalism and Mass Communications. Read it for yourself here: <http://bit.ly/1MfxctN>



**Congratulations to M.A. graduates Nicole Schwegman and Staci Reidinger**, winners of the School's inaugural Junior Public Affairs Alumni Award, which honors alumni from our military public affairs program for integrating their academic education with their military public affairs work. For more information, see <http://bit.ly/23V00Ck>

**Congratulations to journalism junior Quinn Owen**, whose feature piece for NPR News regarding the movement toward gender equity in professional surfing aired nationally on Morning Edition September 9, 2015! In case you missed it, here is the link: <http://tinyurl.com/pp79f7h>

# JMS GOLF SCRAMBLE



The JMS Golf Scramble benefits the Diane L. Borden Journalism Scholarship, honoring the School's founding director Dr. Diane L. Borden. Now professor emerita, Dr. Borden retired in 2013 after steering the School through its administrative separation from the School of Communication, resulting in the launch of the School of Journalism & Media Studies in 2007.

As school director, Dr. Borden launched various digital and social media initiatives, including new digital media labs for students, a digital media research collaborative for faculty, and a Digital Media Certificate (with the College of Extended Studies) for working professionals. She also helped to secure a \$300,000 gift from Platinum Equity Group to support graduate teaching associates assisting with JMS 210, Social Media in the Digital Age, a lower-division course now required of all JMS majors.

Prior to joining San Diego State in 1998, Dr. Borden taught journalism at George Mason University in Fairfax, Va., and at Temple University in Philadelphia. Her professional work outside of academe included project manager with the American Society of Newspaper Editors (ASNE); president and general manager of *The New Mexican* in Santa Fe, N.M.; deputy managing editor of *The Tribune* in Oakland, Calif.; managing editor of *The Herald* in Bellingham, Wash.; and copy editor at both the *Denver Post* and the *San Francisco Examiner*.

REGISTER TO PLAY AT <http://bit.ly/1Se1Da9>

## Contact Us

For more information about our JMS Alumni Outreach Program, Events, and Opportunities:

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Visit us on the web at [jms.sdsu.edu](http://jms.sdsu.edu)

We are also on Facebook and Twitter.

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