The School of Journalism & Media Studies celebrates 10 years!

Ten years ago, the School of Journalism & Media Studies was launched at San Diego State University! We invite you to join us on Nov. 4 to celebrate our 10th anniversary, which also marks 67 years since the journalism program was founded at SDSU in 1950 by Professor Arthur Wimer.

The program for Nov. 4 includes Dr. Diane Borden (founding director & faculty emerita), Dr. Glen Broom (public relations faculty emeritus & past chair of the Department of Journalism) and Matt Hall (Society of Professional Journalist national board of directors and Union-Tribune Opinions Editor). More information can be found on Eventbrite.

Below is the original SDSU NewsCenter article on the launch of the School, written by alumna Gina Speciale Jacobs (Jour ’01, MCMS ‘10).

SDSU Launches New School of Journalism and Media Studies

By Gina Speciale


San Diego State University is launching a new School of Journalism and Media Studies. Alumni, faculty and local media professionals celebrated the official opening of the school on Thursday, Nov. 1, with an event at KPBS.

Among the approximately 150 guests in attendance were distinguished journalists and SDSU alumni Armen Keteyian (’76) and George Lewis (’64). Keteyian is chief investigative correspondent for CBS News and Lewis is a correspondent for NBC News. Both spoke at the event, along with Mary Lee Sachs (’81), chairman of Hill & Knowlton USA, one of the largest public relations firms in the world.

At the event, the school unveiled its “media lab of the future,” a model of a new digital lab that is being planned for students.

"The school envisions a true laboratory, where students and professionals will learn and experiment with the latest digital techniques – whether they be used to produce news reports, advertising messages, or public relations campaigns," said Diane Borden, director of the new school.

The School of Journalism and Media Studies manages undergraduate programs in advertising, journalism, media studies and public relations, as well as graduate programs in mass communication and media studies and an accelerated public relations program for public affairs officers in the U.S. military.
Lessons from Spain
By Emely Navarro

Since I was 10 years old and watched the Cheetah Girls 2, I have always wanted to go to Spain.

Originally, the dream was to go on a month-long adventure with my mom throughout Spain, but after starting school at San Diego State University, it seemed like a more realistic goal to study abroad.

I immediately started researching what I could do to make this happen and decided spring semester 2017 would be when I did it.

As time passed I knew that studying abroad in Spain wasn’t just to fulfill my 10-year-old dreams but to grow as a person, and I was excited for that.

For the most part, I am not a very spontaneous person; I overthink everything and like to plan things ahead of time, so this experience was very much outside my comfort zone.

A month before I left, I was a hot mess. I was overpacking, over-thinking and being overly emotional about leaving. When I said goodbye to my parents and passed through the Transportation Security Administration at the Los Angeles International Airport, I remember thinking how fortunate and blessed I was to be given this opportunity, while also being like oh-my-God I am about to embark on the craziest adventure of my life.

Once I was in Spain, I felt overwhelmed and scared. I did not have an international data plan or Internet access my first two days there, so I was worried about getting lost, which happened a lot.

It felt weird not having my phone to look something up when I was lost or just to text someone, but it was also refreshing to have time to enjoy my surroundings. I think the first two days were rough mainly because I didn’t have Internet service but I don’t think they were the toughest.

When studying abroad people, usually only talk about how much fun they had, not how difficult it is to be away for that long.

I had a hard time half-way through, adjusting to being away from all of my friends and family. I felt like I was missing out on fun moments in school and in life back at home. This got me in a little funk for about a month. I would wake up late and stay up until 7 a.m. when I didn’t have school because I wanted to be up to talk to my friends. Due to my lack of sleep, my appetite started changing and I was tired all the time. I wasn’t used to being alone, having so much free time and having to wait certain hours to talk to everyone. For a while, I wanted to go back home because I missed everyone.

After crying about it and talking to my mom, I decided this funk was not okay because I was in Europe and I would not let this ruin my dream! So I woke up the next morning and started taking walks to a beautiful park near my house. I would take a book, do homework or just bring a blanket and relax on the grass. I changed my lifestyle and got used to being alone.

That is one of the biggest life lessons I learned abroad.

Prior to studying abroad, I enjoyed being with people and felt weird being alone. I think this is part of the reason I got into such a deep funk. After pushing myself to do things on my own, I realized how important it is to have alone time to self-reflect or just to do nothing. Through this, I also started to be more spontaneous and walk to new parts of the city I had not seen and even pushed myself to go on a solo trip, which was the best decision I made while abroad.

Overall, I think I had the most rewarding and growing experience in Spain. I learned a lot about myself and different cultures, and my Spanish definitely improved. As cliche as it sounds studying abroad was life changing!
By Dr. Noah Arceneaux

For the summer of 2017, the Center for the Study of the Book at Oxford University awarded me a fellowship to conduct research at the Bodleian Library. My fellowship was specifically connected to the Marconi Archives, one of the most extensive collections of documents pertaining to the early broadcast history. I was fortunate enough to devote two months to researching media history, my driving passion as a scholar.

I collected a vast amount of information on the intersection of journalism and wireless communication in the years before 1920, a period of radio history that is seldom studied. I also photographed many other documents, sometimes just because of their novelty, including paper strips that documented Morse code signals transmitted in the 1890s. These kinds of unusual findings make the sometimes tedious work of combing through old documents worthwhile.

Editor’s note: You can listen to a short podcast by Dr. Arceneaux on the history of wireless broadcasting and the Bodleian’s Marconi Archive on the Oxford Podcast Page at [http://podcasts.ox.ac.uk/marconi-and-media-history](http://podcasts.ox.ac.uk/marconi-and-media-history).

Lecciones de España
Por Emely Navarro

Desde que tenía 10 años y vi la película las Cheetah Girls 2, donde las protagonistas van a España, he querido ir ahí.

Originalmente, el sueño era ir en una aventura de un mes con mi madre en España, pero después de comenzar la escuela en San Diego State University, parecía más realista que yo estudiaba en el extranjero en España para realizar este sueño.

Inmediatamente comencé a investigar lo que podía hacer para que esto sucediera y decidí que el semestre de primavera de 2017 sería cuando lo hiciera.

A medida que pasaba el tiempo sabía que estudiar en el extranjero no era sólo para cumplir mis sueños de 10 años, sino para crecer como persona y estaba emocionado por eso.

En general yo no soy una persona muy espontánea. A mí me gusta planear todo con anticipación, por eso esta experiencia es muy fuera de mi zona de confort.

Un mes antes de irme, yo era un desastre.

Yo estaba empacando demasiado y pensando demasiado. Cuando me despedí de mis padres y pasé a través de la administración de seguridad del transporte en el Aeropuerto Internacional de Los Ángeles, recuerdo pensando que afortunadamente estaba de tener esta experiencia y al mismo tiempo pensaba oh mi Dios estoy a punto de embarcarme en la aventura más loca de mi vida.

Una vez que estuve en España me sentí abrumada y asustada. Yo no tenía un plan internacional de datos o acceso a internet por dos primeros días, así que estaba preocupada de no perderme, aunque eso todavía pasó mucho.

Al estudiar en el extranjero la gente por lo general sólo hablar de lo divertido que tenían, no lo difícil que es estar lejos durante tanto tiempo.

Tuve un tiempo difícil a medio camino ajustando a estar lejos de todos mis amigos y familia. Me sentía como si estuviera perdiendo momentos de diversión en la escuela y en la vida en casa.

Esto cambió mi carácter y me puso triste por un mes.

Me despertaba tarde y me quedaba hasta las 7 de la mañana cuando no tenía la escuela porque quería estar despierta para hablar con mis amigos. Debido a mi falta de sueño mi apetito comenzó a cambiar y yo estaba cansado todo el tiempo. Yo no estaba acostumbrado a estar sola, tener tanto tiempo libre y tener que esperar ciertas horas para hablar con todo el mundo. Por un tiempo, quería volver a casa porque extrañaba a todos. Después de llorar y hablar con mis madres decidí que este mi carácter sobre esto no estaba bien y decidí hacer algo para mejorararlo porque estaba en Europa y no dejaría que esto arruinara mi sueño! Así que me desperté a la mañana siguiente y comencé a dar paseos a un hermoso parque cerca de mi casa. Cuando iba a caminar llevaba un libro, hacia mi tarea o simplemente llevar una manta y relajarse en la grama. Cambié mi estilo de vida y me acostumbré a estar sola.

Esa es una de las lecciones más grandes que aprendí mientras en España.

Antes de estudiar en el extranjero me gustaba estar con mucha gente y me sentía extraña cuando estaba sola. Yo creo que esta es parte de la razón por la que mi carácter cambio. Después de empujarme a cambiar y me acostumbré a estar sola, me di cuenta de que importante es tener tiempo para reflexionar. A través de esto también empecé a ser más espontáneo, caminar a nuevas partes de la ciudad que no había visto y me empujó a ir en un viaje en solitario, que fue la mejor decisión que hice en el extranjero.
From the Director’s Desk

This October, I had the opportunity to go to Boston for the international conference of the Public Relations Society of America (PRSA). At the conference, I got to present research and to witness the induction of Dr. Kaye Sweetser, APR+M, into the PRSA College of Fellows, escorted by alumnus and U.S. Navy Captain Brook DeWalt, APR+M (MCMS, 2006). I also visited briefly with alumna Jemalyn Chavez Griffin (PR, 2011), who now works at Harvard Extension School in Cambridge!

In addition, I had the opportunity to revisit the Freedom Trail, which winds through historic Boston retracing key locations and events leading up to the founding of our great nation. Reflecting on the history of Boston and on the history of the United States, I was reminded yet again of the importance of the First Amendment, and how the founding fathers sought to protect fundamental civil liberties, including our freedom of speech and the freedom of the press.

In the School of Journalism and Media Studies, we work hard every day to inculcate into our students the value of a free press as a watchdog of democracy.

If you also believe in the value of free speech and free press, and in the responsibility of journalism programs to prepare future reporters and other media professionals to defend these First Amendment rights, please join me and my husband in making a contribution to the SJMS Friends of Journalism Foundation Endowment, campaign.sdsu.edu/JMS.

Our faculty, our students, our community, and our country thank you for helping to preserve the First Amendment for future generations of Americans.

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

News In Brief

- Andrea Saltzman Martin (LDT ’99), an instructional designer in the College of Education, was recently honored with a Zuma Award, which recognizes outstanding contributions made by SDSU staff. Saltzman has been with SDSU for 10 years and helped develop the online Master of Arts in Teaching program for elementary and secondary education offered by the College of Education. Congratulations!

- SJMS was well represented at the National Academy of Television Arts & Sciences Pacific Southwest Chapter Emmys. Congratulations to J.W. August (Jo ’81), Lauren Flynn (Jo ’14), Sharon Heilbrunn (Jo ’03) and Peggy Peattie (lecturer) who all received awards.

- Congratulations to Gabi Schwartz (Ad ’17) who recently joined The Los Angeles Times as a campaign specialist.

- Congratulations to Emma Shea (PR ’16) who recently became a communications assistant at the Padre Dam Municipal Water District.

- Lecturer Dana Littlefield was recently promoted to the position of crime and public safety editor for The San Diego Union-Tribune.

- Anthony Berteaux (MS ’17), the 2016 Zahn Spirit of Innovation Award recipient, accepted a position with Giphy, the world’s largest library of GIFs, as their Japanese Culture Editor.

- Shayna Zeigen (PR ’17) started a post-graduation internship with FleishmanHillard San Diego.

- SJMS is now part of the Google News Lab University Network, the full article is in the SJMS news archive.

- SJMS internship coordinator Nicole Vargas is the recipient of the 2018 Ann Miller Service Award, which is given annually by the Association for Women in Sports Media.
Dan Silberman Memorial Endowed Scholarship

Dr. Nancy Federman, an SDSU alumna and long-time lecturer in the Department of Sociology, has established the Dan Silberman Memorial Endowed Scholarship Fund to support students studying in the School of Journalism and Media Studies.

This gift honors Dr. Federman’s late brother Dan Silberman (see photo, right), who was a journalism student at San Diego State University in the 1970s. While a student here, he wrote for The Daily Aztec and went on to write for the Union-Tribune. Mr. Silberman later became a technical writer and most recently was interested in digital and social media.

Greatness Returns to SDSU

October 24 is a great day to give back to SDSU! Join the Aztec community for The Great Give, a 24-hour philanthropic event, to support the college, program, or scholarship of your choice. Be a part of the process by participating in The Great Give, SDSU’s second annual day of giving. Mark your calendar for October 24 and visit sdsu.edu/greatgive today for details.