SDSU JMS at IPPRC

Public relations faculty and graduate students presented their research at the International Public Relations Research Conference (IPRRC) in Orlando, Fla., in March. IPRRC is one of the world’s top venues for the presentation of innovative public relations research and for interaction among scholars and professionals.

Congratulations to SJMS public relations faculty members Dr. David Dozier, Dr. Hongmei Shen, and Dr. Kaye Sweetser on having papers accepted at this premier research conference. In addition to our faculty members, graduate students from the Mass Communication and Media Studies program presented throughout the weekend their own team-based research papers. Special recognition goes to Dr. Dozier, who concluded his teaching career in Fall 2017 with a 100% conference-acceptance rate for the entire first-year graduate cohort in JMS 600A!

Skye Martin and Gregory Carroll won the “Big Jack” Award for Best Presentation of the whole conference, becoming the fourth SJMS team to earn the award out of the five years it’s been offered. Skye and Gregory are in the School’s fast-track military public affairs officers’ program, which enables completion of the M.A. degree in 10.5 months, thus enabling them to return to the U.S. Marine Corps in May.

Other graduate students presenting research were Jesus Dominguez (Ad ’17), Michael Hathaway, Joe Keiley, Rachel Kennedy, Laura Kerimova, Scott McCann, Jason Neiman, Rochelle Rieger, Abigail Vinas, Tara Volz, Tiffani Walker, and Russell Wolfkiel.
From the Director’s Desk

On May 13, nearly 200 graduates from the School of Journalism & Media Studies will participate in commencement exercises, including B.A. and M.A. students from six different degree programs. Along with many SJMS faculty members, I will be in Viejas Arena on the afternoon of Mother’s Day for the 109th Commencement for San Diego State University. This is always a rewarding time for faculty, when we proudly see our students enter the professional world for which their education with us has prepared them.

Eight years ago, as a faculty member in public relations, I sent off a wonderful graduating class of seniors, which included one who would later become our SJMS events and alumni engagement coordinator (see photo). This year, I must announce with professorial pride that Michelle Lew Peterson (PR ’10) will be starting April 16 a new position across campus as the Learning Spaces Coordinator in the new Engineering and Interdisciplinary Sciences Complex. While she has been using her undergraduate degree to plan School events and build our alumni relationships, Michelle’s new position aligns with her current career trajectory as she completes the first year in our M.A. program in Learning Design and Technology.

The continuing professional development of our students, our faculty, our staff, and our alumni is core School value. To that end, I invite our alumni to consider taking a summer course with us (see page 4) or to enroll in a fall semester course through Open University. Exciting new and special-topics courses for the fall include Radio in the Digital Era (JMS 415); Photojournalism (JMS 495); News and Social Media (JMS 525); Digital Media Planning and Buying (JMS 567); and Digital Media and Public Policy (JMS 596). I hope to see y’all soon in class, on campus or in the community!

- Bey-Ling Sha, Ph.D., APR

News-in-Brief

- **Dr. Nate Rodriguez** was selected as this year’s Park Diversity Scholar-in-Residence at Ithaca College in New York. He visited the college during SDSU spring break and led a week-long series of colloquia and workshops for faculty and students, focusing on media and identity negotiations, many of which incorporate digital platforms and mobile phones. Next year, Dr. Rodriguez will be teaching a new course in the School: JMS 452: Media and Identity.

- Congratulations to **Alexis Cassy** (PR ’17), who was just promoted to Social Media Coordinator with the House of Blues, where she completed her JMS 490 internship.

- **Al Columbo** (PR ’15) has been promoted to Line Producer for CBS News in New York. Congratulations!

- Congratulations to **Alyx Dote** (Jo ’15) for being named the new morning anchor at KVOA News 4 Tucson, Ariz.

- December graduate **Zackary Albrecht** (PR ’18) was hired full time at Ignite Visibility, a marketing & advertising agency.

- **John Saraka** (PR ’11) was recently hired as a Marketing Insights Analyst at Jack in the Box, where alumnus **Brian Luscomb** (Jo ’82) is Vice President of Corporate Communications & Government Affairs.

- **Krystin Williamson** (PR ’06) has been promoted to Account Director at the San Diego branch of public relations and communications agency Allison+Partners, founded by alumni **Scott Allison** (Jo ’86) and **Scott Pansky** (PR ’91).

- Congratulations to **Ian Williams** (PR ’11) who recently celebrated 10 years at Valley View Casino & Hotel, where he is currently the Director of Hotel Operations and Player Development.

- Congratulations to **Dr. Valerie Barker** and **Dr. Arthur Santana** on their recent publication with Dr. **Toby Hopp** (MCMS ’10, currently a faculty member at the University of Colorado, Boulder). Their study’s results suggested that perceived news community value was highest among those with high levels of self-efficacy and those who use the Internet for civic purposes. The data also indicated that value perceptions were highest for those news sites perceived to be interactive and aesthetically pleasing. Read the study: [https://www.sciencedirect.com/science/article/pii/S0736585318300571](https://www.sciencedirect.com/science/article/pii/S0736585318300571).

- Congratulations to **Dr. Yang Feng** on her recent publications, including one with **Dr. Barbara Mueller**!
Fast Five with an Alum

Elaina Smith is a media studies alumna, who is now working in Nashville, Tenn., as a radio host. You can find Elaina on social media at @elainadsmith on Twitter and Instagram and at facebook.com/elainadsmith.

Here is her fast five:

1. What is your current job and what do you do?
I host a syndicated country music night show called NASH Nights Live. My co-host and I, Shawn Parr, reach over 150 radio stations nationwide. Our show is very artist heavy and lifestyle focused, meaning we interview artists pretty much every night and all other content is based around chatting about regular life stuff!

The job is a lot more than just talking though, it involves producing, writing, prepping, appearances, working with affiliates daily and much more.

2. How did your education at SDSU help get you there?
Without my education at SDSU, I don’t think I would be able to handle the workload required for my job. While there are MANY things I credit to SDSU, a couple things I really value include organization skills, the ability to translate my thoughts eloquently, and how to execute my visions into reality.

3. Was this what you wanted to do after graduation?
Yes. While I was going to SDSU I was working on The Dave, Shelly and Chainsaw Show (KFMB-FM) and that’s where I fell in love with radio. Before that I was working for Entertainment Tonight and The Insider, which is what I thought I wanted to do, but it was not the fit I thought it would be.

So honestly, my side job turned into my passion. It’s a testament to trying different things while you’re in college.

4. What was your favorite SJMS class?
Anything Professor Arceneaux taught. He was so engaging and real. His lessons have always stuck with me.

5. What advice do you have for current students?
Start networking right now. Get an internship or job in the field you want to work in, even if it’s just to get your foot in the door. If you don’t, you’re going to be WAY behind once you graduate.

For anyone that wants to get into radio specifically, go to allaccess.com every day, educate yourself on the current state of the industry, find out what’s going on, look at the jobs. When you see news about someone in the trades, email them (it’s usually attached to the story), congratulate them, introduce yourself. Ask if you can pick their brain... there is nothing people in the media love more than talking about themselves! There aren’t necessarily a lot of jobs out there, so you want to be at the forefront of everyone’s mind. To be real, THAT and just being a good person will get you a lot further than talent.

Always keep an open mind when it comes to new opportunities, and try things now, because you won’t have as many chances once those post-grad bills start rolling in.
Upcoming Events

4 p.m. LA 61

45 Years of Cell Phones: Reflections on Social Impact

The very first cell phone call was made on April 3, 1973, by Martin Cooper. While working for Motorola, he led the team that developed the innovative technology. Now, more than four decades after his famed phone call, Martin Cooper comes to San Diego State University to reflect on the social impact of the cell phone. Cooper will discuss the technology’s influence on social interactions, politics, and his thoughts on the persistence of the digital divide.

This free presentation is a collaboration between the School of Journalism & Media Studies and the Digital Humanities Area of Excellence, in which SJMS is a founding partner. Join us April 17, 2018, at 4 p.m. in the Love Library, LA 61. More Information: https://www.facebook.com/events/1983073361941293/.

Graduation Gala

Come meet the next class of Aztec alumni at the SJMS Graduation Gala!

There will be networking and a photobooth during cocktail hour, an awards ceremony, and dinner the evening before commencement. This event celebrates B.A. and M.A. graduates from December 2017, May 2018, and August 2018, as well as SJMS scholarship recipients from the current academic year.

Tickets and student-attendee sponsorships are available though Eventbrite at www.sjmsgg18.eventbrite.com.

Spend your summer online with the School of Journalism & Media Studies!

The School of Journalism & Media Studies is offering three courses this summer! The courses are 100% online and asynchronous, meaning you can chose when to watch the lectures and do the coursework.

Courses: 6-week session, 5/22-6/29

• JMS 210: Social Media in the Digital Age
  Dr. Becky Nee • Schedule # 20179
  Social networking, virtual worlds, and digital media literacy. Creating and communicating arguments and consuming information via digital, social, and mobile technologies in a global environment.

• JMS 315: Digital Media Principles and Design
  Dr. Arthur Santana • Schedule # 20180
  Preparing and editing content for multimedia, web, and mobile platforms in journalism and other media professions. Digital media layout and design; usability, accessibility, segmentation, and scanability.

• JMS 480: Principles of Public Relations
  Dr. Bey-Ling Sha • Schedule # 20181
  Concepts, history, theory, social responsibility, ethics, and management of public relations. Public relations strategic planning process. Survey of problems and practices in corporations, government and

Registration: April 10-May 31
Head to https://ces.sdsu.edu/open-university-registration to register!