How I ended up at Donald Trump’s Inauguration

By Quinn Owen

I started my freshman year at San Diego State in 2013 looking for a job. New to San Diego, but eager to jump into a professional career, I searched around for entry-level opportunities at local news organizations. I was willing to do anything, even if it meant sweeping the floors at night.

So that’s where I was. No job, no money, no clue.

I landed that first job and continued developing an interest in policy and government. I went on to seize internship opportunities covering national politics with NPR, NBC, and ABC News, in addition to taking a regular course load. Throughout my time at SDSU, building my professional experience has demanded uncomfortable sacrifices.

But eventually, with the help of some exceptional professors in SDSU’s School of Journalism and Media Studies, I went from running on pure, freshman optimism to landing a week-long assignment with ABC News covering Donald Trump’s inauguration as president of the United States.

I was a junior staffer on a production team of seasoned veterans, some of whom had covered more than a half dozen inaugural ceremonies. Even before arriving in D.C., I knew this would be one of the most formidable educational experiences of my life.

Working on a team where mistakes are exceptionally costly added a new level of pressure that I responded to with adrenaline-fueled drive and precision.

I was assigned to one of the field production teams on the west lawn of Capitol Hill. With two producers, a camera operator, audio technician and long-time ABC correspondent Deb Roberts, we provided an on-the-ground perspective for the network’s special coverage on Good Morning America and World News Tonight. To test the camera and audio equipment before the live broadcast, I stood in for Ms. Roberts and Chief White House Correspondent Jonathan Karl. Those tests and rehearsals lasted hours. The margin for error was razor thin once the broadcast hit the air.

Our team roved directly behind the VIP audience and in front of the waist-high barricade that fenced off the Trump supporters who waited all night to get as close as possible. We spent the day getting shots of the main event, delivering live field reports and interviewing some of the most ardent Trump supporters. Most weren't big fans of the “mainstream media,” but, as I learned from the occasional jeer or murmur, they were glad I wasn’t working for CNN.

Out at our remote field position, I was the team’s supporting right hand. Reporting notes, camera equipment, rain gear, food, water and other essentials all fell under my purview. So a mistake on my end, however small, would have been sharply felt. This was the ultimate exercise in preparation, attention to detail and keeping up the energy to finish out the day.

After a full week and 20 straight hours in the field on that historic day, I stood on the spot where Donald Trump became President Trump. I felt a sense of enduring optimism. In some respect, I’m leaving San Diego State the same way I started - with a lot of uncertainty but boundless hope for the future.
From the Director’s Desk

Perhaps the best part of my job, besides cheering on my faculty colleagues and supporting our students, is having the opportunity to meet alumni from our undergraduate programs in advertising, journalism, media studies and public relations, as well as our graduate programs in mass communication and media studies (MCMS) and in learning design and technology (LDT), formerly known as educational technology. Here are some scenes from these alumni encounters across the country! I hope to have the chance to meet many more alumni in the months and years to come!

— Bey-Ling Sha, Ph.D., APR

News In Brief

Congratulations to Jon Yoshishige, APR+M, for becoming APR+M certified after more than 20 years of public affairs practice. Yoshishige attended a special graduate-level public affairs course offered through SJMS in summer 2016.

Chancellor Shay has been appointed director of B2B & Infrastructure Development at public relations agency (W)right On Communications. Shay started as an intern at (W)right On and was hired upon graduation.

Congratulations to alumnus Matthew Bain for his award from the Iowa Associated Press Media Editors for his article “Inside Oliver Martin’s Uneasy Life at the Top,” which ran in the Iowa City Press-Citizen. You can read the article here.

Dr. Noah Arceneaux was awarded $7,000 from the San Diego State University Grants Program. Dr. Arceneaux will spend summer 2017 in Oxford, England, doing research at the Marconi Archives housed in the Bodleian Library for his project, “Wireless Telegraphy – Commercial Uses Prior to 1920.”

Congratulations to Dr. Mariana De Maio and SDSU SJMS students for getting official approval for our new student chapter of the National Association of Hispanic Journalists! This was a long process that involved the support of the local NAHJ chapter in San Diego/Tijuana, as well as approval by the national board of NAHJ. SDSU NAHJ is also a Recognized Student Organization with SDSU’s Associated Students.

Have something you’d like to see in the SJMS Journal or on the School website? Submit your news to Michelle Peterson at michelle.peterson@sdsu.edu.
Bill Trumpfheller

We are deeply saddened by the passing of alumnus, friend and public relations advocate Bill Trumpfheller. Bill graduated from the public relations program at SDSU in 1987, but never really left. He was president of the Alumni Association twice, on numerous advisory boards, and a strong supporter of Aztecs Hiring Aztecs. It has been estimated that he hired more than two dozen Nuffer, Smith, Tucker employees from San Diego State.

Dr. Glen Broom remembers Bill Trumpfheller:

From intern to owner-president of Nuffer, Smith, Tucker. That was Bill Trumpfheller. He spent his entire amazing 30-year career at NST.

More than 700 attended his celebration of life in Montezuma Hall. Fellow Aztecs Mayor Kevin Faulconer, Regional American Red Cross CEO Bill Early, and San Diego Regional Chamber of Commerce CEO and former mayor Jerry Sanders described Bill’s many contributions to the greater San Diego community through his volunteer public service. Also an Aztec, NST VP and managing director Teresa Siles thanked Bill for being her mentor and for his friendship and leadership.

SDSU assistant VP for special projects and former Alumni Association executive director Jim Herrick spoke of Bill’s love of SDSU and credited him with leading the effort to build the Parma Payne Goodall Alumni Center. WD-40 CEO Garry Ridge praised Bill’s friendship and work as his public relations counselor the past 20 years. Bill’s brother Mike Trumpfheller and friend Matt Kucharski shared memories and stories of Bill’s youth and travels. All celebrated his bigger-than-life personality and his joy of life. Bill was special.

When Bill was first my student, I must admit that I mistook his larger-than-life, joyous personality. He seemed to not be taking his coursework seriously. I quickly learned I was wrong. He was absolutely serious about his studies while at the same time finding joy in the process. Since those student days, that joy remained as Bill happily did guest lectures at SDSU any time requested.

Over the years, we worked together on two national symposia on topics central to the practice, had occasional lunches and played a little golf. Most importantly, we remained friends. Seeing Bill and his wife Nola at events was always a highlight.

Bill frequently shared the story about how he knew what he wanted to do in his career after the first lecture in the “Principles of Public Relations” course at SDSU. Even though he often gave me credit for that lecture, I think it was simply the “Natural” finding his swing—finding his game. No one was better at building relationships or more suited to helping organizations build relationships with their stakeholders than was Bill Trumpfheller. He was a natural at his calling, and all of us are better because we knew him.

The Bill Trumpfheller Scholarship Fund

The Trumpfheller family has created a scholarship fund in honor of Bill’s dedication to the public relations profession and asks that contributions be made in lieu of flowers or gifts. Donations may be made online at http://campaign.sdsu.edu or via mail. Please note that the gift is in memory of Bill Trumpfheller on the check memo line or in the “Other Designation” field online.

San Diego State University
Attention: The Campanile Foundation
5500 Campanile Drive
San Diego, CA 92182-1968
By Coleen L. Geraghty*

Glen and Betty Broom were among the faculty who helped transform San Diego State University in the 1980s. Now they are part of a second transformation through their gift to The Campaign for SDSU.

The Brooms number among the many faculty and staff who have made planned gifts to support the colleges or divisions where they’ve worked for decades. In Glen’s case, that’s the School of Journalism and Media Studies in the College of Professional Studies and Fine Arts. For Betty, it is the School of Nursing in the College of Health and Human Services.

To date, faculty and staff have contributed $78 million to The Campaign for SDSU—more than 10 percent of total gifts.

“Our faculty and staff know the university best, and they have sent a powerful message through their donations to The Campaign for SDSU,” said SDSU President Elliot Hirshman. “The contributions of so many faculty and staff, including Glen and Betty Broom, have forever changed the course and trajectory of our university.”

From the snow to the sun

Glen and Betty were high school sweethearts. After marrying, they lived in Champaign, Illinois, and Chicago before moving to Madison, Wisconsin, where Glen earned his Ph.D. in mass communication and Betty earned her M.S. in nursing at the University of Wisconsin-Madison.

Glen was on the UW faculty and Betty was teaching nursing in Madison when SDSU recruited Glen to head the public relations program in the Department of Journalism, as it was known then.

The year was 1979—a time of change and growth at SDSU under President Emeritus Thomas Day. A desire to “reconfigure” the university into a research institution inspired new, like-minded faculty, Glen recalled. He speaks fondly of the support and mentoring he received during his SDSU years from faculty such as Lee Brown, Barbara Hartung, Jim Cobble, Nick Genovese, Jane Smith and many other colleagues and staff.

At the same time, Betty and other faculty in the School of Nursing, with the encouragement of school director Dolores Wozniak, earned doctoral degrees in nursing research as part of an effort to strengthen the Ph.D. faculty cadre in the school.

The Brooms enjoyed long and distinguished careers at SDSU before retiring more than a decade ago. Betty taught physical assessment and was the course coordinator for Nursing Care of the Childbearing Family in the undergraduate nursing program and Physiology of Pregnancy in the midwifery master’s program. She also helped develop and taught Women’s Health Across the Lifespan, a general education course. She has written research articles for scholarly publications and is co-author of the eighth and ninth editions of “Ingalls & Salerno’s Maternal and Child Health Nursing.”

Glen is co-author or author of the sixth through 11th editions of “Cutlip and Center’s Effective Public Relations,” the field’s leading textbook since 1952. School of Journalism and Media Studies (JMS) director Bey-Ling Sha is co-author of the 11th edition. Glen is also co-author with JMS professor emeritus David Dozier of “Using Research in Public Relations” and author or co-author of more than 50 other book chapters, journal articles and scholarly convention papers.

“SDSU’s teacher-scholar model fit us perfectly,” Glen said. “The balance between teaching, research and service was for us what statisticians call ‘a goodness of fit.’”

“We were doing what we wanted to do,” Betty added. “We had great careers at SDSU so it seems only fitting to give back.”

Research mission

The Brooms’ planned gift to SDSU is an extension of their commitment to the university’s research mission. Since she knows first-hand the difficulty of balancing a heavy clinical teaching load with research and service requirements, Betty has directed a portion of the gift to establish the Betty Broom Faculty Research Fund to support faculty research and related travel in the School of Nursing, particularly for tenure-track faculty.

A second portion of the bequest advances the Glen M. Broom Center for Professional Development in Public Relations, established in 2013 by the Brooms’ first campaign gift. The Broom Center supports professional development for students through internships; for faculty through research funding; and for public relations practitioners through seminars, workshops, international scholar exchanges and similar activities.

Scott Allison, ’86, chair and CEO of the firm Allison + Partners, was a student of Glen’s who has supported the Broom Center through The Campaign for SDSU.

“Glen Broom is an icon at SDSU and throughout the international public relations profession,” he said. “It’s impossible to quantify the many people he has assisted and inspired during his career. It’s certainly not a surprise to see him giving back even after his retirement.”

*This is a partial reprint from SDSU NewsCenter. Reprinted with permission. The full article can be found here.
Loving Rewards in JMS

By: Tessa Williams

Our JMS experience at San Diego State was great training for many of the trials people face after graduating from school. It taught us about the importance of accuracy in our writing, how to work with groups of people from varied backgrounds and how to handle the pressures of multiple projects and short deadlines. Though it was not easy, it was a rewarding experience, from the simple joy of working extremely hard on semester-length projects and actually receiving a good grade, to hearing high praise from professors on group projects that had been planned and executed over a period of many months. The less-positive feedback received was also extremely valuable. Even though it was sometimes difficult to accept a failing grade over one mistake, these lessons helped us become better writers and prepared us for the unforgiving world outside of school in which mistakes can be catastrophic for the companies we work for as well as our own careers.

The professors we had always made time for us when needed but held us to high expectations. They were understanding when some accommodations needed to be made, but they did hold us accountable to the work assigned, which was a valuable lesson for life outside of school.

On top of all of the education and the bachelor’s degrees that we received, we met each other in the public relations program, dated for five years and were married in March 2015. We really owe the happiest things in our lives to San Diego State.

Tessa (St. Marie) Williams (public relations alumna, May 2011)
Ian Williams (public relations alumnus, May 2011)
The School of Journalism & Media Studies invites you to the 2017 Graduation Gala celebrating the classes of December 2016 & May 2017

Monday, May 1, 5:30 p.m.

Join us for an evening celebrating the graduating students from both our undergraduate and graduate programs. We will also honor our scholarship awardees for the 2017-2018 academic year. Come and welcome our newest graduates into the Aztec alumni family in this evening of networking and celebration.

Montezuma Hall
Conrad Prebys Aztec Student Union

5:30 - Networking
6:30 - Dinner, Awards & Graduate Recognitions

Students:
$30 until 3/31
$35 from 4/1-5/1

Alumni & Community Members:
$50

Buy your tickets at www.jmsgg17.eventbrite.com

Alumni Loyalty Prize

Congratulations to the SDSU Office of Instructional Technology Services (ITS), directed by James Frazee, alumnus of our M.A. program in learning design and technology (LDT)!

ITS employs numerous alumni from the LDT program, and a large number were in attendance at the School’s 2016 Homecoming Tailgate, including Aurora Jones, Rudy Arias, Trish Whited Edwards, James Frazee, and Rebecca Frazee (see photo, left, including alumni friends and family).

For having the most number of alumni in attendance, ITS won the tailgate’s Alumni Loyalty Prize!

New York City Alumni Social

Join Dr. Sha for brunch in the Financial District on April 8, 2017 at 11 a.m. Details and RSVP at http://evite.me/H2VDm7Tty9

Graduation Gala 2017

Graduation Gala is the end-of-the-year event to celebrate all graduating SJMS students. To attend or to donate a student ticket: jmsgg17.eventbrite.com. Bring friends from your graduating class to compete for the event’s Alumni Loyalty Prize!