10 years in the books for the School!

By Vivian Lam (PR ‘19)

This year marks the 10th anniversary of the founding of the School of Journalism and Media Studies and the 67th anniversary of the founding of the Department of Journalism. To celebrate, the School hosted an anniversary celebration on November 4, 2017 at the Confucius Institute. Alumni, faculty and community members were invited to attend the celebration and tour the digital media labs.

Guest speakers included founding director of the school, Dr. Diane Borden, professor emeritus Dr. Glen Broom, SDSU President Sally Roush, Professional Studies and Fine Arts Dean Joyce Gattas, San Diego Union-Tribune Opinions Editor Matt Hall and alumnus Leo Castaneda.

“It’s an honor to be here and see some old friends who are graduates and meet some new people,” President Roush said. “I know the school is still the center of high aspirations and the quality that we aspire to have throughout the University.”

As technology continues to evolve, the School of JMS grows with it. The School has added three high-tech digital media labs within the last five years.

Not only did the School celebrate the past, Director Dr. Bey-Ling Sha gave a hint to where the School is headed.

“We are going to be interdisciplinary,” she said. “We have connections from the hard sciences to the traditional humanities. Our faculty are well integrated and highly connected to the University. The school will also continue to be digital. The future is digital and mobile.”
From the Director’s Desk

As 2017 comes to a close, I reflect on what a year it has been!

For me, there was some traveling involved. Most recently, I was invited to visit the public relations program in the School of Business and Management at Shanghai International Studies University, where I made presentations to undergraduate and graduate students. I also met with faculty members and Ph.D. students to discuss their research, in my capacity as editor-in-chief of the Journal of Public Relations Research.

Stateside, I attended various conferences and had the opportunity to reconnect with alumni around the country. Hanging out with students and alumni in San Diego was another super-fun part of 2017! Highlights included teaching students the fine art of mango cutting (see SJMS Facebook Page for the video), not breaking any bones while learning to rock-climb, and eating tacos at the Second Annual SJMS Homecoming Tailgate. I also represented our amazing School at various events hosted by San Diego-area professional organizations, where I proudly witnessed our students, faculty and alumni accept awards for their outstanding work.

As we celebrate the 10 years since the founding of the School of Journalism and Media Studies, I note that our First Amendment rights are as important as they were upon the founding of our country. Faculty in the School of JMS continue to inculcate in our students the values of free speech and free press, along with our other civil liberties protected in the Bill of Rights. If you would like to learn more about how you can help the School in this mission, you can reach me at bsha@mail.sdsu.edu.

Best wishes to you and your family during this holiday season, and happy new year. I hope to see you at one of our events in 2018!

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

News-in-Brief

- The Daily Aztec was named Best College Newspaper at the 44th annual Excellence in Journalism Awards. The awards were presented by the San Diego Press Club. Other notable wins from the evening include faculty members Dr. Bill Eadie and Professor Roman Koenig. Alumni also took home special awards: Andrew Kleske won the Harold Keen Award for Outstanding Contribution to Journalism; Rick Griffin won the Andy Mace Award for Outstanding Contribution to Public Relations; and Jamie Reno won a special award for high-impact reporting that resulted in a demonstrable, measurable effect or result.

- The SDSU chapter of Public Relations Student Society of America won Best Regional Conference in the national organization’s Teahan Chapter Awards Competition. It was honored for the April 2017 event that was hosted in San Diego, and demonstrating our students’ understanding and execution of the four-step strategic planning process: research, planning, implementation and evaluation. The chapter also won a Star Chapter Award for meeting specific professional development goals, including high school outreach, relationship with the professional chapter, programming on ethics, community service, leadership training, and interdisciplinary outreach on campus.

- Congratulations to Vivienne Truong (MCMS ’17), who will be finishing her master’s degree and moving to Maryland to be a key account and communications manager of Eastland Food Corporation.

- Briana Alford (PR ’15) was recently promoted to an account executive at the Moxie Communications Group.

- Recent graduate Stephanie Mira (PR ’17) is now working at SHADOW, a public relations agency in Los Angeles, as an account coordinator.

- Congratulations to Ashley Weaver (PR ’13) for her promotion at J. Walcher Communications, where she interned while a student at SDSU.
Diane and Matt Lofgren have named SDSU in their estate plans. By Coleen L. Geraghty

Diane Lofgren (’77, ’80) accepted her first serious reporting assignment while she was still a high school student. She and a friend were hired by her friend’s father, the founder and president of emergency care product company Dyna Med, to interview firefighters and paramedics for the company’s publication, Emergency magazine. The two traveled by Greyhound bus, stopping at firehouses along the way, to ask how the professionals used Dyna Med’s products. She later became senior editor of Emergency.

After earning her bachelor’s degree in journalism, Diane and another friend embarked on a trip to New York to interview 100 magazine editors for insider writing and publishing tips for their 1986 book, “Get Published: Top Editors Tell You How,” which was published in hardback and paperback by Henry Holt & Company.

These early experiences stoked Lofgren’s interest in journalism. She went on to major in the discipline at San Diego State University and returned to New York for a summer internship at Good Housekeeping magazine through the Magazine Publishers Association. She would later earn a master’s degree in communication with a specialization in mass communication and media studies at SDSU.

Through it all, Lofgren worked hard to finance her education. She understands the difficulty of living on a strict budget. That’s why, when she and her husband decided to make a gift to SDSU, they opted to support students with financial need. The Diane Gage Lofgren Endowed Scholarship for Journalism benefits students in the School of Journalism and Media Studies, which includes majors in advertising, journalism, media studies and public relations.

“Our School envisions a society where media professionals are committed to diversity and inclusivity, and embrace technology to serve the public good,” said Bey-Ling Sha, director of the School of Journalism and Media Studies. “Support for SJMS students, especially ones from financially challenged backgrounds, brings us closer to attaining the society we envision.”

Multiple honors

Lofgren set up a public relations agency in San Diego after graduating. With clients like Scripps Health, Mercy Healthcare and Mission Park Medical Clinic, she gradually learned about the healthcare industry. In 1994, Sharp HealthCare headhunted Lofgren for the post of vice president of corporate communication.

During a career of nearly 35 years, she also worked for Catholic Health Initiatives and Kaiser Permanente. Lofgren retired in 2017 as chief marketing officer and senior vice president for Sharp, where she and her team created a customer and social media engagement center that allowed the company and its expert medical staff to respond quickly to trending topics. She and her team also created an online newsroom with two new stories a day quoting Sharp HealthCare physicians and other experts that serves as a source for health and medical stories for local media.

Lofgren is a fellow of the Public Relations Society of America; was named PR Leader of the Year in 2010; and is a member of the Arthur W. Page Society, a by-invitation-only professional organization for chief communications officers of Fortune 500 companies and leading nonprofit organizations. Lofgren is also the author of ten nonfiction books, including “Women I Want to Grow Old With,” published in 2011.

Second careers

Despite her busy life, Lofgren never lost touch with SDSU. She often returned to campus as a guest lecturer and invited SDSU faculty to lead classes at Sharp.

Now that she and her husband, engineer Matt Lofgren, are semi-retired, they split their time between San Diego and West Virginia. Both are pursuing second careers writing screenplays. Matt’s first attempt was made into the film “Ghost Boat,” which he wrote and directed.

“Diane and Matt’s generosity will directly benefit students in SDSU’s internationally recognized School of Journalism and Media Studies,” said Mary Ruth Carleton, vice president of University Relations and Development. “Many of them will also find inspiration in Diane’s outstanding service to public relations in the healthcare sector.”
The School of Journalism and Media Studies is honored to announce the Allen H. Center Distinguished Lecture hosted by the Glen M. Broom Center for Professional Development in Public Relations. Allen H. Center is one of the founders of the Public Relations Society of America and co-author of “Effective Public Relations,” the most-used public relations textbook.

Center worked in a variety of public relations positions for Motorola during his professional career. Upon his retirement in 1973, he came to teach at San Diego State University, where he became the first and only person ever to hold the title of "Distinguished Resident Lecturer." He taught at SDSU until retiring again in 1987. He passed away in 2005.

Center’s numerous awards included a Gold Anvil Award from PRSA, induction into the Arthur Page Society Hall of Fame and the Otto Bos Lifetime Achievement Award from PRSA San Diego.

The inaugural lecture will be given by Professor Emeritus Glen Broom. After earning his Ph.D. in mass communication at the University of Wisconsin-Madison, he joined the faculty there as head of the public relations sequence. In 1979, Broom started teaching at SDSU.

Some of Broom’s awards include National Outstanding Educator from PRSA, Otto Bos Lifetime Achievement Award, outstanding journalism/communications professor and PSFA faculty commencement speaker.

The lecture will be held on campus and is open to the public. There will be refreshments and the opportunity to network with attendees and students after the lecture.