Awards and Recognition for Dr. Sha

During the Fall 2018 semester, Dr. Bey-Ling Sha, professor of public relations and acting associate dean of the College of Professional Studies and Fine Arts, won two major awards.

At the All-University Convocation in August, President Adela de la Torre recognized Dr. Sha as one of six faculty members to win the SDSU Alumni Distinguished Faculty Award, formerly known as “the Monty.” The award recognizes faculty members who have made outstanding contributions to the university and to their respective fields.

Then, in November, she was awarded the Institute for Public Relations (IPR) Pathfinder Award at the 2018 Annual Distinguished Lecture and Awards Dinner in New York City. The Pathfinder Award is a lifetime achievement award bestowed annually on an individual who has made significant and sustained contributions to the body of knowledge and practice of public relations through published research.

Sha is the co-author of the 11th edition of Cutlip & Center’s Effective Public Relations, an internationally recognized textbook; editor-in-chief of The Journal of Public Relations Research; and past chair of the Universal Accreditation Board, which oversees professional certification of public relations practitioners. Her other awards include a national 2012 Outstanding Educator Award from the Public Relations Society of America and the 2016 Provost’s Innovation for Excellence Award from San Diego State University.

"My professional success would not have been possible without the support of San Diego State and my many wonderful colleagues and mentors here," said Sha. "I’m honored to follow in the footsteps of my public relations colleagues and SDSU professors emeriti Glen Broom and David Dozier, who won the Pathfinder Award in 1986 and 1990, respectively."

The only other public relations program to have produced three Pathfinder honorees from its faculty is the University of Georgia. As part of our commitment to public relations, the School of Journalism and Media Studies is also home to the Glen M. Broom Center for Professional Development in Public Relations. The Center supports students, faculty, and practicing members of the public relations community. The Broom Center’s next event is the February 11 Allen H. Center Distinguished Lecture in Public Relations; details on page 4.
From the Director’s Desk

I’m the interim director of the School of Journalism and Media Studies, a position I accepted in August. Our previous director, Dr. Bey-Ling Sha, is now the acting associate dean for the college of Professional Studies and Fine Arts, and no doubt she will excel in her new role.

For the previous eleven years, I’ve been a professor at SDSU researching the history of media technologies. I have a particular passion for wireless, a term that covers both the very old era of wireless telegraphy, as well as current forms of mobile communication.

Learning the duties and responsibilities of my new job has kept me quite busy this semester, though I wanted to get out this newsletter before the end of the year. I thought that students, alumni, and other members of the SJMS community would want to know about our continued record of success. Our students consistently produce quality work in a wide range of classes, including ones on virtual reality, augmented reality, and the latest social media platforms. While teaching these innovative classes, our faculty find time to win grants, earn accolades, and publish top-tier research in the most respected peer-reviewed publications in our respective fields.

While this semester is not yet finished, we are already planning some big events for spring. On February 11, we have an Allen H. Center Distinguished Lecture in Public Relations, featuring Dr. Tina McCorkindale, CEO of the Institute for Public Relations. We’re also planning a spring symposium for our Learning Design and Technology program, and of course, the Grad Gala in May. We’ll get details on all these events, and others, out soon. In closing, I hope everyone has a great holiday season, and an even better New Year!

- Dr. Noah Arceneaux

We love hearing from our alumni! If you have a story to share, please email us at jmsalum@sdsu.edu and let us know what is new with you. Be sure to include your full name, your major area of study, and your month and year of graduation.

News-in-Brief

• Erica Ciznek, Ph.D. and Nathian Shae Rodriguez, Ph.D. won this year’s inaugural Diversity and Inclusion Award at the Public Relations Society of America Educators Academy in conjunction with the 2018 PRSA International Conference for their manuscript "Activist Public Relations and a Queer of Color Critique." The award was presented Oct. 6 in Austin, TX.

• Dr. Minjuan Wang is part of a team that received a National Science Foundation (NSF) award. This grant is in collaboration with SDSU’s Department of Geography and a national reserve in the Guizhou province of China. The goal is to understand the complex human-environment systems (CHES) at this National Nature Reserve in China, where the habitat of the endangered Guizhou golden monkey and other endangered species has been affected by various human activities.

• Dr. Amy Schmitz Weiss was awarded a $15,000 grant from the Online News Association. The grant supports a follow-up project to the ONA award she received in 2014 that examined air quality in San Diego with open-source electronic air sensors with journalism and science students. This new project for 2018-2019 will take the model of how this project was taught in 2014 and bring it into high school journalism and science classes in San Diego for an interdisciplinary curriculum pilot. This project is also supported as a Project for the Public Good from the Dean’s office.

• The School of JMS made a strong showing (as usual) at the annual awards for the San Diego Press Club, held on October 30. The Daily Aztec won a handful of awards, while SJMS students Will Fritz, Brenda Gregorio-Nieto, Abraham Jewett, Lauren J. Mapp, Bella Ross, Ceighlee Fennel, and Lexi Howe also brought home honors. Additionally, journalism major Lauren J. Mapp was one of two students awarded a scholarship at the event.
New Experiences in Thailand

Excerpt from BeInternational blogpost by second year journalism/public relations student Sofia Bert, who participated in the College of Professional Studies and Fine Arts Intercultural Communication Program in Thailand.

To say I was under-prepared for this journey would be an understatement. I wasn’t under-prepared in the sense that I didn’t know how to navigate airports by myself or travel in another country alone. As cheesy as it sounds, I was under prepared for the amount joy and pure fun that would happen on this program.

My first impression of Thailand was that it is more industrial than I imagined. A lot of the movies and pictures you see of Thailand are of the gorgeous beaches and thick jungles. Which is true — there are many beautiful beaches and being in the jungle here feels like you’re either on a movie set or on another planet.

But there also is a lot of city life and that is where a majority of the population lives. We are currently staying in Chiang Mai, which falls under the city category, but something that is so great about Chiang Mai is that I can walk down the street for a one-hour foot massage and some tom yum soup for only $12 U.S., total.

Another thing I was completely unprepared for was the class that we are taking. Mindfulness is something that I’ve never really looked into before. While I know this course is specific to this trip, it honestly feels like a group therapy session in addition to learning about intercultural communications and Thailand. Each class we begin with a three minute breathing exercise to set the mood for our course. A lot of our discussions have been based around our self perception, inner thoughts, how we view others and learning about forgiveness and love.

Needless to say there have been a lot of tears.

The most special aspect of the trip so far — and what has made this the most amazing experience — is the group of people I’m studying abroad with. Every individual brings their own unique life story to the table and everyone is so welcoming and kind and excited to be here. Having a smaller group — there are only 16 people on the trip — has really allowed us to become a family and be close and honest together.

I’m the youngest student on the trip and I still feel welcomed by everyone, which really has made a huge impact on me. I was worried at first about not knowing anyone on the trip, not even knowing the professor well, but the results have been better than I could’ve ever imagined. We have a group chat and people always message stuff like “we’re going to dinner if anyone is down to join meet us in the lobby in 15 mins:)” and “Hey we’re going to the night market if anyone wants come with.”

This kindness and welcoming environment has also helped me adjust to being in Thailand more quickly. Thailand is definitely very different from living in the United States. The way the cars drive, the locations of stores and the weather are all so different from what I’m used to... It’s powerful. It’s new. And I can’t wait to share more with y’all as the journey continues! Read the full blogpost here.

Visit the Aztecs Abroad website for information on approved international internships.
Learn more on how to write competitive study abroad scholarship pieces by attending one of the two Writing Workshops held in February!
Allen H. Center Distinguished Lecture in Public Relations

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. The February lecture will be held at the Parma Payne Goodall Alumni Center. Save February 11, 2019 for the annual lecture, this year presented by Dr. Tina McCorkindale, President and CEO of the Institute for Public Relations. Complimentary parking will be provided by SJMS and refreshments will follow the lecture.

15 Years of Service for Shoya

In November, the University recognized the SJMS Office Manager Maggie Shoya for fifteen years of service. At the November 14 faculty meeting, Interim Director Arceneaux surprised her with some flowers!

Wulfemeyer Retires

Fall 2018 marked the final semester for Dr. Tim Wulfemeyer, a true stalwart of the School of Journalism and Media Studies. Wulfemeyer is a graduate of SDSU and taught here for more than 30 years. His presence will definitely be missed.

Year – End Giving

It’s not too late for year-end gifts. You can still contribute to any of the SJMS funds including:

- Scott Allison Endowment
- Glen M. Broom Center for Professional Development in Public Relations Endowment
- Carleton-Hunt Endowed Internship Fund
- Center Lectureship Endowment
- Tom P. Gable Endowed Scholarship for Public Relations
- Diane Gage Lofgren Endowed Scholarship
- Arthur & Mildred Wimer Endowed Scholarship

All online and mailed transactions must be postmarked by 12/31 to count for 2018. If you have any questions or would like information on how to create your own fund, please contact Jordan Maharaj at jmaharaj@sdstate.edu or 619-594-0494.
Remembering SJMS Alumni

The School of Journalism and Media Studies (SJMS) is sad to report the loss of alumni Cathy Clark (’73), Mark Putnam (’79), and Larry Thomas (’70).

Cathy Clark was a former editor of The Daily Aztec before spending 27 years as a television news anchor and reporter in San Diego. She worked as a reporter and anchor at KFMB, KNSD, and KUSI respectively, and also as a contributor and editor at San Diego Magazine and The San Diego Union-Tribune.

“She was irascible, just a hoot in terms of personality,” said SDSU alumnus and longtime friend, Gene Gleeson (’71). “Absolutely right on as a journal-ist and independent-minded.”

Gleeson met Clark in a class at SDSU. She worked at the Daily Californian out of school while Gleeson worked at KFMB-TV. He left for graduate school at Columbia University in 1972 and KFMB-TV news director Ray Wilson hired Clark to take his place. “When I returned from New York, they kept her on because she had done such a terrific job,” said Gleeson.

Another friend and colleague, Adrienne Alpert (’73), recalls meeting her in the The Daily Aztec newsroom. “I was fascinated by how brilliantly and fast she wrote,” said Alpert. She said Clark wrote a story faster than any-one she knew, and was “curious about eve-rything.” Alpert also described her as a “really loyal friend” and a “pretty tough cookie.”

Thanks to Alpert and Gleeson, a journalism scholarship has been created in honor of Clark with a goal to provide substantial assistance to students in need of financial support. Gleeson has generously offered to match contributions up to $15,000.

“Good, honest journalism meant everything to her,” said Alpert. “My hope is that they (scholarship recipients) will remember her and carry on her legacy.” Contributions to the scholarship can be made here.

Mark Putnam wrote his first story as a 15-year-old “cub” reporter for his beloved hometown Oakland A’s team, and later become editor of the student newspaper at Diablo Valley College. He earned his degree in journalism in 1979 from SDSU. He worked as a successful journalist from 1972 to 1982, including as a writer and photographer for The Los Angeles Times and stringer for The Wall Street Journal among many other news organizations. He also worked for KIFM, KFMB AM and FM radio, and CBS-TV News 8 in San Diego. Among many awards, Putnam received in 2013 a lifetime achievement award from the San Diego Press Club, the Andy Mace Award for Outstanding Contributor in Public Relations. “Mark was a kind soul, always looking out for everyone else,” wrote his sister, Patti Jane Axelsen. “He had an outrageous, smart sense of humor as well, making everyone he met laugh.”

Larry Thomas studied journalism at SDSU in the late 1960s. In 1969, the national Society of Professional Journalists recognized Thomas as one of five outstanding journalism seniors in the country. Thomas was a writer and communications advisor for 45 years, working as a journalist, political press secretary, and senior corporate communications executive. He joined The San Diego Union Tribune (SDUT) in his early 20s, where he became one of the youngest political writers working for a major newspaper. In 2009, SDSU’s College of Professional Studies and Fine Arts recognized him with its Distinguished Alumni Award. Through his estate, Larry Thomas generously established the Larry Thomas Endowment for the Glen M. Broom Center in the School of Journalism and Media Studies. The SDSU community and alumni will greatly miss Larry Thomas. Contributions to the Larry Thomas Endowment can be made here.