

Graduation Gala

By Carolina Martinez

In the midst of senior presentations, applying for grad-school programs and preparing for one last set of finals, there doesn't seem to be any time left for celebrating accomplishments until graduation day itself. But the School of Journalism and Media Studies likes to do things a little differently.



Professor Kaye Sweetser with the Public Affairs Officers after the APR+M pinning ceremony. Photo: Melissa Jacobs

It hosted Graduation Gala, previously known as Senior Send-off, on Monday, May 1, to celebrate graduates, award students graduating with academic honors, recognize the military Public Affairs Officers in the graduate program who earned professional certification, and give past and present SJMS grads the opportunity to network with each other.

The program began with a networking hour at 5:30 p.m. in Montezuma Hall. Guests were invited to take photos in a photo booth and mingle with SJMS faculty and staff, as well as alumni and community members.

When doors opened, everyone found their seats and Dr. Amy Schmitz-Weiss, SJMS associate professor, welcomed the group.

To begin the formal program, SJMS recognized five present PAOs for their dedication and commitment to public affairs. They graduate from San Diego State with a Master of Arts degree in Communication with a specialization in Mass Communication and Media Studies. In addition, they earned the Accredited in Public Relations designation, which is a professional achievement of distinction.

Dr. Noah Arceneaux, SJMS associate professor, announced the outstanding graduates from each of the School's disciplines, and several undergraduates were inducted into the Kappa Tau Alpha honor society. Furthermore, the School recognized students who had been invited to membership in Phi Beta Kappa, the nation's oldest and most prestigious academic honor society.

"It felt great being recognized for my academic achievement and I'm really proud of my accomplishment," said Melissa Artobello (AD, '17), Phi Beta Kappa invitee.

The program transitioned to Professor Nicole Vargas, SJMS internship coordinator, who announced the first half of the undergraduate seniors in attendance. She read brief bios about the students, including how they were involved at state, where they interned or after-graduation plans.

The program continued with announcing the scholarship winners from the past academic year. These scholarships recognized students for excelling academically, overcoming adversity and interning in a particular journalism niche.

The program took a short break for dinner, then Dr. Nate Rodriguez presented the second half of the undergraduate seniors being recognized.

The SJMS class of 2017 formally graduated on May 14 in Viejas Arena with the rest of the College of Professional Studies and Fine Arts.

Event photos were taken by Melissa Jacobs, the event album can be found at melissajacobs.smugmug.com/SDSU-2017-Journalism-Gala/.



SAN DIEGO STATE
UNIVERSITY

Leadership Starts Here

Stay in Touch!

jms.sdsu.edu
 /SanDiegoStateJMS
 /SDSU_JMS
 /SDSU_JMS

Inside this issue

Director's Letter	2
News-in-brief	2
Commencement	3
Scholarships	4
Events	4



Graduates enjoy the photo booth, which was available during the networking hour. Photo: Melissa Jacobs

From the Director's Desk

The close of the 2016-2017 academic year marks a transition for San Diego State and for the School of Journalism and Media Studies. On campus, we are transitioning this summer from outgoing President Elliot Hirshman to Interim President Sally Roush. For SJMS, we are wrapping up our 2014-2017 Strategic Plan with an accountability report and finalizing the creation of our 2017-2020 Strategic Plan.

For the latter, our faculty have had some good discussion over the last year about the different ways in which we can continue to keep our School on the cutting-edge of research and education in journalism, advertising, media studies, public relations, and learning design and technology. Of course, we will maintain our School vision, mission, and core values (see right), while continuing to build on the University's strategic plan areas of student success, research and creative endeavors, and community and communication.

To support student success, our School has goals to encourage more study abroad activities and to enhance internship experiences with financial support, as well as to continue our curricular initiatives in digital/social media, Spanish/English media writing, and media entrepreneurship.

To facilitate faculty research and creative endeavors, our School will continue our campus partnerships, such as our Center for Science and Media (with the College of Sciences), as well as our Area of Excellence (with the College of Arts and Letters) in Digital Humanities and Global Diversity. We also will continue to pursue interdisciplinary partnerships and to encourage student involvement in faculty research.

To enhance community and communication, we will continue our strong tradition of community-based service learning in support of local nonprofits, as well as strengthen our alumni engagement efforts.

School faculty also have agreed that, moving forward, we need to formalize our community support networks. One way of doing so is the creation of a small advisory board for the School, as well as an advisory board for the Glen M. Broom Center for Professional Development in Public Relations. Thus, I am presently in the process of outlining the roles and responsibilities of potential board members, and I welcome your input in this endeavor. You can reach me at bsha@mail.sdsu.edu. Happy summer!

— Bey-Ling Sha, Ph.D., APR

Vision Statement

The School of Journalism & Media Studies envisions a global society where citizens are engaged in their communities; where media professionals are ethical and committed to diversity and inclusivity, and embrace technology to serve the public good; and where people from all backgrounds think critically about the media.

Mission Statement

To prepare students for the society we envision for tomorrow, while modeling today the values of community engagement, ethical professionalism, diversity in a global world, critical reflection, and technology in service of the public good.

Core Values

- Engage with the community
- Communicate ethically and professionally
- Understand global diversity
- Think and reflect critically
- Embrace technology to serve the public

News In Brief

The School of Journalism & Media Studies is hiring a tenure-track faculty member in public relations at the level of assistant professor, to start August 2018. Candidates should have a doctorate in public relations, mass communication, communications, or an allied field. Candidates should have a demonstrated commitment to excellence in both teaching and research, in line with SDSU's teacher-scholar model. Evidence or promise of a strong research agenda in public relations is required. Ability and interest to teach public relations courses at the undergraduate and graduate levels are required. Relevant professional experience in public relations is required. All inquiries should be addressed to [Dr. Bey-Ling Sha](mailto:Dr.Bey-Ling.Sha).

Congratulations to SJMS students who have been elected to 2017-18 leadership positions on the College of PSFA College Council! Public relations major **Vivian Lam** will be the VP for Public Affairs, and journalism major **Brooke Hallisey** will be the VP for External Relations!

Congratulations to **Dr. Nate Rodriguez** for his recently published article: Rodriguez, N. S. (2017). Hip Hop's Authentic Masculinity: A Quare Reading of Fox's Empire. *Television and New Media*. You can read the article [here](#).

Kevin Nguyen (AD, '15) was recently promoted to an Inventory Analyst/Sport Planner at ESPN. Congratulations Kevin!

Congratulations to our recent graduates and our newest alumni who have found post-graduate employment! Here are a few students who have found post-graduate full-time positions:

- **Cassandra Kaawaloa** (PR, '17) and **Kara Scniepp** (PR, '17), both initially for-credit interns at Olive PR Solutions and reporting to a JMS alumnae, the pair was hired on after graduation.
- **Jamie Ballard** (Journalism, '17), became the second consecutive full-time hire at San Diego CityBeat from the JMS internship program.
- **Jocelyn Salas** (MS, '17), Komen San Diego's bilingual marketing intern was kept as interim marketing and communications manager.
- **Shylah Eades** (MS, '17), Taylor & Pond social media intern accepted a full-time position upon completion of her degree.
- **Niki Tuck** (MS, '17), accepted a position with CBS Interactive as Editorial Operations Coordinator and will be working on Big Brother this summer.

2017 Commencement



Anthony Berteaux and Moxie Foundation President Peter Zahn during the commencement ceremony.

SJMS Student Named 2017 Zahn Spirit of Innovation Award Recipient

Graduating senior Anthony Berteaux was presented with the 2017 Zahn Spirit of Innovation Award at the PSFA Commencement Ceremony on May 14, 2017. This annual award honors exceptional entrepreneurial drive and it's only the second year the award has been given out.

Berteaux was nominated by faculty within PSFA and nominations were solicited from all colleges on campus.

The award recipient approaches every day problems with creativity resilience and relentless passion, and is awarded to someone who exemplifies the entrepreneurial spirit, though likely doesn't consider himself or herself as an entrepreneur. The Zahn Spirit of Innovation Award also comes with a \$25,000 scholarship, which is funded by Irwin Zahn and the Moxie Foundation. Zahn is also the founder of the Zahn Innovation Platform (ZIP) Launchpad and the Zahn Professorship of Creativity and Innovation.

Berteaux received the award for being bold, persistent, and having a big heart but not shying away from controversy. He is an activist and journalist who writes about important social and political issues including damaging stereotypes, racism and antisemitism. While at SDSU he was involved with KCR College Radio, and The Daily Aztec. Berteaux interned with the Anti-Defamation League of San Diego and the San Diego Union-Tribune.

Berteaux is still looking for a full-time position, meanwhile he is continuing his work with the Anti-Defamation League of San Diego and the SDSU Hillel and Jewish Student Union.

Journalism Student Named Outstanding College of PSFA Graduate

Graduating journalism student Quinn Owen was named the Outstanding Graduate from the college of Professional Studies and Fine Arts. As the college's outstanding graduating senior, Owen was an integral part of the commencement ceremony on May 14 in Viejas Arena, including giving a keynote speech and leading the tassel change for the graduating class of 2017. Owen spent the commencement ceremony onstage with his influential faculty member, Dr. Amy Schmitz Weiss.

Owen advised the crowd that "Uncomfortable change brings new opportunity." Taking his own advice, Owen will start a full time job in Washington D.C. at ABC News this summer. Owen's speech as well as the entire PSFA Commencement Ceremony can be viewed on SDSU's YouTube page by visiting, <https://www.youtube.com/watch?v=xJgBVysnzBE>.



Left: Quinn Owen, Dr. Amy Schmitz Weiss and Anthony Berteaux after the PSFA commencement ceremony. Right: Advertising graduates with Dr. Joel Davis, SJMS Internship Coordinator Nicole Vargas and Dr. Bey-Ling Sha outside Viejas Arena before the commencement ceremony.

International Communication Association Annual Conference

Over Memorial Day weekend, the School of Journalism and Media Studies co-hosted a reception with the School of Communication for alumni and friends visiting San Diego for the annual conference of the International Communication Association, a professional association for scholars interested in the study, teaching and application of all aspects of human and mediated communication.

Atop the patio of Half Door Brewing Company in downtown San Diego, SJMS kicked off a semester-long celebration of Dr. David Dozier's final semester of teaching, in his 37th year at SDSU. Dr. Bey-Ling Sha announced that the School is planning to rename a research fund in Dr. Dozier's honor to support research activities of SJMS graduate students in public relations.

In addition to enjoying the reception, SJMS faculty and alumni made numerous research presentations at the 4-day conference, including work by Dr. Valerie Barker, Stewart Coles (MCMS, '12), Dr. David Dozier, Dr. Bill Eadie, Dr. Yang Feng, visiting scholar Yusuke Ibuki, Dr. Nicole Lee (PR, '10, MCMS, '13), Dr. Barbara Mueller, Dr. Nate Rodriguez, Dr. Arthur Santana and Dr. Amy Schmitz Weiss.



Left: Dr. Sha with advertising professor Dr. Yang Feng. Center: Dan Lane, alumni Stewart Coles and Nicole Lee. Right: Dr. Dozier and Dr. Sha. Dr. Dozier was presented with a book filled with well wishes and fond memories that was passed around during the convention.

Contributing to Scholarships

Did you know that you can contribute to already existing scholarship funds? There are numerous accounts that are focused on helping student success. Here are a few that you can donate to.

- Bill Trumpfheller Memorial Scholarship in Public Relations—Bill was a strong supporter of the School and the public relations program, as well as being heavily involved with the Alumni Association. Your support of this fund will support public relations student internships at public relations agencies in San Diego. This fund will be endowed when it reaches \$50,000.
- Tom P. Gable, Jr. Endowed Internship Scholarship in Public Relations—This scholarship will be awarded for the first time in the 2018-2019 academic year to a student who is interning at a public relations agency.
- Gilbert L. Morlan Memorial Scholarship— This scholarship was established in memory of Gilbert, a journalism major who lived with muscular dystrophy. The scholarship recognizes upper-division undergraduate students, majoring in advertising, journalism or public relations, who have overcome personal adversity to achieve academic excellence.

Contributions to these and other SJMS initiatives can be made online at campaign.sdsu.edu or via check. Please name the scholarship you'd like to support in the "Other Designation" field online or in memo line of your check. Please email Michelle Peterson at michelle.peterson@sdsu.edu if you'd like more information about the scholarships within the School of Journalism & Media Studies.



Upcoming Events

For more information on any of the upcoming events, please contact michelle.peterson@sdsu.edu.



Rock Climbing Social

Come out to Vertical Hold for some belaying and socializing! SJMS will be providing pizza during the event. Free to attend, \$13 to climb. RSVP: <https://sjmsrockclimbing.eventbrite.com>



Homecoming Tailgate

Come eat tacos and network with fellow SJMS alumni before the Aztecs take on Fresno State! We will have a reserved section of football tickets if you don't have seats! RSVP: <https://sjms2017tailgate.eventbrite.com>