SJMS Co-Hosts Political Forum

The School of Journalism & Media Studies partnered with Voice of San Diego to present Politifest. The Sept. 24 event took place at the Conrad Prebys Aztec Student Union on campus and was an all-day voter education event. Keynote speakers Reihan Salam and DeRay Mckesson shared their views on the presidential election, and the day was filled with workshops and sessions focusing on local and state-wide measures on the November ballot.

Journalism students from JMS 420, Public Affairs News Reporting, covered the event. Not only did students attend panels on Measure K, the San Diego Unified School Board race, death-penalty measures and the California ballot, the class got the opportunity to interview DeRay Mckesson before his keynote session.

SJMS Director Dr. Bey-Ling Sha hosted two sessions of “Developing Consciousness in Politics and the Self” to a standing-room-only crowd, with presentations by other SDSU faculty from physics, philosophy, dance, and learning design and technology.

To read Politifest articles produced by SJMS students and by Voice of San Diego staff, visit: http://www.voiceofsandiego.org/politifest-2016/

SJMS Wins Prestigious Provost’s Innovation for Excellence Award for Bilingual Media Writing Program

In spring 2016, SDSU established the Provost’s Innovation for Excellence Award to honor departments and schools that have, through collaborative effort, implemented a new initiative that has generated momentum toward achieving one or more of the key goals outlined in our university’s Strategic Plan, Building on Excellence.

The School of Journalism & Media Studies and Director Dr. Bey-Ling Sha were recognized for launching a bilingual media writing initiative that has improved the School’s continuation rates, supported the recruitment of diverse faculty, and attracted the support of new community partners, including Univision and other media organizations.

Launched in Fall 2013 with a $25,000 competitive grant from the Public Relations Society of America Foundation, the School’s bilingual media writing initiative encourages Spanish/English-bilingual students to pursue media professions while enhancing their verbal and written competence in both Spanish and English. The upper-division course JMS 434, Writing for Spanish-language and Latino Media, is taught by Dr. Mariana De Maio, who worked as a journalist in Argentina before coming to the United States to earn her M.A. in journalism from the University of Missouri and her Ph.D. in mass communications from the University of Florida.
From the Director’s Desk

As we begin to wrap up the fall semester in the School of Journalism & Media Studies, I reflect on the tremendous work by our faculty and students that has resulted in numerous exciting developments in recent years.

First, our total enrollment remains strong, with more than 600 undergraduates and nearly 60 M.A. students enrolled in Fall 2016. Also, our School’s 4-year and 6-year graduation rates in May 2016 were both higher than comparable rates for the campus overall:

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<th>Fall 2011 Class:</th>
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<td></td>
<td>Enrolled</td>
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<td>School Total</td>
<td>105</td>
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<tr>
<td>University Total</td>
<td>3,580</td>
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Second, our faculty have created numerous new course offerings, including digital and social media analytics, social media community leadership, fashion public relations, sports and media, photojournalism, and media and/in Brazil. Our 2014 merger with the Department of Learning Design and Technology (previously called Educational Technology, in the College of Education) added such new courses as games, play, and learning; virtual reality and imaginary worlds; and consciousness hacking as elective options for our students.

Third, our internship program, directed by Professor Nicole Vargas, continues our strong relationships with employers in a variety of industries for positions in advertising, journalism, public relations, social media, digital communication, and media production. In support of our internship program, SDSU Vice President for University Relations and Development Mary Ruth Carleton (a former journalist) and her husband Bruce Hunt endowed a $250,000 scholarship for student interns in journalism.

Last and not least, our engagement with alumni has increased, with events both locally and around the country, including our Nov. 5 Homecoming Tailgate (see p. 6)! Make sure we have your updated contact information and see page 6 for a list of upcoming events — Hope to see y’all at the Holiday Open House and in the new year!

Dr. Bey-Ling Sha
Professor and Director
Perette Godwin graduated from SDSU’s journalism program in 1986 and has kept her ties to the university a priority. She currently serves as the Alumni Association’s Liaison to Past Presidents. In that role, she acts as an adviser to the current president and coordinates meetings with all past presidents. Godwin thinks every SDSU graduate should join the Alumni Association. “Not only does being a member give back to current SDSU students via scholarships, but also helps you stay connected and continue your experience as an Aztec,” said Godwin. The Alumni Association holds social and networking events and offers numerous volunteer opportunities, including mentorship of current students or involvement with the board or its sub-committees.

When not volunteering with the Alumni Association, Godwin works for the City of San Diego as its senior public information officer, representing the city she loves. She is responsible for communicating information about the city via insidesandiego.org and San Diego’s official social media accounts. Godwin’s favorite part of her job is using her storytelling skills to share positive stories that happen in San Diego.

Prior to her service to the city, she was a reporter, anchor, and radio personality, as well as a public relations and media relations specialist.

For more information on the Alumni Association, go to http://www.sdsualumni.org.

Dr. Bob Hoffman, LDT professor emeritus, taught for more than 20 years in the Department of Educational Technology (EDTEC) at SDSU prior to entering the Faculty Early Retirement Program in 2014. He designed and conducted the department’s first online course with a single student in Brazil in 1996-97. Other professors in the department joined in his efforts, and a few years later the EDTEC online master’s degree program was launched. The professors then conducted workshops for CSU and SDSU faculty on designing and delivering online courses, spreading their ideas and influence.

Continuing his service to SDSU and SJMS, even in “retirement,” Dr. Hoffman is teaching a special topics course called “Consciousness Hacking.” This innovative course gives students the opportunity to explore their own consciousness and awareness as the basis of learning, doing, relating, “the universe and everything.” The course’s primary goal is for students to learn to benefit from bringing their deepest level of heart and mind to everyday living, through a wide range of practices and conceptual approaches for developing their own innate wisdom and emotional maturity.

- By Katrina Faessel

In Fall 2012, the Department of Learning Design & Technology (LDT) in the College of Education approached SJMS faculty with a merger idea based on their observation of the “rapidly-evolving intersection of information and media.”

According to Dr. Marcie Bober-Michel, former LDT department chair and current area coordinator, “The 2014 merger meant that students from both programs could see the role that social media plays in how we communicate with one another, build community and relationships, and share information. Students now have access to electives that add new dimensions to the degrees they’re earning.”

Established more than 30 years ago, the LDT program was one of the first, and now fully online, master’s degree and certificate programs in the field of learning design and technology, previously called educational technology. Professors in LDT have expertise in applied research for learning through evolving technology. Many LDT faculty members work hand in hand with SDSU’s Instructional Technology Services Department, where they assist faculty colleagues across the campus in converting courses for online delivery.

Dr. Hoffman’s “Consciousness Hacking” course will be offered again in the spring semester and is open to alumni and community members through SDSU Open University.

Alumni Spotlight:

Perette Godwin ’86

Faculty Spotlight:

Dr. Bob Hoffman & LDT
Alane Lockwood appointed as Assistant Dean of Professional Studies and Fine Arts

By Mary Vitale*

Alane Lockwood has been named the new assistant dean for student affairs in the College of Professional Studies and Fine Arts.

Lockwood was previously the undergraduate advisor for the School of Journalism and Media Studies. She was the academic advising coordinator for undergraduate advertising, journalism, media studies and public relations majors for more than 14 years.

During her time as an academic advisor at SDSU, Professor Lockwood created many ways for JMS students to get information and stay informed about the major.

Bey-Ling Sha, JMS director and professor wrote in a Blackboard announcement to students that “Professor Lockwood also set up the JMS Advising Center which permits peer advisors to help other students with their academic advising questions, as well as the JMS Homeroom in Blackboard, our invaluable repository of information for all JMS majors and pre-majors.”

Lockwood officially started her position Aug. 22. She succeeded the position from retired assistant dean, Randi McKenzie.

“I am so very pleased that the good work Professor Lockwood has done for JMS students is being recognized with her huge promotion to assistant dean,” Sha wrote. “In this new role, she will help even more students across our entire PSFA college.”

Professor Lockwood emphasized her desire to make sure students are successful and on the right course in their education. Her main goal is to help students reach their full potential here at SDSU, she said.

“I really want to support our students in PSFA and their goals to help them be successful,” said Lockwood. “I want to help them graduate in the time frame that they want and help them get involved in study abroad or internships.”

“I want to help students find their place here at San Diego State and to be successful, not only in the classroom, but outside of the classroom as well,” Lockwood said. “This is my opportunity to help students, not only in Journalism and Media Studies, but across the entire college of PSFA.”

Lockwood is glad that she can now help a wider variety of students across the campus.

“I really want to support our diverse population,” Lockwood said.

The new academic advising coordinator in the School of Journalism and Media Studies is Professor Robin Goret. PSFA students may know Professor Goret from her JMS classes. She previously taught JMS 410, 412, 450 and 489.

Students are advised to email all advising questions to both Goret and Lockwood through the end of September. Students can also visit the JMS Undergraduate Advising Center, which has several peer-advisors.

News In Brief

SJMS now has three state-of-the-art digital media labs. These labs are exclusively for SJMS students and include technology to enhance hands-on and distance learning.

In October, the School hosted the Investigative Reporters and Editors (IRE) and the National Institute for Computer-Assisted Reporting (NICAR) for a Watchdog Workshop. Organized by Dr. Amy Schmitz Weiss, the bilingual event welcomed attendees from across the country, as well as from Mexicali, Mexico.

Congratulations to alumna Diane Gage Lofgren, APR, for being named by the San Diego/Imperial counties chapter of the Public Relations Society of America as the recipient of its 2016 Otto Bos Lifetime Achievement Award. Lofgren is the chief marketing officer for Sharp Healthcare.


Congratulations to journalism senior Quinn Owen, who interned this past summer with George Stephanopoulos at ABC News in New York City and with Meet the Press in Washington, D.C., this fall, covering the presidential election.

Professor Louis Weiner won an Emmy from the Pacific Southwest Chapter of the National Academy of Television Arts and Sciences (NATAS). Professor Weiner (along with his news director Dean Elwood and executive producer Barbara Richards) won under the category Evening Newscast Large Market (which incorporates San Diego and Las Vegas) for their show “Fugitive Arrest.”

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.

New Faculty Members

**Dr. Yang Feng**

Dr. Yang Feng is an assistant professor in the School of Journalism & Media Studies at San Diego State University. She earned her Ph.D. in mass communication from Southern Illinois University Carbondale. Before joining San Diego State University, Dr. Feng was an assistant professor at the University of Virginia’s College at Wise, where she taught Advertising Campaigns and Quantitative Research Methods.

**Dr. Nathian Shae Rodriguez**

Dr. Nathian Shae Rodriguez specializes in critical-cultural and digital media studies. He grew up in Balmorhea, Texas, and attended the University of Texas of the Permian Basin, where he received a B.A. in mass communication. He went on to earn a Master’s of Journalism and Mass Communication with a Concentration in Public Relations from Kent State University and a Ph.D. from Texas Tech University. His hobbies include pop culture, reading and Spurs basketball.
How you can get involved:

HOST Internships
With growing student enrollment in the advertising major, the School is seeking additional internship placements in this area. We are in special need of creative and account management internship positions. For all internship opportunities your organization may have to offer, please contact internship coordinator Nicole Vargas at nvargas@mail.sdsu.edu.

SHARE Your Experience
We are looking for alumni to share their stories on our website and in our newsletter. Send your stories to michelle.peterson@sdsu.edu. Also, SDSU’s Aztec Mentor Program (AMP) is always looking for mentors who are established alumni professionals in San Diego and nationwide. Mentors have the opportunity to share their knowledge and expertise – and give back to the Aztec community. AMP requires an 8-hour commitment over the course of a semester. More information can be found at amp.sdsu.edu.

SUPPORT the First Amendment
A donation to the School will help us to educate future media professionals who will defend First Amendment rights to freedom of speech, press, religion, assembly and petition/redress from grievance. In the current digital media landscape, we need — more than ever before — to train journalists to report news accurately and to educate news consumers to become media literate. This is what SJMS does, and we need your help. Make your tax-deductible contribution today at http://jms.sdsu.edu/index.php/giving, and make sure to designate your gift to the Friends of Journalism or EDTEC Fund.

The inaugural SJMS homecoming tailgate!
At the request of alumni from the master’s program in learning design and technology, the School hosted its first-ever Homecoming Tailgate, featuring tacos, prizes, and fun connections for students, faculty, and alumni. Congratulations to the SDSU Department of Instructional Technology Services for bringing out the most alumni to the event, winning the Alumni Loyalty Prize of two free tickets to the 2017 Graduation Gala!

Holiday Open House
Join the School for a Holiday Open House in our newest digital media lab! If you can’t make it in person, you can join the event via Zoom, using the latest technology in the lab! Details at jms2016holiday.eventbrite.com

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 Alumni Loyalty Prize.