

masscommweek

OCTOBER 24 - 27
2016

Connecting students with professionals to discuss trends, ideas and issues affecting contemporary media



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TEXAS  STATE[®]
SCHOOL OF JOURNALISM
AND MASS COMMUNICATION

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

This information is available in alternate format upon request from the Office of Disability Services.

If you require accommodations due to a disability in order to participate, please contact 512.245.2656 at least 72 hours in advance of the event.

Texas State University is a tobacco-free campus.

MONDAY, OCTOBER 24

11 a.m. – 2 p.m.

First Floor, Old Main

Student Orgs Fair: Plunge into Mass Comm Week 2016!

SJMC's student orgs will have all the information you need to wade deeper into your major and future career. Stop by for free pizza!



2 – 3:20 p.m

OM 320

Tech Opportunities for Mass Comm Grads

Media and technology have become increasingly intertwined. Alumni discuss career search strategies in web development and social media that demonstrate this hybrid skill set.

Kimberly Cook, Web Producer, Zenoss; Christopher Garza, Web Developer, WP Engine; Ben Slade, Profile Specialist, Main Street Hub



3:30 – 4:50 p.m.

Alkek 250

360° Video: From Planning to Implementation

Learn how to plan, strategize, design and implement a 360° story through immersive/VR storytelling.

See website for complete list of speakers.



5 – 6:20 pm

LBJ 3-15.1

So You Want to be a Mass Comm Professional...

Come for small group discussions with mass comm pros and ask questions about getting into the business. (Meets requirements of the US 1100 PACE interview assignment but is open to all students.)

See website for complete list of speakers.



6:30 – 8:30 p.m.

Recital Hall, PERF

War Stories: Military coverage in the 21st century

From the home front to the front lines, journalists chronicle war and peace around the globe. Our panelists are reporters, editors and photographers who publish the first draft of history.

See website for complete list of speakers.

A Mass Comm Week/Common Experience event.



TUESDAY, OCTOBER 25

9:30 – 10:50 a.m.

OM 232

Crystal Clear: Editing for Print and Web

Melissa Field offers a glimpse into the work of a copy editor, with interactive samples of how she edits for global editions of Stars & Stripes, the independent newspaper of the U.S. military.

Melissa Field, Desk Chief, Stars & Stripes



11 a.m. – 12:20 p.m.

LBJ 3-13.1

Marketing with SEO & YouTube

Business owner and author Tim Levy proselytizes the unique power of YouTube as a cheap, or free, marketing tool.

Tim Levy, CEO, Tim Levy and Associates



11 a.m. – 12:20 p.m.

LBJ 3-5.1

Brand You! Getting Ready to Get a Job in the 21st Century

Bruce Bendinger discusses creating your personal brand and how to put together a portfolio that sells and impresses.

Note: This session repeats at 3:30 p.m.

Bruce Bendinger, Ad Man, The Copy Workshop



12:30 – 1:50 p.m.

OM 106B

Going with the Current: A Google News Lab Workshop

Discover the strategies and tools Google provides to support journalism and storytelling, including research, reporting, distribution and analytics.

Note: This session repeats Wednesday at 2 p.m.

Nick Whitaker, Media Outreach Manager, Google



3:30 – 4:50 p.m.

LBJ 3-13.1

Brand You! Getting Ready to Get a Job in the 21st Century

Note: See description for 11 a.m. session.

Bruce Bendinger, Ad Man, The Copy Workshop

3:30 – 4:50 p.m.

OM 232

Jump into Politics as a Legislative Analyst

Learn to translate complex legislation into plain English, listen to hearings and talk to staff and stakeholders about the legislation and present arguments in a balanced way, all on a tight deadline.

Janet Elliott, Analyst, House Research Organization, Texas House of Representatives

J

3:30 – 4:50 p.m.

OM 320

The Best for and by Bobcats: PR Cases

PR pros present and discuss the best cases they have worked on.

See website for complete list of speakers.

PR

WEDNESDAY, OCTOBER 26

11 a.m. – 12:20 p.m.

LBJ 3-5.1

Branding to Billboards: Going with the Flow to Target the Market

Join Samantha Alexander for a deeper look at Austin ISD's branding guidelines and latest marketing plan.

Samantha Alexander, Assistant Director of Public Affairs and Operations, Austin Independent School District

PR

11 a.m. – 12:20 p.m.

LBJ 3-15.1

Charting Your Course: There's More to Advertising than Martinis and Mad Men

Advertising professionals will discuss how the varied roles and agency departments work together.

See website for the complete list of speakers.

AD MC PR



12:30 – 1:50 p.m.

LBJ 3-15.1

From South Texas to a Major Market: How to Navigate Your Career

How do you get to a job in a national publication? Elaine Aradillas shares her experiences in securing internships, her start in newspapers and how she worked her way to a national publication.

Elaine Aradillas, People Magazine

Sponsored by the D. D. Hachar Visiting Hispanic Media Professionals Program.

PR

2 – 3:20 p.m

OM 106B

Going with the Current: A Google News Lab Workshop

Note: See description for 12:30 p.m. session on Tuesday.

Nick Whitaker, Media Outreach Manager, Google

3:30 – 4:50 p.m.

Alkek 250

Going with the Current: A Google News Lab Workshop

Nick Whitaker covers strategies, trends and directions in data and information and tools that Google News Lab uses to help journalists and entrepreneurs change the future of media by organizing the world's information and making it universally accessible and useful.

Nick Whitaker, Media Outreach Manager, Google

DMI



5 – 6:20 p.m

LBJ 3-5.1

The ABCs of Networking: Always Be Connected

Want to make a great first impression with industry professionals? Learn foundational tips and techniques and practice these skills for Thursday's enLIGHTeNING Talks at 3 p.m. and Networking and Chill gathering at 4:30 p.m.

Sam Heimbach, Career Adviser and College of Fine Arts and Communication Representative, Texas State University; Bruce Howard, Career Adviser, McCoy College of Business, Texas State University

AD

DMI

EM

J

MC

PR

5 – 6:20 p.m.

OM 234

Testing the Career Waters? Go to Grad School!

Current SJMC students discuss their post-graduate experience, offer advice for applying and explain why they chose Texas State.

Moderator: Sandy Rao



6:30 – 8 p.m.

OM 320

The Decade in Digital

SJMC alumni have distinguished themselves in a range of digital careers. Hear about their jobs, professional moves and how they've kept up with change since being in our program 10 years ago.

(Aimed at grad students, but anyone can attend.)

See website for complete list of speakers.



THURSDAY, OCTOBER 27

8 – 9:20 a.m.

OM 234

Local Swimming Hole: Social Media in Higher Education

Learn what it takes to manage all of Texas State's official social media accounts and the role social media plays at the University.

Jon-Stephen Stansel, Social Media Coordinator, Texas State University



9 – 10:50 a.m.

OM 212

From South Texas to a Major Market: How to Navigate Your Career

Elaine Aradillas shares how she secured internships, started in newspapers and worked her way to a national publication. (Designed for Laredo's Vidal M. Trevino School of Communication and Fine Arts students but open to everyone if space allows.)

Elaine Aradillas, People Magazine

Sponsored by the D. D. Hachar Visiting Hispanic Media Professionals Program



9 – 10:50 a.m.

OM 106b

From South Texas to Univision: One Step at a Time

Gary Cooper recounts his transition in news reporting and production from Del Rio to San Antonio. (Designed for Laredo's Vidal M. Trevino School of Communication and Fine Arts students but open to everyone if space allows.)

Gary Cooper, Anchor, Video Journalist, Univision

Sponsored by the D. D. Hachar Visiting Hispanic Media Professionals Program

PR

9:30 – 10:50 a.m.

OM 320

International Waters: Social Media at the Rio Olympics

Virginia Alves talks about planning and executing a social media strategy for large, global events and her experience performing at the closing ceremony of the Rio Olympics and Paraolympics.

Virginia Alves, Social Media Editor, Rio Olympics

AD DMI EM J MC PR

11 a.m. – 12 p.m.

Trinity

Texas State Student Media Open House

Celebrate the new Texas State Student Media space in the renovated Trinity Building, home of The University Star and KTSW 89.9-FM.

11 a.m. – 12:20 p.m.

LBJ 3-15.1

Everybody's Surfing Now: Digital Advertising and Social Media

Social media experts, digital designers, and digital content producers provide insight on the necessary skills for a career in digital media.

See website for the complete list of speakers.

AD J MC PR



12:30 – 1:50 p.m.

LBJ 3-13.1

Uncharted Waters: Marketing Like a Millennial

From a tech startup to an influential festival and conference, Dax Patton discusses experiential marketing, advertising, and the technology work he does with his company, Digital Touch Systems.

Dax Patton, Business Development Manager, SXSW Conference and Festival

AD DMI MC PR

12:30 – 1:50 p.m

LBJ 3-15.1

Riding the Rapids of Political Campaign Advertising

Join GDC Marketing & Ideation CEO Frank Guerra in a discussion of his involvement with the political campaigns for George W. Bush, John McCain, Rick Perry and Jeb Bush.

Frank Guerra, CEO/Founder, GDC Marketing & Ideation



2 – 3:20 p.m

LBJ 3-13.1

Make a Networking Splash: Tips from a Facebook Pro

Learn the art of networking and hear the secrets from a Facebook Professional on how to succeed!

Justin Johnson, Professional Services, Facebook



3 – 4:30 p.m.

JCK, 11th Floor, Reed Brantley Parr Room

enLIGHTeNING Talks

In this fun, fast-paced session, you'll briefly speak to a professional before you move on to somebody new. Arm yourself with your elevator speech, resume, business card and questions. A chance encounter may turn into a long-term relationship!

Check online schedule for a list of participants.



4:30 – 6 p.m.

JCK, 11th Floor, Reed Brantley Parr Room

Network and Chill

Mingle with alumni, advisory council members, professionals, students, faculty, staff and special guests.



Advertising Digital Media Innovation

Electronic Media Journalism

Mass Communication Public Relations

Names listed in **gold** are Texas State alumni.