

THURSDAY

9:30 - 12:00 Virtual Reality Workshop, OM106B
Reserve a spot at www.txstatemcweek.com
Jon Zmikly and Dr. Cindy Royal

11:00 - 12:00 Strategic Communications Professional Q&A, OM320
Kerri Qunell (Trinity Episcopal School)

12:00 - 3:30 Mass Comm Major Career Fair, LBJ Ballroom
Presented by Career Services

12:00 - 1:30 Brown Bag Lunch and Learn - All About Drones OM102C
Reserve a spot at www.txstatemcweek.com
Dale Blasingame (Lunch not provided)

3:30 - 4:50 Recent Ad Grads (Panel), Cent 157
Panelists: Divya Darsi (Y&R), Matt Shoewalter (DigitasLCB), Olivia Wright (GSD&M)

7:00 - 8:30 San Marcos City Council Place 3 and 4 Debates, LBJ Teaching Theater
Presented by KTSW and the University Star

ADVISORY BOARD SCHEDULE

12:30 - 1:30 Lunch in Career Services Conference Room, LBJ Student Center, 5th floor

1:30 - 2:00 Tour of Career Services, LBJ Student Center, 5th floor

2:00 - 3:30 Advisory Council Meeting, Career Services Conference Room, LBJ Student Center, 5th floor

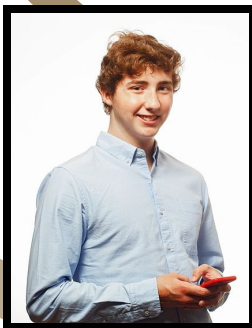
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KEYNOTE SPEAKERS



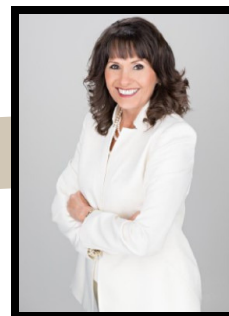
MATT NELSON
Author and Social Media Entrepreneur



KIRSTEN DANIS
Managing Editor The Marshall Project



JEFF HAHN
Owner Hahn Public



OLGA CAMPOS BENZ
Author and Community Relations Director, Milton Verret



HECTOR SALDAÑA
Texas Music Collection Curator The Wittliff Collections



LUCAS LANE
Account Director McGarrah Jessee

MEMBER
THE TEXAS STATE UNIVERSITY SYSTEM



THE OFFICIAL
GUIDE TO
mass comm
week 2017

PRESENTED BY
THE SCHOOL OF
JOURNALISM AND MASS
COMMUNICATION

OCTOBER 16 - 20

mass comm week 2017

MONDAY

10:00 - 12:00 KTSW Station and University Star Tours, Trinity Building

11:00 - 12:20 We Rate Dogs: The Story Behind Creating A Social Media Empire, OM 201
Matt Nelson


11:00 - 2:00 Student Organization Fair, 1st Floor of Old Main
FREE PIZZA, while it lasts!

12:30 - 1:30 We Rate Dogs: The Story Behind Creating a Social Media Empire, OM 320
 *Matt Nelson*

1:00 - 3:00 KTSW Station and University Star Tours, Trinity Building

2:00 - 3:20 Covering Hurricane Harvey (Panel), HINES204
Jill Ament (Texas Standard), Chris Davis (KXAN), and John Salazar (Spectrum)

3:30 - 4:50 Puppy Power: Turning Your Passion Into a Career, Alkek Teaching Theater 250
Matt Nelson

 Covering Hurricane Harvey (Panel), HINES204
Jill Ament (Texas Standard), Chris Davis (KXAN), and John Salazar (Spectrum News)

5:00 - 6:20 Working as a Bureau Reporter, OM 232
Kathryn Gisi (Spectrum News)

5:30 - 7:30 So, You Want to be a Mass Comm Professional?, LBJ 3-13.1
Gary Boyer (Freelance Videographer), Jason Buch (San Antonio Express News), Erica Hernandez (KSAT12), Laura Jessee (KGRBT), Michael Vela (San Antonio Tricentennial Commission), and Tara Pohlmeier (Community Impact)

6:30 - 7:50 Working as a Bureau Reporter, OM106B
Kathryn Gisi (Spectrum News)

TUESDAY

8:00 - 9:20 The Marshall Project, Who We Are and What We Do, OM234
Kirsten Danis (The Marshall Project)

We Rate Dogs: The Story Behind Creating A Social Media Empire, OM 201
Matt Nelson

9:30 - 10:50 Sharing Stories...Including Your Own, LBJ 3-9.1
Olga Campos Benz (Author and Milton Verret)

Working as a Multiplatform Journalist, OM232
Alicia Inns (KXAN)

9:30 - 12:00 Virtual reality workshop, OM106c
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Jon Zmikly and Dr. Cindy Royal

11:00 - 12:20 The Marshall Project: The Justice System and the Marshall Project's Watchdog Role, OM201
Kirsten Danis (The Marshall Project)


11:00 - 12:00 University Star and KTSW Station visit (Vidal M. Trevino students), Trinity Building

12:30 - 1:50 The Steps to Creating a Digital Media Strategy, OM232 **Limited space availability**
Kim Castellucio (97 Degrees West)

2:00 - 3:20 The Wittliff Collections Tour (Vidal M. Trevino Students), The Wittliff Collections at Alkek Library

Public Relations in Public Schools, LBJ 3-9.1
A.J. Arreguin (Del Valle ISD) and Shannon Rideout (Del Valle ISD)


3:30 - 4:50 The Marshall Project: The Justice System and the Marshall Project's Watchdog Role, OM232
Kirsten Danis (The Marshall Project)

 Behind the Scenes of Yeti and More, CENT 157
Lucas Lane (McGarrah Jessee)


Alkek TV Production Studio Tour (Vidal M. Trevino Students), Alkek Library

SPECIAL THANKS TO THE VIDAL M. TREVINO SCHOOL OF COMMUNICATION AND FINE ARTS VISITING THE SJMC FROM LAREDO, TEXAS.

WEDNESDAY

8:00 - 9:00 20-year Career tracker: The Past, Present and Future of PR, LBJ 4-16.1
 *Jeff Hahn (Hahn Public)*

10:00 - 11:00 The Marshall Project: The Justice System and the Marshall Project's Watchdog Role, OM106B
Kirsten Danis (The Marshall Project)

11:00 - 12:00 Rap, Rock, Tejano & Pop: The Music of Texas, LBJ 3-9.1
 *Hector Saldaña (The Wittliff Collections)*

2:00 - 3:00 The Marshall Project: The Justice System and the Marshall Project's Watchdog Role, HINES204
Kirsten Danis (The Marshall Project)

Getting Outdoors with #SJMCParks and Study-in-America (Panel), OM320
Zach Ienatsch and Haley Jenkins


2:00 - 3:20 Public Relations in Public Schools, LBJ 3-9.1
A.J. Arreguin (Del Valle ISD) and Shannon Rideout (Del Valle ISD)

3:00 - 4:00 You Won't Know Until You Go: The Study Abroad Experience (Panel), OM320
Dana Rosenquist, Belen Ramos, A.J. Arreguin, Mark Wilson, and Taeler Kallmerton

3:30 - 4:50 Careers in Web Development, Alkek Teaching Theater 250
Kimberley Cook (Zenoss), Ashley Hebler (FANS1st Media), and Thomas Hodge (Sanders Wingo)

5:00 - 6:00 Timing is Everything: What I need from My Grad Degree, OM320
Michael Coker, Megan Gray, Nicole Jones, and Debra Price

5:00 - 6:20 The Marshall Project: The Justice System and the Marshall Project's Watchdog Role, OM232
Kirsten Danis (The Marshall Project)

6:30 - 7:30 Women Who Code (Panel), OM320
 *Kimberly Cook (Zenoss), Rebecca Larson (USAA), Ashley Hebler (FANS 1st Media), Erika Toney (Rainman Creative), and Holly Gibson (Praxent, Women Who Code)*