

[Tuesday PDF Schedule](#)

8:00 a.m.

NEXT in Jobs in the Public Media

[OM 201](#)

Speaker:

Juan Garcia – Host | KUT 90.5 | Texas State grad | KTSW alum

Moderator: *Jill Ament*

8:00 a.m.

Media Planning: A Media Maven Perspective

[OM 232](#)

Speaker:

Danielle Boniche – Associate Media Director | Idea Peddler

Moderator: *Dr. Clay Craig*

9:30 a.m.

Creating Content Around the Globe*

Speaker:

Jennifer Broome – Freelance Multimedia Travel and Environmental Journalist

Moderator: *Dale Blasingame*

***Please email Dale Blasingame at blasingame@txstate.edu to RSVP to the panel. You must RSVP to be able to attend the panel**

9:30 a.m.

How Big Brands Use Cultural Intelligence and Measurement to Inform Advertising and Stay Relevant*

Speaker:

Deborah Welch – Group Data Strategy Director at Translation | UnitedMasters

Moderator: *Dr. Kristen Sussman*

**This is a closed zoom session*

10:00 a.m. – 4:00 p.m.

Green Room

Open from 10 am – 4 pm for students and panelists to meet each other and network. Snacks and drinks provided

The Green Room will be held in the first-floor conference room.

11:00 a.m.

NEXT in Ratings and Viewership

Speaker:

Rob Cartwright – News Director | CBS Austin/Telemundo Austin

Moderator: *Dr. Tim England*

12:30 p.m.

Let's Taco 'Bout Social Media*

Speaker:

Isaac Garza – Content Brand Manager | Torchy's Tacos | SJMC grad

Moderator: *Dale Blasingame*

***Please email Dale Blasingame at blasingame@txstate.edu to RSVP to the panel. You must RSVP to be able to attend the panel**

2:00 p.m.

[Networking and Interpersonal Communication](#)

Speaker:

Dr. Andrea Bergstrom – Associate Professor | Coastal Carolina University

Moderator: *Jenny Buschhorn*

2:00 p.m.

NEXT with Reynaldo Leañes Jr.

[OM 201](#)

Speaker:

Reynaldo Leañes Jr. – Producer | Latino USA

Moderator: *Terry Bertling*

3:30 p.m.

[What's NEXT with Andy Alford?](#)

[OM201](#)

Speaker:

Andy Alford – Director of Editorial Recruitment | Training and Career Development

Moderator: *Kym Fox*

3:30 p.m.

How to Create a Brand for All of Austin – Austin FC

[CENT 157](#)

Speaker:

Marty Butler – Founder & Chief Creative Officer | Butler

Moderator: *Gene Brenek*

3:30 p.m.

[OM 320](#)

Education Abroad to Japan

Speaker:

Gilbert Martinez – Senior Lecturer | School of Journalism and Mass Communication

Jon Zmikly – Senior Lecturer | School of Journalism and Mass Communication

5:00 p.m.

NEXT with Sean Talbot

[OM 320](#)

Speaker:

Sean Talbot – Assignments Manager | KSAT TV San Antonio

Moderator: *Dr. Tim England*

5:00 p.m.

NEXT with Juan Garcia Jimenez*

Speaker:

Juan Garcia Jimenez – Web Developer | Gannett |USA Today Networks | DMI Graduate

Moderator: *Cindy Royal*

**This is a closed zoom session.*

5:30 p.m.

All Advertising Majors Meeting

[Derrick Hall 113](#)

Ad majors are encouraged to attend our first annual meeting.

During this session you will get the opportunity to connect with ad faculty, learn about program changes, understand class registration, hear about Alumni successes, converse with fellow ad majors, and potentially win a prize.

6:30 p.m.

[So You Want to Make it in the Big City?](#)

Speaker:

Liana Jo – Senior Account Executive| Porter Novelli | Dallas

Claudia Marvin – Account Coordinator | Ketchum | New York City

Derrick Sanders – Account Executive | FINN Partners | New York City

Moderator: *Debra Price*