

## WEDNESDAY, OCT. 22 (CONT.)

3:30 p.m. OM 232

### Ten ways to have the career you're meant to have

Bart Cleveland, founder, Job Propulsion Lab

5:30 p.m. OM 234

### Why go to grad school?

Grad student panel discussion

6:30 p.m. OM 320

### Content management on the Web: demand for copy editors

Ana Cantu, social media manager, Google

## THURSDAY, OCT. 23

8:00 a.m. OM 234

### The state of advertising and where you fit in

Vera Fischer, alumna and founder, 97° West Agency

9:30 a.m. OM 320

### Who we are and how we got here

Ana Cantu, social media manager, Google; Polo Sandoval, alumnus and CNN correspondent; Michael Vela, alumnus and director of communications, San Antonio Hispanic Chamber of Commerce

9:30 a.m. Hines 204

### Justice can open the door to healing

Joyce King, author, columnist and broadcaster  
*A Mass Comm Week/ Common Experience event*

9:30 a.m. OM 232

### "CREATIVITY" in the real advertising world

Sara Helmy, chief executive officer, Tribu; John Speer, creative director, Tribu

11 a.m. OM 234

### Nic and Nick: An advertising love story

Nick Bastress, alumnus and media sales consultant, Time Warner Cable; Sara Helmy, chief executive officer, Tribu; John Speer, creative director, Tribu

11 a.m. OM 320

### Spurs on the airwaves

Spurs Sports & Entertainment team: Mike Kickirillo (alumnus); Bill Land; Andrew Monaco

12:30 p.m. Hines 204

### "Exonerated: A brief and dangerous freedom"

Joyce King, author, columnist and broadcaster  
*A Mass Comm Week/ Common Experience event*

## THURSDAY, OCT. 23 (CONT.)

12:30 p.m. OM 234

### From backpack to briefcase

Advertising alumni panel discussion

12:30 p.m. OM 320

### Crisis coverage: Fort Hood

Professional and student journalists media panel:  
KTSW, *The University Star*, *Austin American-Statesman*

2:30 p.m.

### SJMC Advisory Council

The Meadows Center for Water and the Environment, Spring Lake Hall Conference Room (formerly Aquarena Center)

4:30 – 6 p.m.

### Meet 'n Greet reception for alumni, pros, students and faculty

The Meadows Center for Water and the Environment, Spring Lake Hall Conference Room (formerly Aquarena Center)

Student scholarship awards will be announced.

*Sponsored by the School of Journalism and Mass Communication*

Thanks to all who helped produce Mass Comm Week for the benefit of students at Texas State University, School of Journalism and Mass Communication:

- College of Fine Arts & Communication administration
- SJMC administration, staff and faculty
- D.D. Hachar Visiting Hispanic Media Professional Program; Olga Wilson, SJMC faculty
- Elizabeth Clark, SJMC faculty; coordinator, Mass Comm Week '14
- Charlotte Singleton, SJMC graduate assistant
- Jon Zmikly and the Web/social media team
- Bobcat Promotions
- The Mass Comm Week Committee
- Campus media: KTSW & *The University Star*
- SJMC student organizations and advisers
- Sponsors and companies that provided speakers, supplies, time and service
- The Meadows Center for Water and the Environment
- Texas State Facilities Management
- Our Old Main custodians, Val and Heather

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## MONDAY, OCTOBER 20

10 a.m. – noon

### **Bobcat Promotions tent - front of OM**

Grab a schedule; visit the Expo in Old Main!

11 a.m. – 2 p.m. Old Main, first floor hallway

### **Expo! Student organizations & campus media**

12:30 p.m. OM320

### **Inside an ad agency**

Norah Rudyk, alumna; vice president/account director for GSD&M

2 p.m. Hines 204

### **Media: the other creative department**

Carmen Graf, head of media for GSD&M

2 p.m. OM234

### **How media platforms define media businesses**

Trei Brundrett, chief product officer, Vox Media, Inc.

3:30 p.m. Hines 204

### **"A Fragile Trust" preview and Q&A**

Samantha Grant, documentary film director and producer of "A Fragile Trust: Plagiarism, Power and Jayson Blair at the *New York Times*"

3:30 p.m. Alkek 250

### **Getting creative with your digital career**

Annie Werner, managing editor and project specialist, Tumblr; Kolten Parker, alumnus, digital news editor, *San Antonio Express-News*; Meg Turney, co-host "The Know," Rooster Teeth; Trei Brundrett, chief product officer, Vox Media, Inc.

5 p.m. OM320

### **So you want to be a mass comm professional ...**

PACE interviews with alums: Molly Bragg (PR), Gary Boyer (freelance video/NBA); Lisa Marie Gomez (PR), Paige Gummere (advertising), Macarena Hernandez (journalism), Jose Luis (J.L.) Perez III (advertising), Emma Lacouture (advertising, Andrew Osegi (PR), Kolten Parker (journalism), Dan Seed (electronic media)

6:30 p.m. Alkek 250

### **Screening: "A Fragile Trust: Plagiarism, Power and Jayson Blair at the *New York Times*"**

Samantha Grant, director and producer; and Macarena Hernandez, Fred Hartman Distinguished Professor of Journalism at Baylor University, and former reporter, *San Antonio Express-News*

## TUESDAY, OCTOBER 21

8:00 a.m. Centennial 157

### **Q&A with Evan Smith**

Evan Smith, editor-in-chief and CEO of The Texas Tribune, a non-profit, non-partisan digital news organization based in Austin

11 a.m. OM 234

### **"The Darkives" of CJ Morgan**

Austin's Nighttime Radioman: on being funny, random and weird.

11 a.m. OM 320

### **From newspapers to magazines: What I learned from journalism**

Elaine Aradillas, staff writer, *People* magazine (D.D. Hachar Foundation speaker)

12:30 p.m. OM 201

### **New tools and products for reporters and other communicators**

Stacie Chan, community manager, Google News

2 p.m. OM 320

### **Watch, learn, own it: You can be a success**

Rebecca Aguilar, freelance TV and online reporter, Dallas (D.D. Hachar Foundation speaker)

2 – 3:30 p.m. Alkek 105/106

### **Faculty Workshop Series: Preparing students for jobs that don't exist yet**

Dr. Cindy Royal, SJMC faculty

*Sponsored by Texas State University Academic Development and Assessment: www.ada.txstate.edu*

5 p.m. OM 234

### **Copy that!**

Holly Wise, SJMC faculty

Take a dry run of the Dow Jones Editing Internship Test in preparation for the real thing. SJMC offers the annual competitive test on Thursday, Oct. 30.

6:30 p.m. OM 234

### **The Texan Italian Stories - documentary series**

Sergio Carvajal-Leoni, documentary filmmaker

6:30 p.m. Avery 455-Round Rock campus

### **Video and television — where trust is earned**

Brian Ligon, City of Round Rock media specialist

## WEDNESDAY, OCTOBER 22

11 a.m. OM 320

### **From newspapers to magazines: What I learned from journalism**

Elaine Aradillas, staff writer, *People* magazine (D.D. Hachar Foundation speaker)

11 a.m. OM 234

### **Watch, learn, own it: You can be a success**

Rebecca Aguilar, freelance TV and online reporter, Dallas (D.D. Hachar Foundation speaker)

12:30 p.m. OM 201

### **On website optimization ...**

Adam Hermsdorfer, founder, Big Tuna Interactive

1 p.m. Derrick 113

### **Bring it on: Confronting bias in media and society**

Joyce King, author, columnist and broadcaster  
*A Mass Comm Week/Common Experience event*

2 p.m. OM 320

### **From small town to big city: reaching your goals**

Polo Sandoval, SJMC alumnus/CNN national correspondent (D.D. Hachar Foundation speaker)

2 p.m. OM 234

### **From the Rio Grande Valley to Google: A career in journalism and content management**

Ana Cantu, social media manager, Google (D.D. Hachar Foundation speaker)

2 p.m. LBJ4-16.1

### **Your readers use Google, too: SEO in the newsroom and agency**

Eric Webb, *Austin American-Statesman* content audience producer

2 p.m. Hines 204

### **LGBT, media coverage, & diversity in the newsroom**

Ernest Macias, student journalist, NLGJA; Michael Barnes, *Austin American-Statesman* columnist

2 p.m. OM 201

### **The path from journalist to tech company**

Stacie Chan, community manager, Google News

3:30 p.m. Alkek 250

### **Working at a tech company**

Stacie Chan, community manager, Google News; Annie Werner, managing editor and project specialist, Tumblr