

FRIDAY, OCT. 19

10 – 11 a.m. OM 320

**Play Ball: Sports in Media**

Matt McClearin, Lane Lewis, Brant Freeman, Chris Sommer, Mike Kickirillo

11 a.m. – Noon OM 234

**Stay Tuned: Intro to Podcasting**

Chuck Loesch, DaLyah Jones, Gustavo Torres

11 a.m. – Noon OM 320

**Behind the Scenes: Event Production in the Media Industry**

Reyna Caraveo, Valeria Gonzalez Leyva, Pamela Castelan

Noon – 1 p.m. OM 320

**Living in a Digital World: Careers in Multimedia**

Colleen Baker, Valerie Gomez, Lexi Salazar, Alex Frank, Katrina Barber

Noon – 1 p.m. OM 234

**Changing Times in Pro Sports Media**

Mike Kickirillo

1 p.m. – 2 p.m. OM 234

**Social Media: Marketing for a Visual World**

Aaron Perez, Tara Pohlmeier

1 p.m. – 2 p.m. OM 320

**News for Today's TV and Radio Audience**

Carlos Garcia, Erica Hernandez, DaLyah Jones, Hady Mawajdeh, Valerie Gomez

2 p.m. – 3 p.m. OM 320

**Alumni Advice: Careers on the Other Side**

Tara Pohlmeier, Stephanie Perez, Alex Frank, Aaron Perez, Halie Davis, Jaime Paxton-Morey, Matt McClearin

3 – 4:45 p.m. OM 320

**KAT/KTSW 89.9: Thirty-Six Years of College Radio**



Bob Shrader, Mike Kickirillo, Larry Carlson, Matt McClearin, Judy Everett Ramos, Jaime Paxton-Morey, Chris Sommer

5 p.m. Buzzmill

**KAT/KTSW 89.9 Radio Reunion Reception**

*This reception is for KTSW and KTSW alumni.*

SATURDAY, OCT. 20

11 a.m – 2 p.m. LBJ Student Center

**KAT/KTSW 89.9 Radio Reunion Banquet**



**D.D. Hachar**

Visiting Hispanic Media Professionals Program

The D. D. Hachar Visiting Hispanic Media Professionals Program is a joint venture between the university and the School of Journalism and Mass Communication. This is the 15th year that students from Vidal M. Treviño School of Communications and Fine Arts have visited us as part of Mass Comm Week!

TUESDAY, OCT. 16

8 – 8:30 a.m. LBJ Student Center

**Arrival, Welcome**

8:30 – 9:15 a.m. LBJ Student Center

**Morning Merienda Bobcat Experience!**

9:15 – 10:50 a.m. Trinity

**Visit KTSW and The University Star**

11 a.m. – 12:20 p.m. OM 320

**Careers in Storytelling**

D.D. Hachar Visiting Professor Lydia Saldaña

• **Celebrating Hachar's 15th Anniversary!**

Judy B. Oskam, Ph. Ed., Chair, SJMC

12:30 – 1:30 p.m. Campus

**Lunch/Bobcat Experience**

1:30 – 2:30 p.m. OM 320

**Discover the Bobcat Experience**

Lauren M. Wyatt, Undergraduate Admissions Counselor, Office of Undergraduate Admissions

2:30 – 3:30 p.m. LBJ Student Center

**Alkek Library and Bookstore**

3:30 – 4:30 p.m. Alkek, 1st Floor

**Alkek TV Studio**

Ray Niekamp

4:45 p.m.

**Day Ends; Board the Bus and Return to Laredo, Texas**

Olga Mayoral Wilson

#HACHARVMT

KEYNOTE SPEAKERS



CARMEN GRAF

Senior Vice President, Executive Media Director GSD&M



FRANK LoMONTE

Professor and Director The Brechner Center for Freedom of Information, University of Florida College of Journalism and Communications



LYDIA SALDAÑA

D.D. Hachar Visiting Professor Communications Director Texas Parks and Wildlife Foundation



ALEX WILLIAMSON

Chief Brand Officer Bumble



OCTOBER 15 – 19, 2018

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TEXAS STATE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

If you require accommodations due to a disability in order to participate, please contact the School of Journalism and Mass Communication, 512.245.2656, at least 72 hours in advance of the event. Texas State University is a tobacco-free campus.

## MONDAY, OCT. 15

- 11 a.m. – 1 p.m. Old Main, First Floor  
**Student Organization Fair**
- 11 a.m. – 12:20 p.m. OM 320  
**Remember the Alamo! Digital Content at the Drafthouse**  
Bridget Garraway
- 12:30 – 1:50 p.m. OM 320  
**Decide, Design, Deploy: Innovation at Gatehouse's de//space Innovation Studio**  
Tyson Bird, Mara Corbett
- 1 – 1:50 p.m. OM 201  
**Build-A-Resume Workshop (Reservations Required)**  
Matt Soles  
*Presented by Career Services*
- 3:30 – 4:50 p.m. ALK 250  
DMI KEYNOTE   
**Behind the Scenes at Bumble—the Female-First App**  
Alex Williamson
- 5 – 5:50 p.m. OM 320  
**Local TV News: Is It Still Relevant?**  
Luke Simons, Ashley Lowell Doussard, Isamar Terrazas
- 5 – 6 p.m. OM 234  
Changing the Game: Texas State's Partnership with ESPN   
Moderator: Dan Seed  
Panelists: Bryan Miller, Lucas Haskins, Mark Osmena
- 6:15 – 7:30 p.m. OM 320  
**So You Want to be a Mass Comm Professional?**  
Annabel Fidler, Alyssa Vidales, Erica Hernandez, Kiersten Ehr, Sarah Bey, Kelsey Bradshaw, Sarah Duran, Brooke Shoemaker  
*Sponsored by PRSSA*
- TUESDAY, OCT. 16
- 8 – 9:20 a.m. OM 232  
**Advertising Media Insights**  
Carrie Stein
- 8 – 9:20 a.m. Hines 204  
**Media Law and the Freedom of Information Act**  
Frank LoMonte

- 9:30 – 10:50 a.m. OM 234  
**Media Law and the Freedom of Information Act**  
Frank LoMonte
- 9:30 – 10:50 a.m. OM 320  
**Working in Association Communications: Advocating to an Audience**  
Jaime Lee, Anna Tauzin Rice
- 10 a.m. – Noon MILab  
**VR Workshop (Reservations Required)**  
Jon Zmikly
- 11 a.m. – 12:20 p.m. OM 201  
JOURNALISM KEYNOTE   
**Lessons in FOI**  
Frank LoMonte
- 11 a.m. – 12:20 p.m. OM 320  
**Careers in Storytelling**  
D.D. Hachar Visiting Professor Lydia Saldaña
- 11:30 a.m. – 1 p.m. Alkek 106  
**Career Prep: Take Control of Social Media for Your Career (Reservations Required)**  
Cindy Royal
- 12:30 – 1:30 p.m. OM 320  
**The Emergence of HBCU Gameday**  
Steven Gaither
- 2 – 3:20 p.m. OM 234  
**Careers in Storytelling**  
D.D. Hachar Visiting Professor Lydia Saldaña
- 3:30 – 4:20 p.m. OM 320  
**Study Abroad Panel**  
Moderators: Sandy Rao and Harry Bowers
- 3:30 – 4:50 p.m. CENT 157  
ADVERTISING KEYNOTE   
**Advertising Insights with Carmen and Friends**  
Carmen Graf, Marianne Rush
- 5 – 5:30 p.m. OM 201  
**The Emergence of HBCU Gameday**  
Steven Gaither
- 5 – 5:50 p.m. OM 232  
**Local TV News: Who's Watching and Why**  
Rob Cartwright, Jennifer Dodd-Taylor
- 5 – 6 p.m. OM 320  
**Ad Club: Meet GSD&M**  
Carmen Graf, Marianne Rush, Mare Bruno

- 6 – 7 p.m. OM 320  
**Diversity over Division: Covering Race Relations**  
Moderators: Scott Bowman and Jessica James  
Panelists: James Russell, Elaine Ayala, Steven Gaither, Jessica Lee Acevedo, Brittany Thomas  
*Sponsored by the Society of Professional Journalists*

## WEDNESDAY, OCT. 17

- 8 – 9 a.m. CENT 157  
PR KEYNOTE   
**Storytelling in Public Relations**  
D.D. Hachar Visiting Professor Lydia Saldaña
- 9 – 10 a.m. OM 320  
**PRSSA Sponsored: Meet N' Greet**  
D.D. Hachar Visiting Professor Lydia Saldaña  
*Sponsored by PRSSA*
- 10 a.m. – 1 p.m. Trinity  
**University Star/KTSW Open House**
- 11 a.m. – Noon OM 201  
**SJMC Parks Information Session**  
Moderators: Dale Blasingame and Jessica James  
Panelists: Zach Ienatsch, Cassandra Alvarado, Andrew Wright, Cheyenne Wells, and Amanda Compian
- Noon Quad  
**Soapbox Sound-off**  
*Sponsored by The University Star*
- 12:30 – 1:30 p.m. OM 201  
**SJMC Japan Information Session**  
Gilbert Martinez
- 12:30 – 1:50 p.m. OM 320  
**Trends in Digital Media**  
Omar Gallaga
- 2 – 3:20 p.m. Hines 204  
**How to Get Started as a Freelancer with Skills You Already Have**  
Dustin Lien
- 3:30 – 4:50 p.m. OM 320  
**Working the Room: How to Build Your Network (and Possibly Land a Job!)**  
Matt Soles  
*Sponsored by Career Services*
- 3:30 – 4:50 p.m. ALK 250  
**Inside the World of SXSW**  
Jordan Roberts, Chris Cantu, Pam Renteria

- 5 – 6:30 p.m. OM 320  
**Covering Trauma**  
Marc Duvoisin, Lisa Krantz, Silvia Foster-Frau
- 5:30 – 6:15 p.m. Avery 455  
Round Rock Campus  
**Podcasting and Electronic Entrepreneurship**  
Susie Kelly, Patrick Kelly
- 6:30 – 7:15 p.m. Avery 455  
Round Rock Campus  
**Podcasting and Electronic Entrepreneurship**  
Susie Kelly, Patrick Kelly

## THURSDAY, OCT. 18

- 8 – 9:20 a.m. OM 238  
**Social Media Analytics in the Sports World**  
Jordan Cooper, JC Hernandez
- 10 a.m. – Noon MILab  
**VR Workshop (Reservations Required)**  
Jon Zmikly
- 11 a.m. – 12:20 p.m. OM 201  
**Solutions Journalism**  
Holly Wise
- 11 a.m. – 12:20 p.m. OM 320  
**Communication Careers Q&A**  
Kerri Qunell
- Noon – 2 p.m. Sewell Park  
**Drones: A Crash Course (Reservations Required)**  
Dale Blasingame
- Noon – 4 p.m. LBJ Ballroom  
**Mass Comm Career Fair**  
*Presented by Career Services*
- 12:30 – 1:30 p.m. OM 320  
**Career Exploration: Destination America, New York City**  
Chuck Kaufman
- 1:30 – 3:30 p.m. Trinity  
**University Star Advisory Board Meeting (Closed to Public)**  
University Star Advisory Board
- 3:30 – 4:50 p.m. OM 320  
**Benefits of Working for Student Media**   
Debbie Hiott, Kelsey Bradshaw, Aaron Perez