Monday, Oct. 19

11:00 a.m. - 12:20 p.m.
OM 320: Making it in the World of Media - Journalism, broadcast, public relations and social media all play a part in the powerful force that energizes the world. It takes someone with various skills to make it in media these days. Do you have what it takes to take on this new world?

2:00 - 3:20 p.m.
OM 320: Love/Hate Relationship between Reporters & PR People - Robert Wood, David McLemore & Matt Curtis. Reporters and PR people have to work together to get the job done whether they like it or not.

3:30 - 4:50 p.m.
OM 320: Utilizing New Media in the Broadcast Industry - Joe Ruiz, KSAT.com Web Editor, Dee Kapila, KUT & Chelsea Stark, KEYE-TV Web Producer. New media is changing the face of traditional broadcast journalism. Learn how the two can be utilized to reach all audiences.

7:00 p.m. ROUND ROCK CAMPUS
RR 252: Sweden of Central Texas: A Passage from Agriculture to Education - Film Screening of Texas State University mass communication graduate students Jac Malley and Jamie Ahrens Hilbert documentary that explores the history of the Swedish community in Williamson County. Learn about the history of the Round Rock campus from interviews with descendents of the early Swedish settlers.

Tuesday, Oct. 20

9:30 - 10:50 a.m.
OM 320: Social Media for Social Good - Kerri Quell, Capital Area Food Bank, Alan Graham, Mobile Loaves & Fishes, Jordan Viator, Convivio & David Neff, American Cancer Society. Creatively using social media does a community good. From feeding the hungry to helping the homeless to supplying useful technology to non-profits, these practitioners lend a helping hand through social media.

OM 234: Preparing for Entry-level Television News Jobs - Stephanie Kus-Wilson, KAUV-TV Victoria & Amanda Oskey, News 8 Austin. Recent graduates discuss the ups and downs, dos and don’ts and dreams and realities of their first jobs in television news.

11:00 a.m. - 12:20 p.m.
OM 320: Past, Present and Future of Television News - Patti Smith, KVUE President & GM. Patti knows what it is like to rise through adversity in the broadcasting industry. When a teacher gave her a B instead of a well-deserved A, she was determined to make her mark in television with her innovation and pure will.

OM 234: Corporate Responsibility - Michele Glaze, Dell. Today’s world is increasingly complex and skeletal. It’s during these times that companies must build trust with customers and stakeholders by demonstrating their positive impact on society and by developing meaningful measures against which to report their progress. This is called corporate responsibility, and it’s not a passing trend anymore – it’s a business imperative.

12:30 - 1:50 p.m.
HINES 201: State of Local Media - Jim McNabb, McNabb News. John Bridges, Austin American-Statesman & Kevin Benz, News 8 Austin. A lot has changed since Jim McNabb, John Bridges and Kevin Benz started in the news industry. But one thing that hasn’t changed is the primary principle all mass media should live by: truth. Listen to what they have to say about the changing media and the importance of accuracy and clear communication.

2:00 - 3:20 p.m.
OM 320: The Secrets Behind Big Event Planning - Shaun O’Keefe, XSSWi & Danielle Thomas, Big Green House. Planning huge events is no easy task. To make all this happen, they have to get creative and use social media outlets to make big events go even bigger.

Wednesday, Oct. 21

8:00 - 8:50 a.m.
LBJ 4-16.1: The New World of Public Affairs - Allen Fore, Rockies Express Pipeline. Allen Fore knows public affairs. In fact, he headed up the public relations campaign that won PR Week’s Public Affairs Campaign of the Year for 2009.

9:30 - 10:50 a.m.

11:00 - 11:50 a.m.
ASBS 315: Beyond Mad Men: Life in Today’s Ad Agency - Colin Decker, Schematic, Art Director, Sabrina Jordan, GSD&M Idea City, Media Supervisor & John Livingston, nFusion, Art Director. Come learn what it takes to make it in the advertising industry. Professionals will discuss how the industry is evolving and the skills students need to possess in order to be successful.

For the latest updates: http://www.txstatemcweek.com
can you promote your personal brand through new media tools. Gary Vaynerchuk reinvented and revamped the wine industry by “Making a Name for Yourself With Social Media” ALKEK 250 Author of “Crush It!” 3:30 - 4:50 p.m. 2:00 - 3:20 p.m. 5:00 - 6:20 p.m. 8:00 - 9:00 p.m. a whole new mind common experience event Daniel Pink LBJ STUDENT CENTER A Whole New Mind charts the rise of right-brain thinking in modern economies and explains the six abilities individuals and organizations must master in an outsourced and automated world. Daniel will discuss his book and how creativity and innovation are the future. 3:30 - 4:50 p.m. 9:30 - 10:50 a.m. 3:30 - 4:50 p.m. 11:00 a.m. - 12:20 p.m. 11:00 a.m. - 12:20 p.m. OM 234: How to Get the Most Out of Networking - In the media industry, networking provides you with the opportunity to connect with valuable contacts that can help you in your career. Learn how to get the most out of networking. OM 320: Hispanic Advertising & Public Relations - Arthur Cavazos, Cavazos PR. Want a cultural focus on the changing world of media? Learn about the latest topics and trends that are influencing Hispanic advertising and PR. OM 320: Open Privacy vs. Privacy Interests - Chris Shulz, Assistant Attorney General. Learn about the process for requesting information, deadlines and the type of information that is typically withheld because of privacy interests in the world of law. RR 256: Evan Smith on How to Interview Someone - Learn the tricks of interviewing from Evan Smith. Smith the former editor in chief of TEXAS MONTHLY magazine is now the CEO and editor in chief of the Texas Tribune. 4:00 - 5:00 p.m. LBJ Ballroom: Johnny Bunko Career Guide - Career Services and Texas State Common Experience presents Dan Pink, Author of “Johnny Bunko-The Last Career Guide You’ll Ever Need” OM 320: Student Organization Panel - The School of Journalism and Mass Communication has many organizations that help students find the right career path. Come find out what these organizations are all about and what opportunities they offer. OM 320: Open Privacy vs. Privacy Interests - Chris Shulz, Assistant Attorney General. Learn about the process for requesting information, deadlines and the type of information that is typically withheld because of privacy interests in the world of law. OM 234: How to Get the Most Out of Networking - In the media industry, networking provides you with the opportunity to connect with valuable contacts that can help you in your career. 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