JOUR 311 Karadjov

STEPHANIE HEMMENS

May 10, 2010

JOURNALISM DAY

 Several speakers spoke to hundreds of students on Journalism Day, which was held May 5 from 9 a.m. to 2 p.m. at the Student Union Ballrooms. The theme was “What Friends are For: How Social Media are Revolutionizing News and Public Relations.”

 At 9:15 a.m., the Department of Journalism’s chair, Raul Reis gave the introduction.

 The first panel at 9:30 a.m. featured the keynote speaker, Kevin Sablan, a social media expert who leads the Orange County Register’s Web Task Force. He discussed how journalists can be curators by engaging in conversation and collaboration. The several steps he mentioned included selection, narrowing down quotes, providing context, presentation and providing expertise.

 The next panel at 10:30 a.m. was about social media. Kevin Sablan, Chris Barr, editorial director of Yahoo!, John Canalis, editor of L.A. Times Community papers, and Joanne Tucker, student and Daily 49er editor spoke. Barbara Kingsley-Wilson, lecturer and Daily 49er adviser moderated the discussion. She asked the representatives what their predictions for the future were. The responses included more social media, less postings for friends and family, as well as more networking.

 Lunch was provided at noon, which included rolls and a platter of meats, cheese and pickles as well as assorted fruit and cookies. Donuts were offered afterwards.

 Two concurrent panels were held at 1 p.m., each focusing on the meaning of media’s revolution. This topic’s first group of speakers discussed public relations and included Julie Wright, president of Wright-On Communication, Ted Nguyen, manager of Public Communications & Media Relations, External Affairs for the Orange County Transportation Authority, Jennifer Baker-Asiddao, senior vice president in the Marketing Brand Strategies Group, GolinHarris, and Megan Enloe, a freelance new media strategist. Ricca Silverio, lecturer and Bock Communications account director moderated the discussion.

 The last group of speakers focused on news media and included Nancy Luna, Fast Food Maven blogger for the Orange County Register, Eric Richardson, Downtown News blogger, Dave Piechowski, ABC 7 web operations manager, and Chris Jennewein, president of San Diego News Network, SW Riverside News Network and Orange County News Network. Danny Paskin, a Journalism professor moderated the discussion. They revealed the importance of communication with readers, getting feedback and developing a personal brand.

 An awards ceremony was held at the Anatol Center in the Academic Services building at 5 p.m. Honor society initiations occurred and scholarships were rewarded to exceptional Journalism students, as well. Food and refreshments followed.