



DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

BE BOLD. TURN YOUR PASSION INTO ACTION! | Newsletter 2018-2019 | Volume 1, Issue 1 | May 2019

IN THIS ISSUE



Department gets new name



Students crisscross map



New professor on board



Website refresh

Contact Information:
journalism.nmsu.edu
575-646-1034

A new academic year, a new name

By Mary Lamonica

The NMSU journalism department began the new 2018-2019 academic year with a new name!

Once known as the Department of Journalism and Mass Communications, we are now the Department of Journalism and Media Studies.

The change came about after two years of reflection, study and discussion. Department faculty members believe the new name better reflects the changing nature of the media landscape in the digital age.

The name change also reflects a broader understanding of what the department does. We don't just teach technical skills, we also *study* media. Students take classes in media law, ethics, theory, methodology and history in order to understand the bigger implications of media influence and impact on society.



New signage in the Milton Hall lobby reflects the recent departmental name change. (Photo by Darren Phillips)

Student groups crisscross the map

By Mary Lamonica and Darren Phillips

Spring was a particularly busy semester for student travel. Students attended two national conferences and two other professional development trips.

Student officers in the Broadcasters Club organized a trip to Albuquerque, New Mexico, April 5-6 for the [Society of Professional Journalists Region 9](#) Conference.

Professors Nick Miller and Hugo Perez took 14 students to the conference. Students and faculty made important connections and attended workshops dealing with a variety of issues, including the importance of diversity in newsrooms and reporting, how to deal with Freedom of Information Act requests, and improving storytelling techniques.



Students and faculty pose for a group photo at the SPJ conference in Albuquerque. (Courtesy photo)

Two News22 students were recognized at the conference. Reporter Shelby Kapp was an SPJ Mark of Excellence Award regional finalist for her story titled "Hugs not Walls," which looked at the U.S. Border Patrol's yearly opening of the southern border fence so people on opposite sides of the border can interact with loved ones for a short period of time. Other student reporters covered the story by interviewing spokespeople with the Border Patrol and CBP.

News22 reporter Andrea Vazquez was also named an SPJ Mark of Excellence Award regional finalist for her story about bed bug infestations at off-campus student apartment buildings and the lack of action by property managers.

A highlight of the SPJ trip was a visit to KOB-TV, the NBC affiliate in Albuquerque. The students were excited to see the professionals in action and were especially impressed with the number of News22 alumni who work there. The students made important connections and had a meeting with news director, Tim Maestas, who said he was willing to hire News22 students right out of college because he knows they have the training and experience necessary for success.

Officers from the Broadcasters Club are now actively planning a trip to the combined SPJ-National Association of Hispanic Journalists conference in San Antonio in September.

Student groups — CONT'D

The month of April also saw students from the department's American Advertising Federation chapter travel to Denver to compete in the American Advertising Federation District 12 National Student Advertising Competition. This year's AdFed client was the fast-food chain Wienerschnitzel.

Dr. Hwiman Chung accompanied students Karsten Garcia, Mike Navarrette, Jennifer Hernandez, Isabel Darancou, William Hall, Kai Williams, Joseph Hernandez, Victoria Acosta and Kaylin Starett to the competition where they presented an integrated advertising campaign.

The students spent months working on the campaign, which included conducting extensive company background and market research. The students also developed extensive marketing strategies and produced their own creative content including a TV commercial, still images, logos and ad copy.

The NMSU team competed against teams from much larger programs at universities throughout the region including Brigham Young University, Arizona State, the University of Arizona, the University of Colorado and the University of Northern Colorado.

Although the team from BYU won this year's competition, our students gained valuable, hands-on advertising campaign experience, engaged in networking and produced portfolio material that will help them land jobs and internships.

The AdFed students previously created two other campaigns during the Fall 2018 semester for two clients, Smoothie King and Chilitos restaurant.

Three students from the Department of Journalism and Media Studies traveled to the Midwest during the last week of April to participate in a [National Millennial Community](#) summit event. Leyla Gillespie-Porras, Crystal Gomez and Felipe Loza were among a select group of students chosen from a national applicant pool to attend a three-day series of meetings in Omaha, Nebraska, and Kansas City, Missouri.

The meetings were designed to connect millennial and Generation Z students from across the country with business leaders and key media influencers. These connections are meant to foster "think tank" dialogue

in an effort to build cross-generational relationships and ultimately help close generation gaps.

The National Millennial Community was founded in 2015 by Bill Imada, Chairman and Chief Connectivity Officer of [IW Group, Inc.](#) According to the official NMC website, Imada is using his organization to "bring together a community of millennial thinkers who strive to change the conversation about the millennial generation."

More than 300 graduate and undergraduate students, alumni, faculty and administrators representing 46 colleges and universities in 44 states, Washington, D.C., and Guam have partnered with the organization.

In Omaha, Gillespie-Porras, Gomez and Loza met with executives and professionals from the Greater Omaha Chamber of Commerce, Union Pacific Railroad, Mutual of Omaha Insurance Company, and two start-up companies: Flywheel and Spreetail.

Following a chartered bus ride to



From left: NMSU journalism students Leyla Gillespie-Porras, Felipe Loza and Crystal Gomez pose for a photo April 29 at a National Millennial Community event in Omaha, Nebraska. (Courtesy photo)

Kansas City, the students and NMC founder Bill Imada met with executives from Andrews McMeel Universal and the Sandbox Agency, along with the senior vice president of Sprint and the chief operating officer of KCPT Television. The conversations with these professionals focused on how corporations can attract and retain a diverse workforce that includes millennials, and how businesses can establish a strong workplace culture.

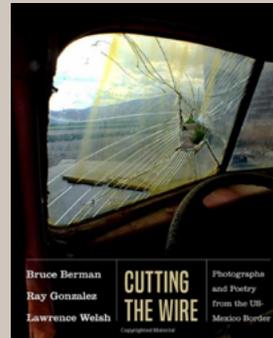
FACULTY RESEARCH

By Mary Lamonica

Although the department was short three faculty members during the past academic year, the three tenured professors kept up active research agendas.

Department Head Hwiman Chung will be presenting a paper at the International Communication Association's annual conference in Washington, D.C. in late May 2019.

Chung authored a second research paper on anti-smoking advertising efforts and Japanese students. The paper was accepted for publication by the Athens Journal of Mass Media and Communications, and will be published in Volume 5, Issue 4, in October 2019.



Bruce Berman's latest book, "Cutting the Wire," was published in October 2018. (Courtesy image)

Professor Bruce Berman's latest book, "Cutting The Wire," was released in October 2018 by University of New Mexico Press. The fall semester also saw Berman do three readings and signings of his previous book, "Walking Juarez," at two Barnes and Noble stores and at the Literarity Bookstore in El Paso.

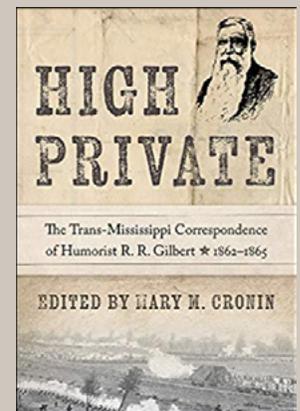
Berman spent spring break in Chicago taking new photographs for his next book, "Chi-Town Journal." He'll also be on an extended road trip this summer taking photographs for his "Picturing America Project," an outgrowth of a previous project titled "Russell Lee's Road."

The latter project, which remains ongoing, saw Berman photograph small towns in New Mexico and West Texas that had previously been documented during the years of the Great Depression by Farm Security Administration photographer Russell Lee.

Professor Mary Lamonica spent the Fall 2018 semester on sabbatical researching material for a two-volume book examining press coverage of the U.S. Civil War and coverage of home front issues during the war years by newspapers in the Midwest and Far West. The book has an expected completion date of January 2020.

Lamonica, who publishes under the name Mary M. Cronin, also saw a long-term research project come to fruition. "High Private: The Trans-Mississippi Correspondence of Humorist R. R. Gilbert, 1862-1865" was published by University of Tennessee Press in October 2018.

Gilbert, a Texas transplant from Vermont, was one of the most prolific correspondents during the Civil War, but he also penned several dozen humor pieces aimed at keeping up morale. The book looks at Gilbert's life and work and introduces readers to a forgotten voice.



Mary Lamonica's latest book, "High Private," was published in October 2018. (Courtesy image)

Students train with military top brass

By Nick Miller and Darren Phillips

A group of students traveled to El Paso, Texas, this spring to participate in a media training exercise with the U.S. military. Six journalism students, accompanied by professor Nick Miller, spent Friday, April 12, with high-ranking officers at Fort Bliss as part of a cooperative effort between Joint Task Force North and the NMSU Department of Journalism and Media Studies.

Students Gabriel Chavez, Natalie Prieto, Angel Hernandez, Hannah Jackosky, Fiona St. Pierre and Andrea Vasquez met with Brig. Gen. Laura Yeager, Commander Joint Task Force North and interacted with officers during the exercise.

JTF-N, based at Biggs Army Airfield at Fort Bliss, is used to support federal law enforcement agencies in the event of suspected transnational threats at or near international U.S. borders.

Military officers were given different scenarios concerning accidents, shootings and other possible trouble at the U.S.-Mexico border. After they were briefed on the scenarios, the officers faced the student journalists for interviews. The officers



From left: NMSU journalism students Gabriel Chavez, Natalie Prieto, Angel Hernandez, College Assistant Professor Nick Miller, Brig. Gen. Laura Yeager, Commander JTF-N, Andrea Vasquez, and students Hannah Jackosky and Fiona St. Pierre visit Fort Bliss for a media training exercise. (Courtesy photo)

learned what it's like to be interviewed at a moment's notice in one-on-one and news conference settings, and the students had the opportunity to hone their

interviewing skills.

Sophomore Gabriel Chavez was enthusiastic in describing the experience. "It was a great educational experience benefitting my future goal of becoming a journalist. [The exercise gave us] experience we wouldn't get in the classroom," Chavez said.

Many of the students had not been on a military base before, nor had they ever interviewed or interacted with senior military officials. The training also helped the officers by simulating real-world scenarios and allowing them to practice talking to the media.

"Joint Task Force North is very grateful for the support of New Mexico State University's Department of Journalism and Media Studies and its assistance in providing strategic guidance in media training and crisis communications for our senior staff," said JTF-N public affairs officer Sarah Lifshin Amato. "These students represent the future of the media industry, and I am confident they have bright and successful futures ahead of them," Amato said.

Guest speakers, great conversations

By Mary Lamonica

A Pulitzer Prize-winning photographer, an international television correspondent, and the founder of a Los Angeles-based advertising firm were among the guest speakers who visited the department this past year.

Professors Bruce Berman and Darren Phillips, in cooperation with the New Mexico Humanities Council, brought Pulitzer Prize-winning photojournalist Don Bartletti to Milton Hall Oct. 3 to discuss his work.

Bartletti, who worked for the Los Angeles Times from 1983 to 2015, was awarded a Pulitzer Prize in 2003

for his photographic work documenting young Central American migrants' dangerous journey riding freight trains across Mexico en route to the United States.

Bartletti discussed his forty-year career as a photojournalist, and then showed students work from his Pulitzer-nominated documentary project titled, "[Product of Mexico](#)," which explores the harrowing living and working conditions experienced by farm laborers in Mexico who produce the food that is sold in American grocery stores. Bartletti's images and discussion of child laborers particu-

larly resonated with students, some of whom come from farm families.



Teri Schultz

larly resonated with students, some of whom come from farm families. The day after Bartletti's visit, NMSU alumna Teri Schultz spoke to journalism classes about her career. Schultz, who received her B.A. in journalism from NMSU in 1988, is a veteran broadcaster who has worked with numerous national and international news outlets including NPR, CBS Radio, Reuters, Fox News and CNN, among others.

Based in Brussels, Schultz currently reports on the European Union and NATO for NPR, Deutsche Welle and other news outlets. She previously has worked as a war correspondent in the Middle East.

Schultz, a recipient of the NMSU College of Arts and Sciences Distinguished Alumni award in 2002, periodically returns to campus to meet with students and discuss broadcast reporting.

During the spring semester, the department welcomed Bill Imada,

founder, chairman and chief connectivity officer of IW Group, a minority-owned and operated advertising and marketing agency based in Los Angeles.

Imada mentored students during a lunch meeting before speaking to a joint class of advertising and public relations students. He discussed his career in advertising (including some early, humbling missteps), explained why he established the



Bill Imada

National Millennial Community, and talked about the development of two advertising campaigns produced by his company — one for McDonalds that focused on Asian Americans, and one for Walmart that challenged the stereotype that the company doesn't offer long-term career opportunities.

A number of other guest speakers all generously gave of their time by discussing their careers with students and providing tips for job success.

Guests included El Paso Times photographer Rudy Gutierrez and four NMSU alumni: Eddie Morelos, media



From left: Hugo Perez, Frank Bartletti, Bruce Berman and Darren Phillips stand for a photo Oct. 3, 2018, at La Nueva Casita Café in Las Cruces. (Photo by K. Michelle Quisenberry)

Guest speakers — CONT'D

relations director for the El Paso Sun Bowl Association; Gina Palombit, media and communications coordinator for Trax International at White Sands Missile Range; Dan Trujillo, public information officer for the Las Cruces Police Department; and Cole Quinnell, founder and owner of CQ Marketing in Detroit. We look forward to more alumni returning to speak to our classes during the

2019-2020 school year!

Finally, in keeping with NMSU's land grant mission, the Department of Journalism and Media Studies and Zuhl Library co-hosted the seventh annual [Sunshine Week](#) First Amendment forum. Sponsored by NMSU journalism alumnus Tim Parker, this year's panel discussion focused on the challenges of reporting news about

immigration on the border.

The event, which was titled "Shedding Light on a Dark Journey," was held March 13 at Zuhl Library.

Moderated by former Las Cruces Sun-News editorial writer and opinion page editor, Walt Rubel, the discussion was free and open to the public.

The panel featured Lauren Villagran of Searchlight New Mexico; Robert Moore, the former executive

editor of the El Paso Times; Diana Alba Soular of the Las Cruces Sun-News; and supervisory Border Patrol Agent Jose Romero.

Sunshine Week is a national initiative that was created by the [American Society of News Editors](#) to educate the public about the importance of open government.

An active year for student reporters

By Mary Lamonica and Darren Phillips

Students working for the department's three student media platforms — News22, Noticias22 and [Kokopelli](#) — spent much of the academic year reporting on local breaking news including the growing border asylum crisis.

News22 and Noticias22 reporters produced a variety of stories, including how the Las Cruces community stepped up to help the asylum seekers by providing food, clothing and places to stay before the refugees went on their way to other parts of the country. Student reporter Fiona St. Pierre put together a comprehensive report on the City of Las Cruces' response to the crisis and the construction of a new holding facility in El Paso.

Student journalists also produced hard news and feature stories on community and campus issues, including landlord-tenant problems, new campus construction, the controversy concerning a proposed statue of Pistol Pete, the arrival of electric scooters on campus, and the ongoing construction on Valley Drive, which has adversely affected area businesses.

Kokopelli staff reporter and photographer Eli K. Whitney traveled to Las Vegas, Nevada, in March to cover the Aggies' road to victory in the Western Athletic Conference men's and women's basketball tournament at Orleans Arena.

Whitney wrote [nine stories](#) in four days and published over 35 photographs. He also posted exclusive, real-time multimedia content to [Kokopelli's Twitter feed](#), which generated over 7,200 impressions and approximately 500 video views within a four-day span.

Whitney was assisted by Kokopelli student editors Adan Contreras and Sienna Mata, as well as faculty adviser Darren Phillips, who all worked together to plan and coordinate the effort remotely from the Kokopelli newsroom in Las Cruces. Providing comprehensive, real-time coverage of an out-of-state news event was a Kokopelli first.

All four of the fall 2018 News22 graduates found jobs within a few months of graduating. Marleann Barraza and Shelby Kapp accepted positions at KTSM-TV, El Paso; Shelby Montgomery is working at rival station KVIA-TV. Jackie Loera went farther



Kokopelli staff reporter Eli K. Whitney made this photo, left, of Aggie guard Brooke Salas driving to the hoop during the 2019 WAC title game in Las Vegas, Nevada. Whitney's WAC tournament coverage comprised nine stories and over 35 photographs. He also posted exclusive, real-time multimedia content to Kokopelli's Twitter feed, which generated over 7,200 impressions and approximately 500 video views within a four-day span. (Photo by Eli K. Whitney)

afield to KYTX-TV in Tyler, Texas.

News22 and Noticias22 wrapped up the year with their annual end-of-semester cookout on the Milton outdoor patio. The party was well attended and featured good food, music and dancing, too.

Students in Jour 412 (Documentary Photography) completed five field trips for the [Small Village New Mexico](#) project. SVNM is an on-going project aimed at documenting the lives of New Mexicans and their communities. The images and stories gathered serve a dual purpose: students are producing individual books of their personal work from the project, and NMSU's Branson Library Special Collections is archiving the images to preserve them for posterity.

This year students spent time documenting Mesilla, La Mesa, Hatch, Anthony and Truth or Consequences. Photography professor Bruce Berman is actively seeking funding to continue the project to allow students to document more distant communities for the Branson Library archives.

Public relations and advertising students were equally busy during the Spring 2019 semester. Their senior-level campaign course evaluated the El Paso Sun Bowl Association's digital and traditional media outreach. Students also developed social media messages, visual communication and advertising content for the Sun Bowl Association's many events and activities. Finally, students developed an event plan for the Sun Bowl's annual volunteer appreciation party.

Outreach efforts, website refresh and more

By Mary Lamonica and Darren Phillips

Professors Chung, Miller and Perez made recruiting trips to several high schools in El Paso and Las Cruces, as well as to El Paso Community College, where they discussed the department's classes, facilities and opportunities. Professor Miller also led a department tour of two-dozen students from El Paso's Riverside High School in late April.

Earlier in the spring semester, Miller and Perez served as judges for the New Mexico Student Press Association/New Mexico Activities Association state journalism competition held at Centennial High School in Las Cruces. The two professors had previously visited the media class at Centennial High School in October of 2018 to discuss television news production.

In January, Darren Phillips hosted a group of 75 eighth-graders from Sierra Middle School's media magnet program. Professor Phillips gave presentations to two different groups about media careers, led a hands-on activity for students, and talked to them about the department.

In the fall of 2018, the Department of Journalism and Media Studies

quietly unveiled a [newly refreshed and updated website](#). Professor Phillips worked through the summer to reorganize, update and refresh the site, which included the addition of new "Alumni," "Giving" and "News" tabs. As part of this effort, the department's social media channels were also redesigned in order to give the department a more integrated and more cohesive online presence.

In April of 2019, the department added a [LinkedIn account](#) as a means of further connecting alumni, students, faculty and friends of the department.

All are invited to [follow us on social media](#), visit our [website](#), and check out our new online [news feed](#) for the latest departmental news and information.

During the Fall 2018 semester, professors Mary Lamonica and Darren Phillips launched a new alumni outreach project. Department alumni who are currently engaged in media-related careers are invited to send in a photo and a three-paragraph career blurb for publication in the department's new [Alumni Spotlight](#) gallery on the departmental website.



The new "Alumni Spotlight" gallery, above, highlights distinguished NMSU journalism alumni. A digital version of the gallery appears on the departmental website. (Photo by Darren Phillips)

A printed version of the Spotlight Gallery is also posted on two bulletin boards inside Milton Hall to help encourage and inspire the next generation of media professionals.

Additionally, Phillips has created a new Department of Journalism and Media Studies [alumni directory](#). The intended purpose of the directory is to provide NMSU journalism alumni with an additional way to connect, reconnect and network with one another. All alumni are invited to visit the alumni tab on [our website](#) if they'd like to be listed in the directory.

A year of transitions

By Mary Lamonica

Faculty changes also occurred during the 2018-2019 academic year. Broadcast professor Roger Mellen retired after more than ten years of teaching at NMSU.



Roger Mellen

Dr. Mellen was a noted historian whose work focused on the Revolutionary War press and the newspapers produced during the early U.S. Republic. He taught classes in media history, law and ethics in addition to broadcast classes.

Prior to coming to New Mexico State University, Mellen spent more than 20 years working as a writer, producer, editor and video journalist at

various news outlets across the U.S. including CNN and Satellite News Channel.

Although the faculty and students will miss Dr. Mellen, we're pleased to announce a new faculty member will be joining the department this fall. Dr. Gain Park will be relocating to Las Cruces this summer and will begin teaching classes in August 2019.

A native of South Korea, Park has a transnational background. She was educated in both New Zealand and South Korea and has extensive professional experience in public relations and strategic communications. Her research interests focus on corporate social responsibility.

Park will be teaching a variety of public relations courses.



Dr. Gain Park (Courtesy photo)

Expanded internship opportunities

By Mary Lamonica

The department's internship program continues to grow under the co-direction of professors Mary Lamonica and Hugo Perez. Both faculty members are building on the strong foundation that Sean McCleneghan created during several decades of teaching and service to NMSU prior to his retirement in 2014.

The past year saw students actively interning at El Paso and Las Cruces television and radio stations, at area newspapers and magazines, for the Las Cruces Police Department, the New Mexico Department of Agriculture, the investigative reporting organization New Mexico In Depth, and for the national women's association Her Campus, to name but a few locations.

The summer of 2019 will see students go farther afield, interning at television stations and public relations organizations in a number of New Mexico communities, including Albuquerque, Santa Fe and Cloudcroft.

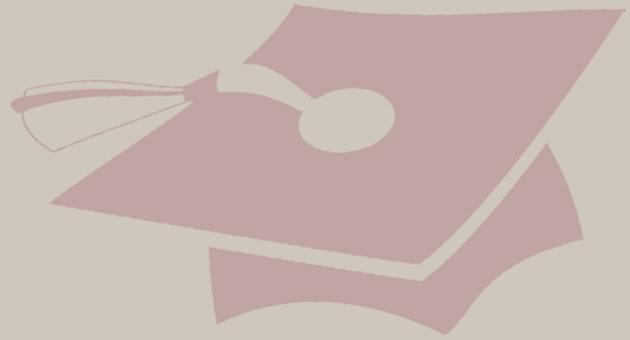
One student, KeShari Norville, was awarded a prestigious, paid internship to do public relations and marketing work for the [Buffalo Bill Center of the West](#) in Cody, Wyoming. Other students will intern closer to home at local broadcast stations, newspapers, magazines and public relations firms.

CONGRATULATIONS, GRADUATES

The faculty and staff in the Department of Journalism and Media Studies at New Mexico State University would like to extend heartfelt congratulations to the 48 students who graduated from our program during the 2018-2019 academic year.

Fifteen students graduated in December, and 33 more graduated in May 2019. We wish each and every one of these students unbridled success and happiness as they pursue every new goal and dream.

“What’s right and good doesn’t come naturally. You have to stand up and fight for it as if the cause depends on you, because it does.” — Bill Moyers



FOLLOW THE NMSU DEPARTMENT OF JOURNALISM AND MEDIA STUDIES! CLICK ON THE BUTTONS BELOW:



This publication is produced by the NMSU Department of Journalism and Media Studies. Lead Writer: Mary Lamonica | Contributors: Bruce Berman, Hwiman Chung Nick Miller, Hugo Perez, Darren Phillips, K. Michelle Quisenberry and Eli K. Whitney | Copy Editor: Darren Phillips | Design/Art Direction: Darren Phillips



This photo is one of many new banner images that now appear on the newly updated Department of Journalism and Media Studies homepage. The site also hosts many new features and tabs including an alumni “Spotlight Gallery,” alumni directory and departmental news and information feed. (Photo by Darren Phillips)

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MAIL TO:



DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

New Mexico State University, MSC 3J
P.O. Box 30001
Las Cruces, NM 88003