

Communication Station

SCHOOL OF MEDIA AND COMMUNICATION



WELCOME BACK, GOLDEN EAGLES!

We are so excited to have our students back on campus for the Fall 2022 semester. You may have noticed our new logo on the doors on the sides of the building. With that being said, we are excited to announce that we have officially become the School of Media and Communication. In addition to this new name, we will have this newsletter that will be released bi-weekly to all students in the School of Media and Communication. If you have anything that you would like posted in this newsletter, please email Ashley Lankford (ashley.lankford@usm.edu) or Liz Goff (rita.goff@usm.edu).

UPCOMING EVENTS

Student Media Center Open House, Sept. 8, College Hall 104, 4 p.m. to 6 p.m.: Come see the what the Media Center is all about and meet the folks who make it run! You may also find unique ways that you can take part of this incredible group of students!

SMABJ Mixer Meet, Sept. 8, Thad Cochran Center 218A, 6 p.m.: Join the Southern Miss Association of Black Journalists as they introduce themselves to all current and prospective members!

EARS Event, Sept. 13, 306 College Hall, 6-9 p.m.: The first EARS event! EARS stands for Emerging Artists and Recording Students. We will have a duo ensemble (drums and electronic instruments) called Very Cherry live in studio. Very Cherry is straight from the future and here to present new music perfect for gettin' down, deep listening, and everything in between. Students will gain real world experience recording, documenting, and live-streaming quality audio and video. In addition, students will gain valuable experience working closely with professional sound artists.

Stratcom Week, Oct. 3-7, various locations: This is a weeklong series of speakers and events to highlight our new Strategic Communication initiative and to explore the many career possibilities within this broad area of communication that addresses the media model of owned (PR/Org. Com), earned (PR), paid (Advertising) and shared (social media) content.

Mississippi Association of Broadcasters College Conference, Nov. 10, All Day, Jackson State
–This is the first-ever, statewide college career fair put on by MAB. Dr. Simpson is on the education committee planning the event and the SOMC will be taking the school van up that day. Please put this on your calendar.

MIXER MEET

SMABJ EDITION



COME AND MEET THE CREW!

Join us as we introduce ourselves
to all current and prospective
members!

INTRODUCE YOURSELVES!

We're excited to welcome a new year
with you all here at SMABJ!

**TELL A FRIEND
TO TELL A FRIEND!**

INTERACT!

Questions? Message us on Instagram!

THURSDAY,
SEPTEMBER

8TH
6 PM.

THAD
COCHRAN
ROOM 218A

ADOBE CREATIVE SUITE

A few of you have been asking about access to the Adobe Creative Suite. When the pandemic began, we made Adobe available to everyone enrolled in a class that used it for instruction. This proved to be highly inefficient, though necessary. We have returned to site licenses for the fall.



FACULTY SPOTLIGHT

Dr. Kathryn Anthony is an Associate Professor of Communication Studies. Dr. Anthony graduated from the University of Kentucky in 2013 with her doctoral degree after she completed her masters degree there in 2010. She completed her undergraduate degree in 2008 from the University of Southern Mississippi. Her primary areas of research are medical decision-making and public health risk communication. Her office is located on the second floor of College Hall in the 207 suite. Her office is 207B.

2023 MADE INTERNSHIP COMMON APP NOW OPEN!

Launched in 2018, the MADE (Marketing & Advertising Education) Internship Program has placed over 250 juniors and seniors in paid summer internships at top ad agencies, media companies and marketers such as Ogilvy, McCann, Mastercard, IBM, NBCUniversal, Sephora, Paramount, Bank of America, Deutsch NY, and DDB, among others.

MADE functions as the "Common App" for marketing and advertising internships, making it easy for students to navigate a complex industry. Once candidates are interviewed and named a Finalist, they are connected with potentially dozens of internship opportunities at our partner companies based on traits such as critical thinking, leadership potential and intellectual curiosity.

While the AEF will continue to offer most MADE internships over the Summer, select opportunities will be available in the Fall, Winter, and Spring. Completed applications are reviewed on a rolling basis. If students apply in September, they increase the likelihood of being reviewed by more partner companies.

To qualify for MADE, you must be an undergraduate Junior or Senior graduating between May 2023 and May 2024. All schools and majors welcome to apply.

**CLICK HERE FOR THE MADE INTERNSHIP
APPLICATION!**

MISSISSIPPI ASSOCIATION OF BROADCASTERS SCHOLARSHIP

Students are invited to apply for the Mississippi Association of Broadcasters college scholarship. The scholarship is intended to support those seeking to enter any part of the broadcasting industry, from sales to marketing to production to news. The deadline for this application is 4 p.m. on October 15, 2022. To see further details on this application, click the link below!

MISSISSIPPI ASSOCIATION OF BROADCASTERS SCHOLARSHIP



Intern in D.C.
This Spring

WASHINGTON CENTER INTERNSHIP

- The Washington Center is an academic **internship program** designed to assist in building skills, professional experience and the networks needed to launch a career. By providing leadership and professional development training, the Washington Center internships prepares to prepare students for a stronger entry to the workforce while also assisting in mentorships with other organizations. Through this internship, students can also **earn college credits towards their majors and internship credit** in Washington D.C. Students from **all majors** are eligible to apply for fall, spring, and summer internships. As an organization, the Washington Center desires to be a bridge between higher education and professional careers, and students from all majors are eligible to apply. **The semester itself has three components**
 1. Internship (starting this year, they are partnering predominately **with paid internships!**)
 2. Career-Readiness Program (job skills training)
 3. Academic Course (they have a wide variety, see the list [Academic Internship Program](#))

FACILITY UPDATES

TV Studio upgrade: New cameras, lights and graphics software have been installed in the studio. The set-up is a little bit different than you may be used to. Please plan accordingly.

College Hall 203: This is a computer lab that has been updated with new Macs. You also will notice the swipe card system has been added to the door. This is to allow you access (with permission from your instructor and Prof. McGowan).

WUSM Studio: Those of you familiar with the WUSM studio will notice some new cameras and other gizmos. This is to facilitate our ongoing move toward convergence. Using these will take a bit of training. Our Student Media Center leaders will get an overview of these on Monday.

Photo Studio: The Photo Studio on the second floor has been refreshed, with new paint and new back drops. This is available for anyone with a project who may find need of it. Prof. McGowan can help with that.



CONTACT US

Facebook @SOCatUSM

School of Media and Commun...

soc@usm.edu

+1 601-266-4258

usm.edu/media-communicati...