

# Communication Station

SCHOOL OF MEDIA AND COMMUNICATION

HAPPY WEDNESDAY, GOLDEN EAGLES!

Welcome to the second edition Communication Station, the bi-weekly newsletter specifically made for all students in the School of Media and Communication. If you have anything that you would like posted in the next newsletter, please email Ashley Lankford ([ashley.lankford@usm.edu](mailto:ashley.lankford@usm.edu)) or Liz Goff ([rita.goff@usm.edu](mailto:rita.goff@usm.edu)).

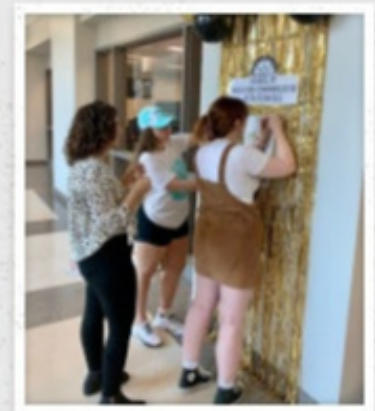


SCHOOL OF  
MEDIA AND COMMUNICATION  
#STRATCOM2022

# UPCOMING EVENTS

**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. Click [HERE for more information!](#)

**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. Add this to your calendar because you won't want to miss this!



## DR. XUE'S STUDENTS HARD AT WORK!

MCJ 330 students are working hard to prepare and create new content promoting Strat Comm week! Be sure to follow us on all social media platforms to stay up to date on what is happening!

## FOLLOW THE NEW TIKTOK ACCOUNT! @SOMCATUSM

Create a TikTok video featuring you and/or your friends living their "best USM life." Individuals will be eligible for one of two \$500 awards. Send the video link with the hashtag #bestUSMlife to [soc@usm.edu](mailto:soc@usm.edu) with Best TikTok in the subject line. Student groups, or independent groups of students, who wish to enter will receive the equivalent in cash. Final deadline is 5 p.m., Oct. 6. Videos will be judged by a three-person panel based on pertinence to the theme; quality of the video, and overall creativity.

## TAKE A SELFIE IN THE SELFIE STATIONS!

Take a selfie at one of several stations set up around campus for a chance to win one of four \$50 prizes. Look for the posters with a QR code, snap a selfie, post it to your Instagram account and tag the School of Media and Communication, @SOMCatUSM. You will be entered to win one of the four cash prizes. Final deadline is 3 p.m., Oct. 7. Winners will be announced the following Monday evening!





## ESTABLISHED ARTISTS AND RECORDING STUDENTS

Very Cherry is a duo ensemble (drums and electronic instruments) from New Orleans. The duo was in the USM studio with students and recorded over two hours of audio and video!

**The next artist will be in studio on November 1st!**



## EARS WITH VERY CHERRY

On Tuesday we had our very first EARS program guests. Very Cherry is a duo ensemble (drums and electronic instruments) from New Orleans. This duo was invited to the USM recording studio to make new works. The artists and students had 3-4 hours to set up, track, and strike audio, video, set dressing among other things. Students captured roughly 2.5 hours of audio and video for this artist to use in the future. The artists left extremely happy with the experience and our students got some real-world hands-on time working with audio and video as a team.

Shoutout to the students who stayed until the very end and help break down. Instructors were impressed with those who were not tasked or paid to help. Keep up the good work!

### Up Next:

Our next EARS program is **November 1st** and features the amazing Helen Gillet!

Helen Gillet is a world-class cellist, singer, and songwriter. She'll be performing solo for us.



## FACULTY SPOTLIGHT

Christopher P. Campbell, professor, served as the director of the USM School of Mass Communication and Journalism from 2005 to 2014. Before that, he served as an administrator and faculty member at Xavier University in New Orleans, the University of Idaho, Hampton University and Ithaca College. He is the author of "Race, Myth and the News" (1995), the co-author and co-editor of "Race and News: Critical Perspectives" (2012), editor of "The Routledge Companion to Media and Race" (2014) and co-editor of "Media, Myth and Millennials: Critical Perspectives on Race and Culture (2019)." He has a BA in English from Webster University, and MS in mass communication from the University of Southern Illinois at Edwardsville and a Ph.D. in mass communication from the University of Southern Mississippi.



## ALUMNI SPOTLIGHT

Vicksburg native Mary Margaret Edney officially began her new role as Chief of Public Affairs for the U.S. Army Engineer Research and Development Center (ERDC). Edney holds a B.A. in mass communications and journalism from USM.



# 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 APPLICATION\*\*](#)



The Washington Center




# 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](#))



## ABOUT US

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