

Communication Station

SCHOOL OF MEDIA AND COMMUNICATION

HAPPY WEDNESDAY, GOLDEN EAGLES!

Welcome to 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) or Liz Goff (rita.goff@usm.edu).

UPCOMING EVENTS




SCHOOL OF MEDIA AND
COMMUNICATION
THE UNIVERSITY OF SOUTHERN MISSISSIPPI
usm.edu/media-communication
CREATE. INSPIRE. INFORM.

AWARDS NIGHT



WATCH US LIVE

SOMC AWARDS CEREMONY - TOMORROW!

Please mark your calendars for April 20, from 4 p.m. to 6:30 p.m. for the School of Media and Communication's annual event to celebrate our seniors and scholarship and award winners.

All are welcome, including parents, siblings and others who may wish to celebrate your achievements. The event will be held in the Joe Paul Student Theater which is located on the second floor of the Thad Cochran Center. A highlight reel of student work across our majors will be playing in the theater and on a television set up during our time to mingle.

There will be hors d'oeuvres and soft drinks at the event for all to enjoy. Additionally, the attire for the evening is business professional.

GUEST PANEL DISCUSSION

The School of Media and Communication will be hosting a Guest Speaker Panel on April 20 at 11:00 a.m. in Thad Cochran Center Room 216. Our guest panelists include the following:

- Bill Imada, IW Group Chairman and Chief Connectivity Officer
- Tony Waller, Walmart VP, Constituent Relations and Racial Equity
- Kevin Bradley, Hub International VP, Diversity, Inclusion & Community

Be sure to attend this event and learn from these industry professionals!



 **GET THE BEST INSIGHT FROM INDUSTRY LEADERS**

 IW GROUP CHAIRMAN BILL IMADA	 WALMART VP TONY WALLER	 HUB INT'L SVP CLAUDIA LIN	 HUB INT'L DIVERSITY VP KEVIN BRADLEY
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DIVERSITY TALKS

Diversity. Equity. Inclusion. Belonging

11AM - 12:30PM, APRIL 20
THAD COCHRAN #216

Diversity Talks will feature the four speakers who will address diversity, equity, inclusion and belonging at workplace and address how students can be prepared, with a lot of examples and insight enlightening the audience.
This event is organized by the School of Media and Communication and sponsored by the Office of Diversity, Equity and Inclusion at the University of Southern Mississippi.
This is open and welcoming to all.
Any question should be addressed to jae-hwa.shin@usm.edu

SGA FRESHMAN FEST

The Student Government Association will be hosting their first annual Freshman Fest on April 21 in Spirit Park! This event is designed by freshman for freshman to enjoy! Be sure to attend and create new relationships with other freshman on campus!

HOSTED BY SGA'S FRESHMAN ASSOCIATES

FRESHMAN

FEST

APRIL 21, 2023 | 1-4 P.M.

Shoemaker Square

Hattiesburg Campus



MEA CAPSTONE PRESENTATION AT KEG & BARREL

The MEA capstone students' work will be showcased at the Keg & Barrel on Tuesday April 25th starting at 5pm. The projects range from original EPs, live recordings of top rated bands, to a short narrative film, and several documentaries. The event will last about an hour and ½. Be sure to support these students!

CAPSTONE PRESENTATION

The MCJ406 Digital Journalism Capstone class will be holding a public premier of their SMTV special news magazine April 26 at 6:30 p.m. in Stout Hall. The project is called Suffering in Silence: USM's mental health crisis. Students can find out more about the project and the premier by following their social media accounts:

Facebook: <https://www.facebook.com/profile.php?id=100091674293997>

YouTube: <https://www.youtube.com/@usmsilentsuffering>

Instagram: <https://www.instagram.com/usmsilentsuffering/>

SMAC CRAWFISH FEST

The Southern Miss Activities Council (SMAC) will be hosting their annual Crawfish Fest on April 28 from 4-7 pm in Spirit Park. Students are invited to enjoy crawfish for free when they show their student ID. Mark your calendar and come hungry!

GET INVOLVED!



**JOIN THE
4TH STREET
TEAM**



APPLY TO BE A MEMBER OF THE 4TH STREET SPORTS TEAM

Are you interested in gaining multimedia sports journalism experience with other student journalists?

4th Street Sports is looking for the next faces of the show and team to continue our coverage of Southern Miss Athletics.

Contact us about the opportunity to join our team at Southern Miss Student Media!

Email: 4thstreet2022@groups.usm.edu or charles.luttrell@usm.edu

SCHOLARSHIPS, INTERNSHIPS, AND CAREERS

Internships are listed here and are posted on the bulletin board in the hallway that leads to Stout Hall on the first floor of College Hall!



ASSISTANT PROFESSOR OF TEACHING POSITION AT THE UNIVERSITY OF MEMPHIS

The Department of Communication & Film at the University of Memphis seeks to fill an Assistant Professor of Teaching position to teach undergraduate classes at its UofM Lambuth campus (located in Jackson, TN) beginning in August 2023. The accomplishments of candidates for this position must reflect their commitment to working with an inclusive student population, and their ability to contribute in meaningful ways to the diversity and intercultural academic goals of the university.

**CLICK HERE FOR INFORMATION REGARDING THE
POSITION ABOVE**

PRESENTATION & SOCIAL COMMUNICATION SKILLS FACILITATOR FOR YOUTH AT PUBLIC SPEAKING FOR TEENS

NaTishia Aromire, Director@publicspeakingforteens.com

PUBLIC SPEAKING FOR TEENS (PSFT) is seeking both online and in person Public Speaking Coaches. PSFT Coach will facilitate interactive group and/ or private sessions through the zoom platform or in-person. Tasks may include, but not limited to: familiarization with the PSFT programs and signature outcomes, completing student attendance notes, providing student assessments and providing constructive feedback in a safe, fun and engaging manner.

PSFT Coach is a contract position with a flexible schedule to allow you to use your available time to empower young speakers. As a coach, you may facilitate sessions based on your availability when aligned with our program calendar. We only ask for consistency, passion, fun, excitement and reliability with the time you can offer.

Hours: Flexible, Day/Evening/Weekends, Summer - Spring

Job Type: Contract

Position: Online and In Person Opportunities

Travel: Optional

**COMMUNICATION SKILLS FACILITATOR
APPLICATION**

JJPR INTERNSHIP

The JJPR Fellowship Program is a 12-week, full-time immersive work experience and agency training program beginning in late May and running through the middle of August. Open to recent college graduates or college seniors, this paid and highly competitive opportunity gives aspiring public relations, marketing and creative professionals the chance to learn from and work alongside the JJPR team. The JJPR Fellowship Program is designed to prepare soon-to-

be or recent college graduates with a strong foundation and desired industry skills to land their first job in communications.

All fellowship candidates must provide resumés, writing and/or design samples and interview with agency personnel prior to acceptance.

**FOR MORE INFORMATION REGARDING JJPR,
CLICK HERE!**

PART-TIME COMMUNICATION ENGAGEMENT ASSISTANT

Hattiesburg Public School District is looking for a Part-Time Communication Engagement Assistant. For more information, use this link:

<https://www.applitrack.com/hattiesburg/onlineapp/default.aspx?Category=Support+Staff>

DIRECTOR OF MARKETING AND DEVELOPMENT FOR TRRAINTASTIC MODEL TRAIN MUSEUM

TrainTastic will be the largest model train museum in the US when it is completed, but it will open with 50,000 square feet of exhibit space in June of 2023. The company hopes to present this candidate to the board to be named in this position by the end of February. It will be remote until May with some face-to-face meetings with the CEO and Board prior to that date.

For more information, contact Cynthia Minton-Walker at cminton56@gmail.com!

The Director of Marketing and Development will be accountable for the production of print materials, engagement of media to support the museum, creation of video and all social media content that promotes the Museum. Additionally, the Director of Marketing/Development will create the marketing calendar for summer camps, early childhood programming, group sales and field trips, corporate gifts packages, special promotional events such as Senior Luncheon.

There will be monthly and corporate members to attract museum supporters by using these calendars to increase the understanding of others about the value of TrainTastic to the community.

Recognizing that marketing needs to receive, generate, the Director of Marketing/Development is accountable for assisting the CEO in the Museum's development program, annual giving program, corporate giving and sponsorship, fundraising events and membership, as well as creating all print and digital projects.

The Director will serve as a member of the Senior Team.

Supervisor/Manager: The Director of Marketing/Development reports directly to the Chief Executive Officer.

Job Responsibilities:

-Works in collaboration with the CEO, and manages information and contacts to individual giving, corporate giving, grants, fundraising events and memberships.

-Establishes individual and department goals to ensure that the organization meets its annual

TrainTastic Director of Marketin...

docs.google.com

TrainTastic Model Train Museum Job Description for the Director of Marketing and Development **DIRECTOR OF MARKETING AND DEVELOPMENT** The Director of Marketing and Development will be accountable for the production of print mate...

MISSISSIPPI ASSOCIATION OF BROADCASTER'S JOB BOARD

Click this link to see an updated list of available jobs for those interested in a career in broadcasting!

ATMOSFY SOCIAL MEDIA INTERNSHIP

We're seeking a highly motivated and proactive Atmosfy Intern to join the Marketing team. This position will assist in continuing global growth of the Atmosfy Brand globally. This is a paid internship and is a completely work-from-home position.

Responsibilities

- The ideal candidate will have experience working with the TikTok/ Instagram platforms and a strong understanding of current trends within the space
- Strong understanding of TikTok/Instagram and experience in TikTok/Instagram content creation
- Ability to create engaging content that align with brand look and feel, bring new ideas to the team, and thrive in a highly collaborative environment
- Must have a strong understanding of the social media space, the social communities, conversations, and trends
- Passion for brand-driven growth and for social and content is required
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SOCIAL MEDIA INTERNSHIP APPLICATION LINK



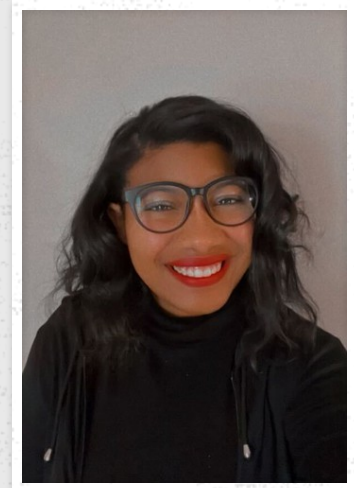
FACULTY SPOTLIGHT

Dr. Mary Sheffer is this edition's faculty spotlight. Dr. Sheffer is a Full Professor within the School of Media and Communication. She earned her PhD from Louisiana State University and Agricultural & Mechanical College in 2005 and received both her bachelors and masters degrees from Southern Illinois University-Carbondale. Dr. Sheffer has taught several courses including Broadcast Multimedia Producing, Video Production, Sports Media, Broadcast Journalism Writing, Broadcast Multimedia Capstone, and more. Her primary areas of expertise are Multimedia Journalism, Sports Media, Social Media, and Media Management. Dr. Sheffer's office is 305D which is located on the third floor of College Hall.

ALUMNI SPOTLIGHT

This edition of Communication Station is spotlighting alumna Alexis Polk! Alexis is currently the Associate Social Media Manager for 2K, an American video game company. She is proud to have graduated from The University of Southern Mississippi and is consistently pushing herself to be the best she can be in her field.

When she was asked what her role in the company was, Alexis can be quoted to say the following:



"I'm an Associate Social Media Manager for the WWE 2K and PGA TOUR 2K franchises. In brief, I aid in creating social strategies, community building, and execution of social activations.

A typical work week for me is never typical. When it comes to social ideation (bringing ideas to life on our social platforms, in other words), every project is different. A fun and recent example of this would be our 'See John Cena' social tease campaign, where influencers and WWE talent all chimed in to help reveal John Cena as our cover star. The ultimate cherry on the cake was John Cena revealing himself by posting a blank WWE 2K23 cover. This entire strategy was a fun one, and I can't wait to dive deeper with even stronger ideas for future campaigns."

Congratulations to Alexis for her awesome accomplishments in this role. She continues to "create, inspire, and inform" and is leaving every area she touches better than she found it!

**CLICK HERE TO SEE SOUTHERN MISS MEDIA
CENTER NEWS!**




ABOUT US

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