September 11, 2018

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1. David Sheffield to speak in Media Management and Economics

TV and film writer and USM alum David Sheffield, who wrote for "Saturday Night Live" and whose screenwriting credits include "The Nutty Professor" and "Coming to America" (including a planned sequel), will speak to Dr. Campbell's Media Management and Economics course at 3 p.m. Thursday, Sept. 13, in CH 202. All students, faculty and staff in the School of Communication are welcome to attend. Below is additional information.

Bio (from MCJ Hall of Fame):
https://www.usm.edu/school-of-journalism-and-media-studies/alumni/david-sheffield

MCJ alumni newsletter stories:


'Coming to America' screenwriters say sequel centers on Prince Akeem searching for 'long lost son':

2. Internship and Job Opportunities
   A. Internship Opportunities
      I. Small Town Creative Internship
         Join Laurel’s thriving small business scene through an internship with The Small Town Creative. This internship will have a heavy concentration in social and digital media for a
number of clients in a variety of different industries. Internship applicants must have knowledge in marketing, PR, Advertising, IMC or similar major (junior or senior preferred), excellent oral and written communication skills, knowledge of social media, graphic design experience is preferred, a creative thinker, computer proficiency, and detail oriented. To be considered for an interview, send resume to laura@thesmalltowncreative.com

II. Internship Opportunity with Jay Hughes
We are looking for students to volunteer for State Representative Jay Hughes’ campaign. Representative Hughes is running for Lt. Governor in 2019. We need dependable students who are willing to work 10-15 hours a week. Hours are flexible and can be completed any time throughout the week or weekend. Please contact Garrison English by phone at (601) 502-3543 or by email at garrison@jayformississippi.com.

III. Telenutrition Graphic Design Internship
We are looking for a self-motivated, organized graphic design intern who can assist with creating posters, advertisements and multimedia designs for a community-based weight management program. Responsibilities may include but are not limited to: develop mobile and web icons and designs; facilitate logo and brand creation for the project; collaborate with interdisciplinary team members on projects; present at team meetings; and assist marketing intern and software developers with other projects.

All Interns are expected to maintain a consistent schedule of a minimum of 5-10 hours/week from September 17th - December 6th with all student holidays honored. We are willing to work around your schedule!

Interested candidates should submit a:

* Resume
* Cover letter

* Describe how the opportunity will meet your professional goals.
* Write a brief statement of your willingness to commit to the position, including on what days and times you are able to work
* Include contact information for one reference.
* Relevant work samples (if applicable)

Application materials should be submitted to lashaundrea.crook@usm.edu and a.n.king@usm.edu by September 10, 2018. Placement notifications will be sent out by September 12th and students are expected to start the week of September 17th.

IV. Focus Group Internship
Are you an upcoming or recent grad and looking to get a few months of
experience in an agency setting? Or maybe you want to take a semester off and work in an agency environment. If so, we can put you to work in a variety of areas. We are taking applications. Send us your pitch as to why we should hire you as one of our next interns. For more information, please visit http://focusgroupms.com/careers-opportunities/

V. Social Media Internship
The USM Center for Human Rights and Civil Liberties in seeking a social media intern who will earn credit in either their human rights minor or in a political science major or minor. If interested contact Dr. Bob Press at Bob.Press@usm.edu

B. Job Opportunities
I. Sports Editor Needed
We are a daily paper (five days per week) covering eight local high schools and one community college. We expect two stories per day and there’s no shortage of content.

II. Digital Content Producer Job Available
A digital content producer job is available at WCBI. This person will be responsible for maintaining, updating, and advancing WCBI’s social media and website strategy. The WCBI Digital Content Producer will be responsible for making certain the WCBI website and social media is updated consistently during breaking news situations. This position requires monitoring social media efforts and goals of individual staff members. The DCP will also be responsible for creating, editing and coordinating often exclusive online content. This person is also responsible for tracking performance of website and social media efforts. Please send resume and samples to robertdavidson@wcbi.com

III. Marketing Assistant Job Opening
Davis & Crump in Gulfport are looking for a Marketing Manager! Job duties include:
Assists with the creation, implementation, and management of an effective marketing strategy for the company. Evaluates and reports on results including everything from budgets to client responsiveness.

- Updates and maintains the website, including creating new content, blogging and responding to clients’ messages or questions.
- Manages all aspects of social media marketing by creating content, taking photos, posting company updates, interacting with clients and other businesses, through Facebook, Twitter, Google+, LinkedIn, YouTube and Vimeo.
- Designs internal and external marketing materials in print and digital. Examples include items such as brochures, newsletters, mailers, posters, signs, flyers, training documents, invitations, and mass email communication. Also responsible for creating press releases.
- Plans social functions for the law firm including attorney parties, employee events, golf and sport outings, Mardi Gras events, and Christmas parties.
• Updates and maintains a large, detailed contact list for attorneys to be used for mailing things such as newsletters, brochures, Christmas cards and baskets.

IV. Account Executive Needed
CALA Broadcast has an opening for an aggressive, knowledgeable and goal-oriented Account Executive. Individual must excel at client relations, develop solutions to help grow clients’ business through multiplatform opportunities, and in managing contracts through all stages of the sales cycle. Organization, communications, and time management skills are a must.

Job Responsibilities include:
• Responsible for generating revenue by growing existing advertising revenue from current clients.
• Able to develop effective marketing plans to meet clients’ needs and objectives.
• Able to obtain budgets and meet deadlines.
• Responsible for ensuring superior client relations.
• Superior management of sales through the entire sales cycle.
• Keep up-to-date on all station product lines and programming features.
• Prepare and present both written and oral presentations.
• Prepare effective advertising schedules.
• Effectively negotiate advertising rates. If interested please send cover letter along with resume to: kalston@deltanews.tv

3. Kinney, Fernandez, and Boire Scholarship
The KF&B Scholarship was created to help students get the education that they need to take the journey into adulthood. The Tampa personal injury attorneys at KF&B understand that education is expensive and want to help one lucky student take a little bit of the stress away from wondering how they’re going to afford school.

Applicants will be required to submit a 500-word essay by no later than March 31, 2019, and the winner will be awarded a $1,000.00 scholarship by April 31, 2019.

Eligibility
You are eligible to apply for this $1000 scholarship if you meet one of the below requirements.

A high school senior that has been accepted into a college or university
A current college student that is not in their final year.

Guidelines
KF&B wants to hear your answer to the question, “What is one law that you think should be implemented to make the world a better place and why?”, in 500 words or less.

Submission Deadline
The deadline for submissions is March 31, 2019. Applications submitted after this date may be considered for the following years scholarship.

Winner Selection
Committee members will review all of the applicants and present the top contenders to the greater scholarship committee for the selection of one winner. The winner of the $1000 KF&B Scholarship will be contacted in April 2019 and will have two weeks to respond before a runner up is selected.

4. iSouthernMiss App
iSouthernMS mobile App has a new, eye-catching design with an easy to navigate menu. Check out the latest updates and download the app today!

5. Student Worker Opportunity
USM photo services is seeking a student worker who can assist with our on-line (bc/LH/env) and email print/copy orders. Additionally, you must have InDesign skills to help set up business cards, as well as printing posters on a wide-format printer. Anyone interested in this position can email Chante Ravesies at 601.266.5310 or email copycenter@usm.edu

6. Student PRAM Interest Meeting - Sept. 13
The Student Public Relations Association of Mississippi (PRAM) will have an interest meeting on Thursday, September 13 from 12:15-1:00 p.m. We will introduce our leadership council, talk about upcoming events, and MORE! We will have Midtown Donuts! You won't wanna miss it! For more information, please contact Reanna Roberts at reanna.roberts@usm.edu or Dr. Cindy Blackwell at cindy.s.blackwell@usm.edu

7. American Advertising Federation (AAF) - Sept. 18
An information meeting on the American Advertising Federation (AAF) will be held in College Hall 102, 12:30 - 1:00 p.m., September 18. This meeting is open to all majors.

AAF activities include portfolio/resume workshops, agency visits, and chances to network with the Jackson AAF and Gulf Coast AAF. Also, you will be eligible for several regional and national
scholarships and internships, as well as Alpha Delta Sigma, the only national professional advertising honor society in American higher education.

If you are interested but won't be able to attend the meeting, please contact me at fei.xue@usm.edu.

8. Scholarship Opportunity
The African American Military History Museum will hold Interest Meetings on October 11 at 6 p.m. and October 13 at 10 a.m. at 305 East Sixth Street for our Third Annual Miss USO Scholarship Pageant to be held on March 22, 2019. Young ladies ages 17-24 participating in the pageant will have the opportunity to win a scholarship to assist with their education, build self-confidence, enhance communication skills, establish friendships and networks and participate in community service.

9. Cengage Unlimited Program
This Fall 2018, Riddle & Bloom is seeking applicants to support the cause of Cengage digital course materials on our campus. This program will give you valuable experience with Riddle & Bloom as a Start Strong Student Advocate for students about Cengage Unlimited (a first of its kind digital subscription that gives students total on-demand access to digital learning platforms, e-books, online homework, and study tools) nad show them how to register to use their assigned Cengage digital course materials. Cengage is looking for a persuasive and influential with friends and peers with strong campus connections, are active, outgoing, and comfortable with public speaking, and are interested in gaining experience in marketing & communications. Student applicants must be full-time or part-time undergraduate students and must participate in an online training program launch. For questions about this program, please email Kathleen@riddleandbloom.com