



### Wednesday, April 23<sup>rd</sup>

- 10:00am – 12:30pm KKSM Remote at the Student Union
- 11:00am – 12:00pm Journalism panel (Governing Board Room)
- 12:30pm – 1:30pm Keynote - Raoul Martinez & Erica Fox from Fox 5 morning (Governing Board Room)
- 2:00pm – 3:00pm Media Studies Alumni panel (Governing Board Room)
- 3:15pm – 4:15pm PCTV, KKSM, Telescope open house
- 4:30pm – 5:30pm Cinema panel (P32)



### Thursday, April 24<sup>th</sup>

*KEL 5400 – The Reading Room (Free Parking in Lot B)*

- 10:30 – 11:45am Careers
- 12:00-1:00pm Internships
- 1:00-2:15pm Graduate Study
- 2:30-3:45pm Keynote Speaker: Professor Caroline Sawyer, Lecturer in Communication and Mass Media, CSUSM  
“Social Identity in the Age of Social Media”

**For more info:** <http://www2.palomar.edu/pages/journalism/media-days/>



MiraCosta College, Palomar College and Cal State University, San Marcos have joined forces to present Media and Communication (MAC) Days, April 21-24, 2014 at all three campuses. The event is designed to bring professionals from media and communication fields to the campuses for a series of panels and lectures. MAC Days events are free to all and the community is invited to attend. This marks the third year Palomar faculty members Erin Hiro and Wendy Nelson have collaborated with Professors Liliana Rossman from CSUSM and Leola McClure from MiraCosta College.

*We'd like to express our appreciation to Dean Dana Smith, Dean Al Taccone, Career Center, Department of Communication Studies, Media Services, and Premier Food Services for all of their support!*



*Monday, April 21st &  
Tuesday, April 22nd, 2014*

***Events continue throughout the week!***

[www2.palomar.edu/pages/journalism/media-days/](http://www2.palomar.edu/pages/journalism/media-days/)

**Wednesday, April 23<sup>rd</sup> at Palomar College**



**Thursday, April 24<sup>th</sup> at Cal State, San Marcos**

## **Monday, April 21<sup>st</sup>**

MCC, San Elijo Campus, 333 Manchester Avenue, Cardiff  
Student Center Conference Room, Building 900

Reception: 6:00-6:30pm

Keynote Speaker with Q&A to follow: 6:30-8:00pm

### ***From OJ Simpson to Jessica Simpson: The Rapidly Changing Face of Entertainment Journalism***

**William Keck, Hollywood Entertainment Reporter**  
Moderated by: **Adrienne Luban**



From The National Enquirer to the Los Angeles Times and People Magazine, Hollywood entertainment reporter William Keck has interviewed nearly every star working today. A former staff reporter at USA Today and a senior editor at TV Guide, William will share his survival stories from his early years working as a tabloid reporter during the OJ Simpson scandal, and discuss how he was able to go 'legit' and gain entrance to red carpets, awards shows and film junkets, as well as the sets of today's hottest television shows. He will also discuss how the age of social media has changed the role of a journalist, presenting both opportunities and unique challenges. Learn what to expect, what to avoid and what opportunities are available to you right now as you conceptualize your careers.

## **Tuesday, April 22<sup>nd</sup>**

MCC, Oceanside Campus, 1 Barnard Drive, Oceanside  
Student Center, Aztlan A & B, Building 3400

### ***“Got experience?”***

**11:00am-12:15pm**

Come learn how you can gain valuable job experience with an internship in communication. Hear from current and former interns about the dos and don'ts, the positives and the negatives of an MCC internship. The Career Center will be available to answer questions as well.

#### **Panelists**

**Brandon Beach**, Intern, TransWorld Business

**Alma Menera**, Intern, Magic 92.5

**Alana Stroud**, Intern, MCC Student Activities

**Ron Tranbarger**, Intern, MCC Writing Center & CAC

**Suzie Woldeab**, Intern, Versace

Moderated by: **Meghan Dougherty**

### ***“How'd you land that great job?”***

**12:30pm-1:45pm**

Want to know what to do with a degree in communication? Curious about what types of jobs are available in media? Come hear from professionals working in areas of radio, marketing, social media, search engine optimizer, magazines, etc. who will give you the ins and outs of the job market and what to expect as you go knocking on doors.

#### **Panelists**

**Drew Coalson**

*Content Syndication Manager, Grind Media*

**Jonathan Gomez**

*School Relations & Diversity Outreach Coordinator, MiraCosta College*

**Sheena Schleicher**

*Senior SEO & Search Marketing Manager, Cuker Interactive*

**Jonathan Schwartz**

*President/COO, 102.1 KPRI*

Moderated by: **Brogan Griffin**