



Contact: Gayle Lynn Falkenthal, APR
Info@falconvalleygroup.com
619-997-2495 / @PRProSanDiego

SDSU Grads Offer ‘Speed Mentoring’ to Students Oct. 28

(SAN DIEGO) - Students pursuing degrees in journalism, media studies, communications and other related majors at San Diego State University face a daunting job market upon graduation. The changing media landscape makes the challenge of finding employment in their fields greater than ever before.

Professionals who began their careers with degrees from SDSU have weathered plenty of changes and know just what it takes to adapt, survive, and thrive. They’ll share what they’ve learned at a free event for students called “The Pros Come Home 2: Speed Mentoring for Success” on **Wednesday, October 28, from 6 to 8 p.m. at the brand new Parma Payne Goodall Alumni Center at San Diego State University.**

The program is sponsored by the Friends of Journalism & Media Studies Alumni Chapter, which was formed with the dual goals of supporting development of an interdisciplinary environment for education where all sectors of the media can interact in real-world conditions at San Diego State University; and providing alumni members and students with professional development programs that help improve skills and advance careers.

The event begins with a panel discussion featuring SDSU graduates who have gone on to make a mark in various professions spanning all aspects of the communications and media arts after getting their degrees.

Following the panel discussion, a wide-ranging group of pros including print, online and broadcast journalists, public relations professionals, and professors will offer “speed mentoring” with one-on-one time to answer individual questions and concerns about your education and the job market.

Panelists and speakers include:

Panelists:

Cliff Albert, Program Director AM 600 KOGO

Dean Elwood, News Director, KFMB TV

Tom Johnson, President, Johnson Media Group

Eric Longabardi, TV producer/i-journalist, TeleMedia News Prods

Salvador Rivera, Communications and Media Relations, Sycuan

Audra Stafford, producer, KGTV 10 News

Linda Rosas Townson, VP of Advertising, CommunityMedia Corp/Group Publisher, San Diego Neighborhood Newspapers

Moderator: J.W. August, Managing Editor, KGTV 10 News

Joining the panelists for the speed mentoring portion of the program are:

Gayle Falkenthal, APR, President, Falcon Valley Group

Sam Hodgson, digital journalist, voiceofsandiego.org

Andrew Kleske, principal content producer, *San Diego Union-Tribune*

Fred Norfleet, independent broadcast producer, Norfleet Video

Joe Schneider, freelance journalist

Tim Wulfemeyer, broadcaster and professor

Additional panelists will be added!

Light refreshments will be served. There is no charge to attend but space is limited!

For more information, contact J.W. August, President of the Friends of Journalism & Media Studies Alumni Chapter, 619-237-6331 or jwaugust@10news.com

#