



Office of the JMC School Director • One Washington Square • San José, California 95192-0055 • (408) 924-3240

Welcome Home Former JMC School Students and Graduates!

Every week it seems our faculty members hear some news about you or your classmates, your families or your career successes, and we think back to your time with us at San Jose State. They are great memories that continue to make us very proud of you. We miss you too!

SJSU Journalism former students and graduates are working all over the world doing exciting things in advertising, public relations, radio, television, magazines, social media, and a wide range of business ventures. BRAVO!

Every semester many of you visit campus from time to time and our current students get excited to hear you once sat in the classes and seats they are in now. Their hopes and dreams are inspired by your support, and their fears diminish when they hear how you have gone after your goals and new adventures with determination and confidence in your talents and abilities. Thank you for being a great role model.

We want to reconnect with more of our former students from now on. There is so much to catch up on starting with the latest sad news that our beloved former school director, Dr. Kenneth Blasé has passed away after a long illness. Many of you had Ken as an instructor and career advisor. He spoke about his students often. When you return to my alumni web page you will find more information about Ken, and a way you can add your tribute with your photos and personal reflections.

When I became JMC School Director in 2011, after twenty years of teaching in this program, I promised to reach out to as many former students and graduates as possible. This is the first of many steps we will be taking to create a new 'global network of JMC alumni.' We welcome hearing your insights, suggestions and expert counsel on a regular basis as we advance our curriculum and upgrade Dwight Bentel Hall classes and production facilities with new technologies to meet expectations in the real world of 21st century global communications. We must do everything we can to keep our students competitive in the ever-changing media and business markets.

Your alma mater, the SJSU Journalism School, continues to make exciting news!

The journalism degree program has been ranked among the top 50 programs in the United States. Our top advertising and public relations students work together in the [DB&H Communications Agency](#), and have won top honors in three out of the last four national student campaign competitions for Chevrolet, Honda and [AT&T](#). A top Silicon Valley media executive, Michael Brito, now shares his global knowledge and experience in a very popular strategic social media business-to-business communications night class. Journalism graduate, and Pulitzer Prize winning photojournalist, Kim Komenich is now part of the JMC School faculty, and leading our multimedia educational initiatives. For the past three years, Public Relations Professor, Dr. Matt Cabot has arranged and led 25 students and SJSU faculty on a special study abroad, [summer global communications learning experience](#) in Europe. This coming summer they go to London, Paris and Madrid to meet some of the top media management experts in the world. Check out his fun video promo!

In 2011, a top official from the prestigious Poynter Institute in Florida came to SJSU for our JMC School 'Visual Communication Day' event. He saw what we were doing in all our majors, and told visitors, students, faculty and our college dean "The JMC School is far ahead of some of the major university programs in the country in multimedia education."

We continue to do these extraordinary things thanks to our generous alumni, friends of the JMC School, and the great legacy of our founder, the late Dr. Dwight Bentel who passed away two years ago at age 103. Last year JMC made Bay Area and national news when the estate of Jack and Emma Anderson, who published *The Spartan Daily* for many decades, left the JMC School an incredible [gift of \\$8.7 million](#). Following their wishes, part of that money is now being used for major technology upgrades including the building of a joint student media convergence newsroom, a high definition, digital television studio, and a state-of-the-art creative production suite for advertising and public relations. With your help we will keep on challenging students to test their skills and show us what they can do.

Meanwhile, I have been reaching out to leading companies in Silicon Valley and the Los Angeles area to open doors for new partnerships. In 2012, a media publisher in Hollywood, an SJSU business graduate, urged me to think BIG and long term, and develop a comprehensive [JMC School Strategic Business Plan](#) to meet media industry needs well into the future. We now have a \$100 million fundraising plan he believes is doable because it addresses many business needs including the development of a Center for Social Media Research in higher education. Innovators and creative planners want a better understanding on how to connect with current and future generations of college students who use mobile devices and new technologies exclusively to stay informed. Located in the heart of Silicon Valley, the SJSU Journalism School is the ideal location for a global research center because we enjoy a global reputation for excellence in media higher education.

In just the past year alone, since the Anderson gift, former JMC students, graduates, faculty and friends have helped us raise nearly \$500,000 in planned gifts. Together, with your help, we can make many more dreams come true.

The bottom line...Your start here at SJSU in advertising, journalism, public relations, or the masters degree program has led to thousands of new opportunities and success stories that are inspiring people worldwide to reach out to your alma mater for more talented and well-prepared interns, and new hires, just like you.

Please take the new [JMC School Alumni Survey](#) (use 'Bentel1934' to get started). We are going up for national re-accreditation in 2014 and need your input. We need to include and highlight your career experiences and personal success stories!

Be sure to check out the rest of the JMC Alumni webpage for more exciting news including a special invitation for the debut of a very personal and powerful documentary by a young Bay Area Pulitzer Prize winning journalist who wants to shake up the national debate on immigration. If you are nearby campus, please join us March 10, 2014, at 6 pm in Morris Dailey Auditorium. It will be a night to remember!

Thank you for being wonderful students while you were at SJSU. We've been rooting for you ever since the day you graduated, and we always will.

Our best to you, your families, and your careers from all of us in the School of Journalism and Mass Communications at San Jose State University.

Keep up the great work. Take good care, and please keep in touch!

Sincerely,



Prof. Bob Rucker
Fmr. CNN Correspondent
Director
SJSU School of Journalism & Mass Communications
www.profbob.com
E-mail: robert.rucker@sjsu.edu
408-924-3240 JMC School Office

The JMC School Office is open weekdays Mondays through Fridays from 9 am to 4 pm. Let us know in advance, and we will be happy to welcome you back to campus and offer a brief tour of Dwight Bentel Hall, the journalism building.