

## *School of Journalism and Mass Communications*



## **Awards & Honors, 2015-2017**



### **Advertising and Public Relations**

In Fall 2016, a team of advertising students won the Silicon Valley Business Journal's creative contest Create-a-Thon. They competed against 15 other teams from local colleges and universities. The winning students were **Lauren Aubrey Lee, Daniel Casadesus, Terrie Lin, Sae Mishima and Simon Milner**. The contest was part of the class curriculum of ADV 121, 122 and 123 instructed by Prof. **Stephen Eckstone**. In addition to the "grand" winners, another team won for "Best Creative." This team consisted of **Hieu Tran, Andrea DeLuca and Andrew Lucido**.

In the past two years, SJMC students were well presented at the ADDY Awards competition. ADDY Awards is an annual event organized by the American Advertising Federation (AAF) where professionals from the advertising industry judge agencies and students work on the same criteria.

2017 has been a record-breaking year for SJMC. Lead by Professor **John Delacruz**, we had 15 entrants and the students received one Gold award, which is also Best of Show, five Silver awards and six Bronze awards. A number of other winners were also clients of the student agency. Multiple awards were claimed in 2016 as well.

In 2016, the NSAC Advertising team of the student agency won the regional competition. The advertising staff members of the Spartan Daily also claimed two first place awards for Best Online ad and Best Retail Campaign in the District 14 American Advertising Federation student advertising competition.

In 2016, Student Agency Bateman Team received honorable mention in the national public relations Bateman competition. The team members included **Chantel Patel, Eric Bolin, Jonathan Meza and Deanna Vargez**. The title of their PR Plan was Semper Spartan.



## Journalism and Student Media

### *The Spartan Daily*

In the last two years, the Spartan Daily has won more statewide and national honors than at any point in its more than 80-year history. In 2015 the Daily took second place in the nationwide "Best of Show" competition at the Associated Collegiate Press's national convention. In 2016, the Daily took fifth place nationally in the same contest. Before 2015, the Daily had never before placed in the top five nationally in spite of entering every year.

In California, the benchmark statewide awards for university news outlets are the California College Media Association (CCMA) awards. Before 2015, the most the Daily had ever won in one year was nine (in 2012 and 2014). In 2015 the Daily won 16 statewide CCMA awards, including taking third place in the statewide Best Newspaper competition (placing the Daily above the Stanford Daily, USC's Daily Trojan and CSU Fullerton's Daily Titan, among others). Out of the 44 student publications participating, the Daily finished just behind UCLA and UC Berkeley in number of awards won. In 2016 the Daily took 13 CCMA awards, including third place in the statewide Best Daily Newspaper competition, the second year in a row that the Daily finished among the top three in the CCMA competition.

This placed the Spartan Daily above UC Berkeley's Daily Californian, USC's Daily Trojan and the Stanford Daily, among many others. In 2017, it was recently announced that the Daily took 11 more awards from CCMA competition. The winning categories and placement will be announced at the banquet in March, 2017.

Also, in California the benchmark statewide awards for professional news outlets are the California Newspaper Publishers Association (CNPA) awards. CNPA gives professional awards in more than 160 categories and divisions, but offers college awards in only seven categories. The Daily had never won more than a single CNPA award in any year until the past two years. In 2015 and 2016, the Daily won two CNPA awards apiece (in 2015, **Brandon Chew** for Best Photo and **Lauren Hernandez** for Editorial Comment; in 2016, **Nick Ibarra** for Best Writing and the Daily staff for General Excellence).

### ***SHiFT Magazine***

Under the leadership of Journalism Professor **Thomas Ulrich**, the Western Publishers Association awarded the SHiFT Magazine the "Best Student Print Publication for 2016" and the Peter M. Craig MAGGIE Award for Excellence in Student Publication in the western United States.

### **Additional Awards**

During 2016, three SJSU students participated as part of a panel entitled "Stuck in the Middle with News: Living Between Print and Digital" at the Associated Collegiate Press' National College Journalism Convention in Los Angeles.

Several journalism and advertising student staff members of the "Spartan Daily" campus newspaper took home 13 awards in the collegiate media competition (video documentary):

<https://www.youtube.com/watch?v=n1zV1Fvc2Q&feature=youtu.be>

### **Student Service**

The CASA CEED Awards honor six recipients whose combined effort and activities have made an important contribution to enhance equity and diversity at San José State University and/or in the community. Among the 2016-2017 winners was JMC undergraduate student **Joey Montoya**.

### **Staff Service**



The College of Applied Sciences and Arts (CASA) award the [CEED Distinguished Service Award](#) for 2015 -2016 to Ms. **Silvia La Rosa**, the JMC School Administrative Analyst.

The Committee to Enhance Equity and Diversity (CEED) staff honor is given each year to a person who has contributed outstanding service to San Jose State University, demonstrated leadership in activities and events that foster a greater understanding of diversity in our community, and/or contributed to a better understanding of diversity and equity issues through academic activities and projects. For many years Silvia La Rosa has worked tirelessly to

meet each of those challenges. It is always inspiring to watch her work with great determination and patience in support of JMC School faculty, students and visitors.



*Celebrating the five year service of JMC School Director Bob Rucker in 2016.*

### **Faculty Accomplishments**

Our faculty members continue to be active in professional, research, and creative efforts. Journalism Professor **Diane Guerrazzi** received the 'Award of Excellence' from the Broadcast Education Association (BEA).

Advertising Professor **Timothy Hendrick** served as Governor and national Board Member of the American Advertising Federation, was elected to the National Education Board for Advertising (AAF), and supervised student teams which won 12 student media advertising awards at the regional and national levels. SJSU's College of Applied Sciences and Arts awarded its Tenure-Track Faculty Service honors to Advertising Creative Professor **John Delacruz** for outstanding diversity and community outreach efforts.

As part of our Hearst Foundation Award recognition of excellence in professional journalism, Journalism Professor **Halima Kazem** developed a special election year campus workshop focused on responsible and creative approaches to using statistics and polling information in news reporting. Professor **Zongchao Cathy Li** was awarded an internal grant by University Grants Academy to devote efforts to research.

Professor **Bob Rucker** became Coordinator of JMC School Digital Productions in 2016. He co-produced a special summer edition of the local PBS program *'Equal Time'* focused on religious leaders reactions to the massacre at The Pulse gay nightclub. It was nominated for a Northern California regional Emmy Award. Rucker also created a new *"Diversity Portraits"* series where SJSU students on video identify, critique and offer recommendations to media professionals on how to improve depictions of diverse cultural communities. A new multi-platform program called *Engage'* is being developed in 2017 as an online forum where timely, important and sensitive public concerns are candidly addressed in search of practical solutions.