



# Evelyn Sanchez

## Broadcast Journalism Major/Special Focus in Public Relations

Torn between broadcasting and public relations, I've been a loyal viewer of only news for three years and it is surprising to see how much media has changed in those short years. There are many aspects of it I would like to bring back but first I have to be part of it to even attempt such change. I believe the evolution of media does not have to sacrifice the ethics and seriousness it once truly portrayed. There must be ways in which the media can make progress at the expense of losing nothing and that is where I would like to come in.

On the other hand, I worked doing public relations assistance work this summer and fell absolutely in love with the position. The networking and communication I had to do with other people, companies, and organizations was great. I had a very rewarding feeling after every contact, meeting, or fulfilled task. The duties seemed impossible to accomplish many times but I managed to complete my duties every time and it made me feel valuable.

Time management, responsibility, honesty, and character are important aspects of life I have improved in myself while attending San Jose State. A full-time student and worker, I have grown more in two years as a university student than I have my entire life. The values and lessons I've learned in a city outside my own will stay with me forever and will prove to be invaluable in my future.

The opportunity to work very close to media has not only inspired me to continue to strive for something I have a passion for but has also allowed me to learn and keep up with the fast advances in technology associated with broadcasting. My employer, Univision, has opened great curiosity and ideas that I look forward in exploring as my career advances.

My responsibilities that have ranged as promotions technician, receptionist, accounting assistant, and public relations assistant in less than a year have allowed me to explore different aspects of media behind the scenes but that will no sooner make me a well-rounded individual in the field and comfortable enough to work with everyone around me as a team.

To experience things first hand is indescribable and priceless. Education is very important but doing things hands on and getting involved are more effective. I recently joined the RTNDA club and was from the beginning ecstatic about the 50<sup>th</sup> year anniversary reunion and the opportunities it could mean for everyone in the Journalism and Mass Communications Department.