Technology, Career Guidance, Diversity Issues To be Discussed At Cal Poly's First Journalism Week Oct. 8-11

SAN LUIS OBISPO – The Cal Poly Journalism Department’s first-ever Journalism Week, with presentations by industry leaders from the Central Coast and throughout the state, is scheduled Monday through Thursday, Oct. 8-11.

The theme of the inaugural event is “What is Journalism and Where Can I Fit In?” More than two dozen experts will examine such topics as:

- What it means to be a journalist today
- How technology such as YouTube, podcasting, and other new media is changing journalism
- The kinds of jobs that are available, and how to properly train for them.

Attendees will have an opportunity to learn about a variety of topics, from the future of journalism and the relationship between marketing and media, to finding and preparing for jobs, according to Courtney Sterk, president of Cal Poly’s chapter of the Public Relations Student Society of America. Many well-known Central Coast professionals from KCOY-TV, The Tribune and KSBY-TV will be speaking, as well as experts from throughout California.

On Oct. 11, PRSSA will sponsor a boxed lunch for students, faculty, staff, and guest speakers to hear Tim Gallagher, media consultant and former publisher of the Ventura County Star. Gallagher will be discussing “Media Landscapes in Journalism” and will answer questions from the audience. Tickets for the lunch are $10 and can be bought from the Journalism Department. Call 756-6705 for more information.

The Cal Poly chapter of the Public Relations Student Society of America, a student-run public relations club, is hosting these events. The general sessions are free and open to the public. For more information, contact Doug Swanson at 805-756-6705 or e-mail Courtney Sterk at csterk@calpoly.edu.

For the full Journalism Week Schedule of Events, click here.

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