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FOR IMMEDIATE RELEASE

Contact: Doug Swanson  
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**Industry Experts to Speak at Cal Poly Journalism Week 2008**

SAN LUIS OBISPO – Industry experts from Intel, Yahoo!, Genentech, and KSBY will participate in Cal Poly's Journalism Week, set for Wednesday through Friday, Nov. 12-14.

"MULTImedia – MULTImadness: The News, Entertainment, and Information Meld" is the title of the second annual Journalism Week. All events are free and open to the public.

Cal Poly journalism alumnus Steve Enders, senior product manager for Yahoo! News, will be the keynote speaker at a luncheon from 11 a.m. to 1 p.m. on Thurs., Nov. 13. Enders' will give an informative and entertaining presentation about how news, information and entertainment are coming together in exciting ways at Yahoo!. Reservations to the lunch are required, and tickets are available in the Journalism Department Office for \$5. The department is offering a boxed lunch; anyone who would like to attend the event but not eat lunch is welcome to do so, however seating is limited. To reserve, call the department office at 756-2508.

Other Journalism Week events include:

- o "What's My Line?: Cal Poly Graduates Revealed," 11 a.m. to 1 p.m., Wed., Nov. 12, Kennedy Library, Room 217-D: Michael Wrisley, strategic account manager, Intel America, Enterprise Solution Sales; Erin Green, director, Original Political Programming Yahoo! News; Melissa Geisler, Yahoo! sports coverage editor.
- o "TECHtonics - Influences of Technology on Journalism," 4 to 6 p.m., Wed., Nov. 12, Engineering Building, Room 139: Stephanie Barnes, account executive, SHIFT Communications; Larry Stewart, longtime sports editor for the Los Angeles Times; Evan Pappas, president/manager KSBY Communications; Dawn Kalmar, director of communications, Genentech.
- o "Resumé and Portfolio Critique," 9 to 11 a.m., Thurs., Nov. 13, Graphic Arts Building, Room 109: Doug Swanson, Cal Poly Journalism Department; Charlotte Rinaldi, Cal Poly Career Services.
- o "i Work: Internship – a Learning Introduction to the Workplace," 2 to 3 p.m., Thurs., Nov. 13, Agriculture Building, Room 231: Swanson will be joined by additional faculty members and alumni to discuss the importance of internships in career preparation.

For more information about Journalism Week, contact the Cal Poly Journalism Department at 756-2508 or Swanson at 756-6705.

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