Mass Communication Week 2018

VMT’s day at the School of Mass Communication and Journalism

Texas State University ([www.txstate.edu](http://www.txstate.edu))

*Accurate as of Oct. 2, 2018.*

Students,

This will be VMT’s 15th year of attending activities at Mass Communication Week at Texas State (<http://www.txstatemcweek.com>), and one reason we’re invited back is your **impeccable behavior**. Please be on your best behavior on the bus going up and returning, and while you’re on campus. Think of the trip as a day in class, but outside of the classroom. And the best part – while learning you’ll have a *lot* of *fun!*

You will take part in sessions with university students and with presentations by world-class media professionals. In addition, professors and staff members at Texas State have customized your trip to include tours of award-winning student-run media: *University Star* newspaper (<http://star.txstate.edu>), KTSW-FM 89.5 radio (<http://www.ktsw.net>), and Bobcat Update cable newscast (<http://www.masscomm.txstate/bobcatupdate/bobcatupdate.htm>).

In addition, during the day you’ll get to hear from the Admissions Department, which includes a financial aid presentation. Other details of the program are pending.

The university is providing a chartered bus, breakfast and lunch, allowing us access to sessions reserved for their Communication students, a few Communication students as mentors to help us, and its facilities for our use. In addition, you may receive university-themed gifts. The university will provide breakfast and lunch in the Student Center, but details are still pending. You should bring some money for a fast-food supper and for buying something from the university bookstore (<https://www.bookstore.txstate.edu/default.aspx>) at the Student Center.

***Sessions:*** We will attend sessions in large classrooms or lecture halls. During the day you’ll hear from the Admissions Department. At other times we’ll be on campus, in the presence of university students and staff and other campus visitors.

Here are tips to making the sessions productive:

1. Listen thoughtfully to the speakers and the ideas presented. How do these ideas relate to your own life? What would you like to find out that’s not presented? What information do you agree with? What do you disagree with? (And why?) Where could you go to do further research on your own? You could also take notes for future use. (If time permits, you may want to take part in discussion with other audience members afterwards.)
2. It is acceptable, and indeed expected, for audience members (**you**) to ask speakers questions or even debate them on information they present. Don’t be afraid to speak up! Others may have your question or concern, and anyway, speaking up now is good practice for when you become a university student. In large rooms such as we’ll be in it’s a good idea to stand and speak as if you’re an expert, even if you’re scared to death!

Here is what **not to do**!

1. Text or play games with your phone during presentations. **Keep your phone put away!** *(If you’re sending Twitter messages please do so before or after the presentation.)*
2. Engage in conversation with others during presentations.
3. Sleep or create distractions or disruptions during presentations.
4. Criticize the efforts of the speaker, other students or teachers, or university professors and staff.

***Bus***: We’ll leave Laredo at 5 a.m. from the North Malinche Avenue parking lot (across from Nixon High School, due to the Hispanic Heritage Festival set up in the Lyon Street parking lot. We *will not* have access to VMT buildings. On previous trips some have worn pajamas and brought blankets and pillows. They changed on the bus before arriving in San Marcos. Your belongings should be safe on the bus. Teachers have the right to assign seats. Texas State is paying for the charter bus. You’ll meet Olga Wilson when you arrive, the professor who helped organized our trip, and possibly other professors who are important to our trips. You may also see them when we leave. It would show much character to personally thank them. We’re hoping be back in Laredo around 8:30 to 9 p.m.

***Clothing***: Due to much walking and a very hilly campus comfort is important, and it is very important for you to wear well-fitting, flat-soled shoes. In fact, it will be a long walk to the building housing The University Star newspaper and KTSW-FM radio so wearing a dress and high heels would not be very comfortable. Please follow the school dress code; going beyond that with a nice blouse, button-up shirt or polo, and dressy pants is fine. Spirit shirts are fine. Remember: you are Laredo and VMT to people at the university, and sloppy clothing by one makes all of us look bad. Expect afternoon temperatures in San Marcos in the low to mid-70s.

***Eating and money***: The university will provide meal tickets for our use for breakfast and lunch at the Student Center. We’ll stop along the highway on the return trip for a fast food supper.

The university bookstore is also in the Student Center, and you can buy a shirt, notebook or other items as souvenirs or gifts. Probably $30 would be enough for a souvenir and supper. In the past many students have purchased a t-shirt with the university’s name and logo on the front.

**Reminders**

The university is spending several thousand dollars, funded by a D.D. Hachar Foundation grant, to host us. It would show much character to thank Professor Olga Wilson, the professor who organized our trip, Dr. Judy Oskam, professor and department head of the School of Journalism and Mass Communication, and if she’s present, Professor Kym Fox, who worked with us for earlier trips.

You must have **impeccable behavior** the entire day. Any horseplay or disruptive behavior could be wrongly construed by university students or staff, and it is possible you could be dealing with university police. Because of countless incidents at high schools and colleges (think about any of many school shootings), people will not hesitate to call police for help if they think there is a problem.

Also, please **do not criticize** fellow students or your teachers, or the efforts of university professors and staff. Months of hard work have gone into Mass Communication Week, and in organizing one day especially for VMT Communication students. Fifteen years of hard work could go down the drain in an instant because of one careless act.

The trip combines a priceless learning experience and a day of fun! *Learn and enjoy!*

**Student-produced media sites:**

KTSW-FM 89.5 FM:  *University Star* student newspaper:

 <http://www.ktsw.net> <http://star.txstate.edu>

 Bobcat Update:  Texas State University: 

 <http://www.masscomm.txstate.edu/bobcatupdate/bobcatupdate.htm> [www.txstate.edu](http://www.txstate.edu)

**Mr. Webber’s phone number for this trip is 956-489-0726**