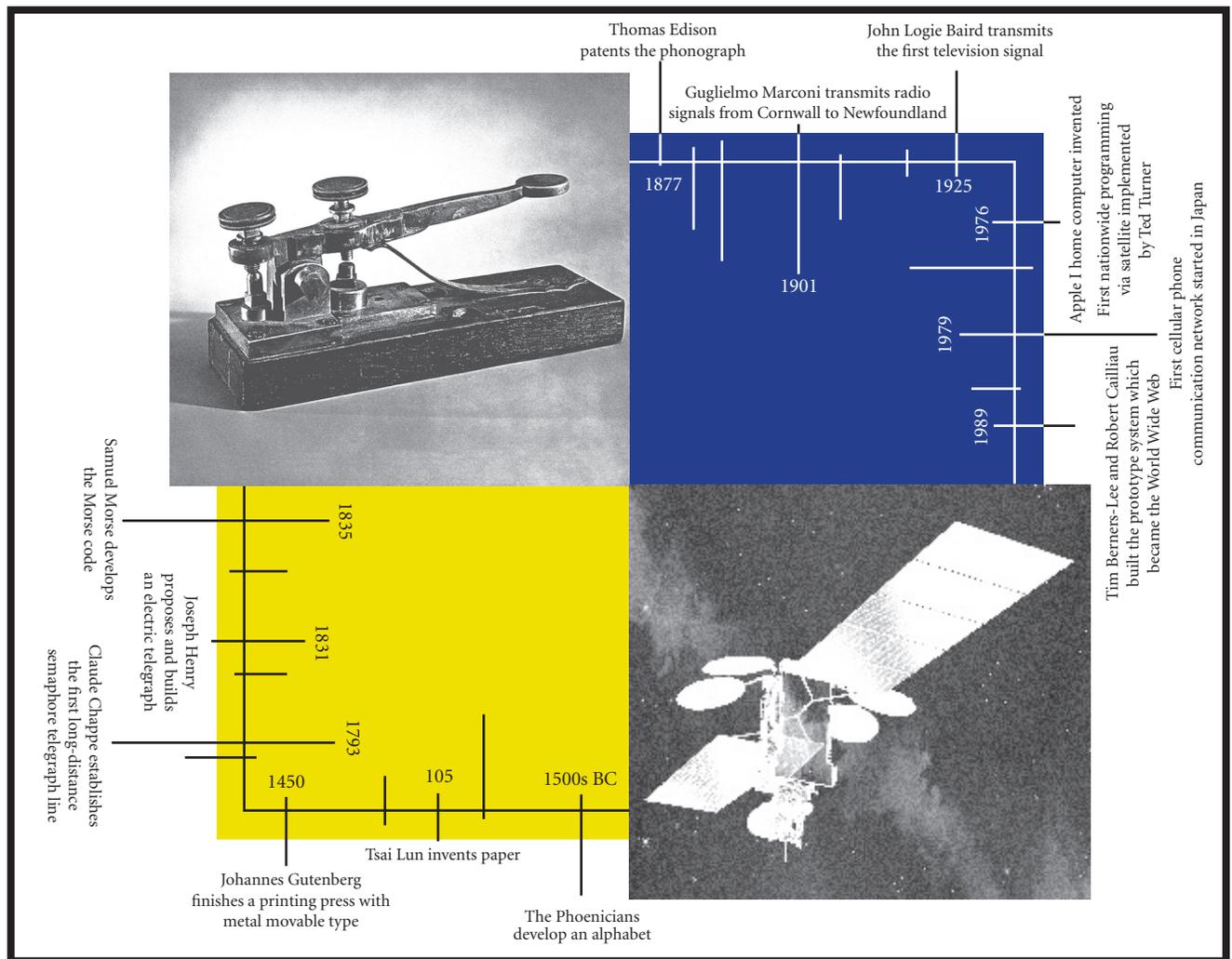


THE WIRE

March 2007

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THE WIRE

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Dear Readers,

It has been both challenging and rewarding in dealing with a new publication. Since its inception last fall *The Wire*, formally known as *The UMCA Journal*, has gained talented new members, grown in resourcefulness and quality, and has become an important part of the Mass Communications major.



The name change took place in January in efforts to distinguish ourselves from the UMCA; equipping us with our own sense of spirit and independence. However, *The Wire* is not entirely autonomous from the UMCA, which we consider our sister club. The UMCA serves as an important resource that provides students with activities including office tours and professor luncheons that the publication does not.

We feel that there is an important editorial role that *The Wire* can play. Our goal is to provide students with two major tools. First, *The Wire* provides intended and declared Mass Communications majors with useful information regarding future career paths, graduate schools, major advice, professor interviews, and upcoming events. Second, *The Wire* gives members the opportunity to develop practical skills in writing and editing. In addition to this, members attain experience in interviewing, story generation and investigative reporting. Our writers enjoy the privilege of writing stories on whatever they are passionate about, in addition to having the opportunity to use their stories to explore the different disciplines of Mass Communications.

The Wire will continue to establish traditions while at the same time evolving to keep up with the coming tides of the new media. Shortly, *The Wire* will have its own website where students can gain online writing experience that has the potential to be seen by online news industry leaders and innovators.

I want all of you to think of this publication as yours; your own journal created for your needs, whether it be as a tool to gain practical application in the areas of your interest or as a resource to help you make sense of all the options that Mass Communications offers. Take advantage of this opportunity and be prepared for your future, wherever you may go.

Julie Daniel

The Wire and the Undergraduate Mass Communications Association are always looking for new members. If you are interested in contributing to future issues of *The Wire* or finding out more about the UMCA write to umca@umca.berkeley.edu or visit <http://umca.berkeley.edu>.

myspace & The Media

by Audrey Stewart

In a society dominated by the internet, we are increasingly forced to address critical issues concerning media representation, or misrepresentation in some cases. One of the most popular sites that the new cyberspace generation logs onto is Myspace.com, an online community and social networking website. Myspace has over one-hundred million members and is one of the fastest growing websites in the world¹. With its popularity has come phenomenal media attention and misrepresentation regarding the company, its objectives, and its users. Myspace, once a fun site for meeting friends and likeminded individuals, is now misrepresented by the media as a website that has a reputation for attracting darker audiences such as pedophiles. Additionally, employers are beginning to intrude on Myspace users' personal lives by using the site to research potential job candidates.

Since Myspace is the equivalent to any other online community website, is it fair that Myspace bears the brunt of the dangers of the internet and the subsequent media misrepresentation? This question is especially important since unlike most online chat rooms and websites, Myspace has created guidelines, such as the rule that no one under the age of fourteen is permitted to use the website. Myspace is not liable for those who break the rules, which are clearly stated in the Terms of Agreement, and those who do not follow these terms and conditions are responsible for their own actions. The process of creating a Myspace account, posting pictures, and meeting people is similar to any chat room or online community website; therefore, the same personal precautions need to be taken. Children and adults alike must be educated on the dangers of the internet and the potential people hiding behind the profiles and screen names. The media emphasizes negative stories surrounding Myspace usage and does not focus on the positives. For example, one-third of its staff is dedicated to monitoring online profiles for explicit content, making Myspace one of the safer online community websites.² In an era where internet communication usage continues to grow exponentially, assigning the blame of current internet issues to one website is unproductive and ludicrous—internet anonymity issues go beyond Myspace. It is imperative that the media focus their attention on internet education instead of on one online community website.

One side effect of the extraordinary media attention surrounding Myspace the employers utilizing the website to research potential job candidates. A small consulting company in Chicago used Myspace to perform a background check on a job candidate and eventually decided not to hire the candidate, based on the content of his Myspace website.³ Additionally, at New York University, about 30 companies told career counselors that they were looking at online community websites, such as Myspace, for information on job candidates. This intrusion into personal lives of potential and current employees raises questions about boundar-

ies and the use of personal, non-work related information to judge the competence of employees. Before Myspace existed, employers did not follow job candidates to their parties on the weekends or pursue details of their personal lives. However, using Myspace as a new investigative tool, employers eliminate job candidates based on non-work related information, stating that pictures of a person partying or smoking informs them that the job candidate is immature or incapable of working for them.

Myspace's popularity and misrepresentation within the media has led to the harmful use of the site by employers. Unfortunately, the media's darker outlook on Myspace has caused many people to forget the once fun and unique online community website. However, one question still remains: will all of the negative attention and misrepresentation produced by the media eventually shut down Myspace.com? Or will the media finally focus their attention on more important internet issues, such as internet education? Stay logged in.

1. "Why Parents Must Mind Myspace." MSNBC Dateline. 6 April 2006. <http://www.msnbc.msn.com/id/11064451/>
2. "Myspace on their Web site safety." MSNBC Dateline. 27 Jan 2006 <http://www.msnbc.msn.com/id/11065999/>
3. "For Some, Online Persona Undermines a Resume." The New York Times. 11 June 2006. <http://www.nytimes.com/2006/06/11/us/11recruit.html?ex=1307678400&en=ddfbe1e3b386090b&ei=5090>

SO YOU WANT TO BE A JOURNALIST? 9 Helpful Tips for Aspiring Journalists

by Mai P. Tran

On Wednesday February 21, 2007, the UMCA (Undergraduate Mass Communications Association) hosted Michelle Maitre, an assistant regional editor of *The Oakland Tribune* to speak on campus about professional journalism. During Maitre's talk, students asked her a variety of questions about journalism, ranging from what to do after college, to what a typical day as an editor is like.

Those who attended received plenty of helpful tips. Here are some of the more important points she went over:

1. Get involved. Do more than just coursework. This is especially important here at Cal because the Mass Communications Program focuses on theoretical, not practical approaches to mass media. Edit for a campus paper or journal. Find an internship. Whatever you do, get as much real-life experience as you can.

2. Get your work published. When applying for a journalist position or even as an editor, papers will ask you to submit sample work. It is very important to have at least one clip. It is best to have a portfolio of all your previously published works. Working for a campus journal, for example, gives you the chance to publish your article.

3. Graduate school is not necessary, but enhances your resume. It is good to get a masters degree. Those who go onto graduate school have been known to get into the big papers faster, such as *The San Francisco Chronicle* and *The New York Times*. However, you can start at the bottom, with a smaller daily paper and work your way up if graduate school is not for you.

4. Don't come into the job with misleading expectations. Journalism has a high turn over rate (usually 2 years), because journalists come into their jobs with a different picture of what their job will be like than what it really is. Although you will get the more interesting stories as your career develops, a lot of entry-level journalists will write on the less interesting stories, such as committee and school board meetings. In addition, journalists working for small papers generally don't make large salaries. Most entry jobs for reporters pay about \$30,000 a year. It has been rumored that the bigger papers pay about \$50-60,000 for entry-level positions. Editors make considerably more but keep in mind: the world of journalism rewards those who work hard for what they want.

5. Keep a close, non-confrontational relationship with public relations. A lot of times, you will depend on PR for stories. If you develop a negative relationship with PR representatives, it may damage your chances to get stories.

6. Knowing more than one language is a bonus. Papers are always seeking bilingual reporters. Remember to mention that in your resume or cover page.

7. Story quotas can vary depending on what paper you work for. For papers like *The Oakland Tribune*, writers are expected to produce about two stories a day and one over the weekend. For papers with larger circulation and a larger staff, reporters can do as few as one a month.

Is He OR Isn't He?

The case of Josh Wolf and the definition of "journalist."

by Julie Daniel

On February 7, 2007 Josh Wolf marked the 169th day of his imprisonment, the longest a journalist has ever been held in contempt for refusing to divulge privileged material. Wolf videotaped an anti-G8 anarchist protest in San Francisco on July 8, 2005, and posted an edited version on the web. After a police car was allegedly nearly set on fire, the US District Court of San Francisco enlisted a grand jury to determine whether arson charges should be brought against some of the protesters. Wolf's video may make proof of this action and its perpetrator, but he refuses to hand in parts of the film.

Many see Josh Wolf as a martyr for journalism, but the debate rages on as to whether or not he should even be considered one. If he is a journalist then he should be subject to the California shield law, a law protecting journalists from being subpoenaed for withholding their sources from the court. But if Wolf is not defined as a journalist this means that many bloggers and citizen reporters would be forced to give up their sources, discouraging whistle blowers from leaking potentially valuable information to the public for fear of loosing their jobs or a having a lawsuit against them. As news increasingly moves to the internet, the question of who is and who is not a journalist becomes evermore important in regards to the privileges of bloggers.

The difference between having a right to protect one's sources or not depends on the state for which the case is being held and how a journalist is defined. It has become increasingly difficult to decipher between who is and who is not a journalist with the rise of new media. Bloggers, for example have maintained the most criticism in several cases involving leaked information. Such questions arose after Apple Computer sent subpoenas to the authors of online websites that allegedly had published trade secrets about a new Apple product. Apple wanted to know who leaked the information but the bloggers testified that they have a right to protect confidential sources, just as journalists do.

Who is a journalist? Essayist Clarence Page of the *Chicago Tribune* says it's "anyone who wants to be." Merriam-Webster defines a journalist as "a person engaged in journalism; especially a writer or editor for a news medium; or a writer who aims at a mass audience." When the question was asked around campus many students agreed that journalism had a lot to do with professionalism. The constitution even defines journalists as people who work for news mediums and not as someone who just gathers information. However, in more recent cases, such as Josh Wolf's, defense lawyers have argued that anyone who has "gathered information for the purpose of disseminating it to a wide audience" is a journalist and has the right to be protected by the shield law.

Millions of people participate in blogs and are bloggers. Should all of them be granted the right to protect their sources? Also, if there is nothing stopping anyone from calling themself a journalist, how will we determine the legitimacy of a web blog or anything they publish? The definition of a journalist in legal terms can only be determined by the courts, meaning that it is very likely we will see more cases like Josh Wolf's in the future. Until then, who do you think is a journalist?

Public Relations

What is it?

by Victoria Yeliokumson

Have you ever wondered why some events, news programs, and even some products are more attractive to the human eye than others? The reason is usually because of a Public Relations Consultant. The purpose of public relations is to organize news and advertisements to make the “client”, usually a firm or business corporation, look favorable to the public’s eye. A public relations consultant deals with various fields of communications, such as advertising, market research and maintaining its company’s positive image. Specific tasks in the job description include writing press releases and having promotions to publicize a specific event or group. I interviewed Leslie Posada, a public relations representative from the Hoffman Agency in San Jose:

Victoria Yeliokumson: What are some of the qualities, skills, and prior experience that you look for in an applicant or employee?

Leslie Posada: When I’m reviewing resumes for an entry-level candidate, our Account Coordinator position, the candidate’s internship or related work experience is very important as well as their degree (PR/Communications/Journalism). If a candidate’s only work experience is in retail, restaurant work, nanny, etc... I will most likely choose to interview the candidate that had a PR-related internship, reported for their university newspaper, or worked in an office setting. Good writing skills are very important. Don’t be so casual with your cover letter. Make sure that you proof your resume, cover letter, and email message with great care for grammatical errors, typos, and formatting issues. This is your first impression to a company and it is a direct reflection on your attention to detail. If your cover letter and resume contain errors, you probably won’t get an interview. A passion for PR is key. Be able to explain why you chose to study and work in PR.

VY: Where is your company located?

LP: The Hoffman Agency is headquartered in San Jose, California, and we

have offices in the following locations:

Denver, Colorado
London, England (European Headquarters)
Munich, Germany
Paris, France
Hong Kong (Asia Pacific Headquarters)
Seoul, Korea
Singapore
Beijing, China
Shanghai, China
Tokyo, Japan
Taipei, Taiwan

VY: Do people get to travel?

LP: Yes, but that depends on your clients, most of our clients are local to the office that services them, but sometimes we have a client in another state or area and we need to travel to their location for meetings. For example, the Hoffman Agency serviced Seattle-based Amazon.com out of our San Jose office. Another reason for travel would be if your client is attending a tradeshow out of the area and the agency is providing support for press meetings, booth duty, etc. The Hoffman Agency also implements a cross-country training program we call “Building Bridges.” This allows account professionals the opportunity to temporarily work in one of our global offices, which proves to be a great experience for everyone.

8. Specialization is OK. If you prefer writing about sports or business then do what you want to do. Specialization can work to your advantage because it allows you to be the best you can be.



Photo by Julie Daniel

Michelle Maitre began her career in news at San Jose State University, where she wrote for *The Spartan Daily*. After graduating college, she began work as an entry-level writer at a small daily newspaper and worked her way up to *The Oakland Tribune*. After working as a reporter for several years, Michelle Maitre was promoted to assistant regional editor.

She begins her day at work by looking over the paper’s finances and plans budgets that can be allotted to each story. She then meets up with reporters to get a sense of what their stories are about and whether or not they have the potential of becoming front page. The majority of her day is dedicated to editing stories and advance planning for subsequent publications.

When asked what she liked about working in the news, she said, “I like being the first to know things. I get seduced with the insider thinking.”

Need tips with the journalistic writing style?

www.freep.com/legacy/jobspage/index.htm

In addition to writing style help, the site also gives you information about the industry and job openings.

www.poynter.org

Looking for an internship?

www.cnpa.com

The California Newspaper Publishers Association

www.journalismjobs.com

Upcoming Events at the Graduate School of Journalism

by Stefanie Lee

MARCH 21, 2007

Food Rules: A Teach-in on the 2007 Farm Bill

Michael Pollan will moderate a panel discussion of the 2007 farm bill, now being debated, with guests Dan Imhoff, the author of *Food Fight: A Citizen's Guide to the Farm Bill*; George Naylor, Iowa corn farmer and president of the National Family Farms Coalition; Ann Cooper, Director of Nutrition Services for the Berkeley school system, and other leaders in the effort to reform federal agricultural policies.

Antelope Valley Christian Writers Conference Streams in the Desert

4-5 May 2007

Quartz Hill, California

Join celebrated writers, Lauraine Snelling, Tim Riter and Cindy Kenney as they discuss, teach and provide information on writing basics, story plotting and self-publishing. For further information contact us at www.theology.edu/writers or e-mail us at streams@theology.edu.

APRIL 20, 2007

Alumni Documentary Screening & Panel

This screening and panel discussion will feature documentary alumni from the UC Berkeley Graduate School of Journalism. Following a look at film clips, there will be an open discussion for questions about the school's documentary program and how to navigate the job market. This event is geared toward current and prospective students, but is open to the public.

Upcoming events and other information are provided by the Graduate School of Journalism at the University of California, Berkeley. Please visit journalism.berkeley.edu for more information!



The Legal Silencing of the Media : *Paving the Way to* Democracy's Decline

by Mai P. Tran

"Journalism can never be silent: that is its greatest virtue and its greatest fault. It must speak, and speak immediately, while the echoes of wonder, the claims of triumph and the signs of horror are still in the air."

Henry Anatole Grunwald

The battle began January 16, 2007 between the plaintiff, the United States Department of Justice and the defendant, Lewis "Scooter" Libby, former White House Secretary of Defense for Policy and Vice President Dick Cheney's National Security Advisor. While Libby awaits the Court's ruling over the five charges against him: one on the obstruction of justice, two on perjury, and two on false statements, journalists are waiting for the decision that could shake the very foundation of their career.

Although the present case against Libby should not be dismissed, significant attention should be drawn to the bigger conflict: what this could mean for journalism? The war began on July

7, 2005 when Judith Miller, a reporter from *The New York Times* was jailed for refusing to reveal the identity of the governmental official who leaked the classified information of Valerie Plame's covert CIA position. The United States Court of Appeals for the District of Columbia unanimously upheld this decision and the Supreme Court denied hearing the case. Later that year the identity of Miller's source was revealed to be Lewis "Scooter" Libby.

The case went to the floor in New York for debate after her prison release. Although Judge Robert Sweet ruled in Miller's favor, arguing that journalists are protected by the shield law, this decision was reversed on August 1, 2006 by the Federal Appeals Court, which argued that the ability for a court to make an informed decision is more important than journalists' right to keep their sources confidential.

If Libby is found guilty, this could an end to the protection journalists have under the shield law. Thirty-one states in the United States have shield laws, which protect journalists' right to

keep their sources confidential. Degrees of protection vary from one state to another, and no state guarantees absolute protection.

The outcome of this trial could further journalism's decline and possibly a complete transition from being a watchdog to a lap dog. One of the most important tasks of a journalist is informing the public of the government's actions, public issues, and current affairs. By doing this, it acts as a watchdog for the American people, checking the abuses of government officials. One of the most remarkable watchdog legacies was the 1971 Watergate Scandal when *The New York Times* and *The Washington Post* published the Pentagon Papers, classified documents about the Vietnam War. The heroic acts of the press in 1971 brought the corrupt Richard Nixon and his administration to their end, and helped bring our country out of our helpless Vietnam War.

However, the press has not done its job lately. Many criticize it for reporting soft news, which consists of sensational, local, and celebrity news—basically, anything that does not cause that much controversy, cost that much money to investigate, or really effect the citizens of America. Now, the already declining news industry is in danger of walking farther away from its ideals. If “good” investigative journalism will lead to prosecution, journalists will be more wary of and perhaps even refrain from reporting controversial topics. Those such as Libby will no longer reveal secrets to journalists if they risk having their identity revealed. When journalism succumbs to this, democracy declines. If the American people only know what lap dogs tell them, then they live under a falsely created sense of freedom that the government implements. Their freedom to make “informed” decisions is based on what information the press is willing to share, in fear of prosecution.

So a few questions remain: will Libby go free? If not, then will the press be restrained and have further limitations placed upon it? What will this mean for the First Amendment? And finally, will the government succeed in robbing what is left of the press' freedom, a fundamental liberty? Doing so, would destroy the very foundation of American democracy, American freedom, and the American way of life.

The Broadening Future of Broadcast Journalism

by Jessica Kwong

No question, the glorious pursuit of the truth coupled with the spoils of being a familiar face on television has lured many a prospective journalist to gravitate toward the broadcast sector. Hollywood has only served to hasten the hosts of mass communications students and broadcast journalism hopefuls for a career in TV news, with recent motion pictures such as *Anchorman* and *Good Night, and Good Luck* pitching the perks of the profession from the past.

Yet the modern economic model, among other mediums, appears to be unveiling a different picture of the discipline's reality. The supply of aspiring broadcast journalists far exceeds

the industry's demand, and the increasing competitiveness for the diminishing number of jobs is but one of the issues that a person looking to enter the field today is being forced to consider.

The fact is there is a gradual decline in readership and viewership of old media forms such as print and broadcast journalism. This turn-of-the-century shift to new media reached its culmination with the advent of the internet, which consequently led to the birth of online journalism.

“Conventional wisdom is, print has a huge transformation ahead of it; TV has some kind of transformation, but not quite as big,” says Bob Calo, Senior Lecturer at the UC Berkeley Graduate School of Journalism and former broadcast producer for ABC and NBC. Although print is in greater jeopardy than broadcast, this should be no point of relief for those looking to be the next Edward R. Murrow or Katie Couric. Rather, broadcast journalism as it is conventionally practiced is endangered, and may even cease to exist in the near future.

Cyberspace's exponential expansion begs the question of whether broadcast journalism is in danger of being replaced by online journalism. Although the answer is one that only time can tell, Joan Bieder, Senior Lecturer at the journalism school and former news producer at ABC, affirms the opposite: “I don't think that will happen. Rumors of decline have been around for over 35 years. The culture of network news is changing a bit, but locally, people are even more wedded into their network. Not everybody sits in front of computer all day. I don't see [broadcast news] disappearing especially since they've morphed to viewer taste. Broadcast is trying to use online to get more viewers, trying to broaden out.”

Indeed, the general consensus among experts seems to reflect the broadening face of broadcast journalism. “I think television will stay the same. The delivery systems will change, there will be this evolution – disappearing here, but increasing there,” says Calo, “Broadcast journalism people do not want to lose. They're going to adapt, they have a lot of money and a lot of experience. It's an interesting shift. Some of the new media people are quick to paint what the future is like, but they don't have any evidence.”

The convergence of what in the past were independent, competing forms of journalism (i.e., print, radio, television) with online journalism is the trend that is being manifested. “The broadcast program itself is a teaser to go online. If you can't go home on time to watch the show, you go online and see the whole thing,” says Bieder. Adds Calo, “we're getting closer and closer to higher resolution video. That's kind of the magic moment – when you can watch TV on computer, what's the difference? Is there a difference?”

With the amalgamation of media, conceivably the greatest point of concern for the aspiring journalist is whether preparing for a career specifically in broadcast journalism is a shot in the dark. To that end, Calo asserts, “The demand for broadcast journalists is not going down, it's changing. 10 years ago, if you were coming out of college and were interested in news, you could be a reporter or a producer. It's the kind of job now in which the producer is not only the reporter, but also the editor...these jobs are going to increase while the old jobs are going to decrease. The demand is now for video journalists working for the website of a newspaper.”

While it appears that the traditional broadcast journalist may be a dying breed, the role of the twenty-first century broadcast journalist is not one unworthy of envy. “Students have an opportunity to do more than one thing. They can do multimedia and radio. The future is that they have to be trained to operate

in more than one industry. Students know that – they come in demanding to learn how to write, shoot, do multi-media, because that’s the world they’re facing. They know they have to be prepared to perform a variety of skills – that didn’t used to be the way it was,” says Bieder.

Though it is too soon to deem holding on to the dream and romance of being the traditional broadcast journalist completely nonsensical, Calo warns that doing so is a big risk. “I think if someone was trying to prepare for one thing, it’s hard [to make it]. It just makes sense that you would be at least open to multimedia, digital editing...that doesn’t mean there isn’t the old traditional way [in which] you intern, then work at the desk, then become the reporter. It’s probably still out there, but I find it hard to imagine that it isn’t shrinking.”

While the desire to be exclusively the next big face in television news may in this age of new media be nothing more than a thing of the past, the twenty-first century broadcast journalism student can aspire to cover multiple bases of the media world and become a truly well-rounded reporter – a feat Edward R. Murrow and Katie Couric never got the chance to undertake.

Mass Communications

by Nicole Larson



“In your personal opinion, what is the most fulfilling aspect of being a Mass Communications major at Berkeley?”

“I think the most fulfilling part of being a Mass Communications major is the freedom we have to go in various directions, whether it’s public relations, journalism, marketing, or basically any business that is people-oriented. You learn how to manipulate the media and how the media can manipulate us. And today there is nothing more influential than the rapid dissemination of information.”

Nate Evans, 4th year



“I get to study topics which are actually of my interest; as opposed to people who want to become plastic surgeons and have to take chemistry, which sucks. Also, the major is very interdisciplinary (history, cognitive science, sociology, and linguistics all fall under this major) and there are breadths for career opportunities. I could end up going to law school, grad school, or start working in a variety of jobs as a result.”

Tali Jang, 3rd year

“I think it’s the opportunity to study a wide range of subject areas allowing for a broader academic perspective which, practically speaking, also allows you to have a better chance at completing a double major or a minor. Aside from that, I personally enjoy studying a subject that has such a major influence on almost every aspect of society.”

Jon Shakill, 4th year



cookie-scented got milk? Ads crumble to pieces

by Kei Nishimura

There is no denying the fact that the GOT MILK? campaign is one of the most successful advertising campaigns in United States history. Launched over a decade ago by the San Francisco based advertising firm Goodby, Silverstein & Partners, the sale of milk and milk related products have greatly increased since the ad's inception. Initially designed to target a younger audience, the advertisement's success has greatly surpassed expectations; according to the GOT MILK website, the ad campaign currently boasts an impressive 90% awareness rate in the United States.

In an attempt to take the GOT MILK? phenomenon to the next level, the California Milk Processor Board, in tandem with Arcade Marketing Inc., installed five chocolate chip cookie scented bus shelters in San Francisco. The \$300,000 project, which made its debut on December 4, 2006 at five of the city's most highly trafficked bus stops, was created with the help of Arcade Marketing's latest scent marketing invention – MagniScent®. MagniScent® spread the smell of chocolate chip cookies to commuters via scented adhesives, located both inside the bus shelters and on the undersides of benches.

The idea of creating cookie-scented bus shelters stemmed from the advertisers' desire to attract attention and “tap into consumers' emotive sense of smell [that] can stimulate brand awareness” explains Robert Lauterborn, professor of advertising at the University of North Carolina at Chapel Hill. Adds Louis Zafonte, spokesman for Arcade Marketing, “Scent is a primary driver of

memory... when you smell chocolate chip cookies, everyone feels good.” While retail industries - most notably the cosmetics industry - have been using scent to attract customers for years, this was the first attempt to integrate scent into an outdoor ad campaign, making this a truly innovative venture.

Unfortunately for the California Milk Processor Board,

innovation was not enough to breed success. The advertisements, although approved by the San Francisco Municipal Transportation Agency, quickly garnered complaints from the public, leading to the removal of the advertisements from the bus shelters. Complaints against the ad campaign came from all directions: advocates of clean air, anti-obesity organizations, diabetes organizations and supporters of the homeless who argued that the distribution of the scent was cruel to those who could not afford such luxuries. In addition, several residents complained that the chemicals used in the advertisements

could pose serious health risks for asthmatics and others suffering from respiratory illnesses.

The advertisements lasted a total of 36 hours in San Francisco before Arcade Marketing was instructed to take them down. When asked whether another campaign might appear in the future, Molly Ireland, spokeswoman for Arcade Marketing, concluded, “Overall, it's been a great learning experience for us...and we might decide to push the envelope again because we are always trying to think of new ways for people to think about milk – besides the fact that it's white, boring and comes in gallons.”



Photo courtesy of the Associated Press

Technical Tips For the Aspiring Journalist

by Cindy Flores and Chloe Coscarelli

You may think that you have the most qualified resume, considering the plethora of newspaper positions, editorships, and overall extensive experience you have accumulated over the years. However, in the present day of increasing technology, a key resume component that young writers are surprised to hear they lack is online journalism experience. Because of society's growing obsession with computers, the internet has become one of the most popular mediums through which the public receives news. As a result, advertisers have a greater propensity to invest in online ads, which has forced many companies, especially newspapers, to branch out online to stay in business. Therefore, it is in their best interest for employers to seek writers who can keep up with such technical advances.

You might be wondering what really differentiates online journalism from published text-based media. While the two forms are generally similar, online text is often presented in a more concise manner. J.D. Lasica, founder of Ourmedia.org, suggests asking yourself "How can the story be enhanced through interactivity?" This includes forums, polls, background materials, supporting documents, audio, video, interactive maps and charts, searchable databases, and so on. Such resources become key in enhancing online journalism, but when it really comes down to drawing a fine line between these two forms of writing the differences aren't as drastic as you may think. "Reporting is reporting," says Laurie Peterson, former Editor-in-Chief of *Cowles New Media* and now supervising producer for iVillage. "Online journalists must have all the skills of those in other media: good interviewing skills, solid research capabilities, tenacity, speed, accuracy, flexibility, a good B.S. detector and crisp and vivid writing."

If your primary interest is print work, and you are not interested in spending a whole summer as an online journalist intern solely to boost your resume, there are other options. Even participating as a contributing writer to an online news journal or blog can give you some credibility as a journalist in the e-world. One place to start is USC's prestigious Annenberg School of Communication's Online Journalism Review at <http://www.ojr.org/>. They accept student submissions. With the pace of technology and news today, it should not be too difficult to find the kind of experience you are looking for.

Founder of the UMCA, Dennis Lyandres, Passes the Presidential Baton

Since my founding of the Undergraduate Mass Communications Association in August of 2005, I have served as the first and only President of UMCA. It is with great pleasure, and of course sadness that I announce my resignation as President of the Undergraduate Mass Communications Association.

Jamie Calimquim, who has previously served as Vice President of Public Relations and most recently as Executive Vice President has been promoted to President. Replacing her as Executive Vice President will be Derek Chen.

With this new leadership, I am certain that UMCA will grow to accomplish amazing things in the future, many of which I was unable to accomplish as President.

If ever there was a great time to join UMCA, it is now, as these ambitious new leaders step into place.

One of my greatest accomplishments, the UMCA open leadership policy which has recruited so many great officers will still be in place. This means that if you are interested in joining, there are many open officer positions and lots of great ways to get involved. Contact umca@umca.berkeley.edu for more information.

Together, we form a strong network of students who not only help each other, but who also learn from each other.

I wish all of you the best, and I thank you for the opportunity to serve as President of an organization which has so much potential to achieve in the future.

Sincerely,
Dennis Lyandres
Founder
Undergraduate Mass Communications Association



Dennis Lyandres and Jamie Calimquim. Photo by Julie Daniel

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