

Journalism & Public Relations Day

Career Evolution

**Transitioning From One Path
to Another**

Joel Sappell

8:30-9:30 a.m.

*LA County Deputy
Director of Strategic
Communications*

How CSULB
Journalism
Set the Course for
My Career

Laurel Whitcomb

9:30-10:30 a.m.

*Vice President of
Marketing for the
Emmy Awards*

Lights, Camera,
Action! Spotlight on
Entertainment
Marketing

Mary McNamara

10:30-11:30 a.m.

*LA Times
Television Critic
and Author*

Diverse Careers:
Serious Critic and
Creative Writer

Join us!

Monday, April 18, 2016

8:15 a.m.-1:30 p.m.

USU Ballroom

Sponsored by



The California State University
ENTERTAINMENT INDUSTRY INITIATIVE (EII)

Presented by CSULB Department of Journalism and
Mass Communication

