



MEDIA DAY 42ND ANNUAL 2024

LETTER FROM THE EDITOR
PAGE 1

LIVING WEST
PAGES 2-5

SCFM Presents the 42nd Annual Media Day
By Emma Swales

Film and Video Department Showcases Student Engagement For Media Day
By Douglas Salter

UWG SCFM 42nd Media Day: A Gateway to Success and Growth for Aspiring PR Professionals
By Cindy Martinez

Wolf Radio Offers Opportunities for Students to Thrive
By Abbie Klein

The Ultimate Family Reunion Cookout Concludes Black History Month
By Keshawn Allen

Alumni Chad Brock Gives Sneak Peek into Steadicam Operator's Career
By Jannette Emmerick
The Homage Exhibit Honours the Black Experience Throughout History
By Jeff Igbokwe

ARTS AND ENTERTAINMENT
PAGE 5

"Players" Promises Cheesy Romance and Action-Packed Comedy
By Breanna Tillie

LETTER FROM THE EDITOR

Media Day has been a signature event at the University of West Georgia since 1981. The School of Communication Film and Media (SCFM) works hard every year to provide communication students with the opportunity to connect with industry professionals and to access important resources to jumpstart their career in media. This year is the 42nd annual Media Day and will kick off with keynote speaker Taylor McGlamery, a UWG alumni who made her way as a successful career owner and director for TrustWorkz, a full-service boutique marketing agency in Atlanta. After the keynote speaker, the day will continue with a reception courtesy of Dine West, table talks with local professionals and a massive networking session to end the event.

Media Day gives students opportunities in film, radio, journalism, public relations and countless other fields of mass communication. This year's networking session will host nearly 40 industry professionals and businesses, offering a wide variety of connections for students to expand their relationships in their field. This networking session will allow students to meet and connect with various media outlets from all over Georgia. Altogether, this event is a crucial resource for students of SCFM and can be the first step towards a successful career after graduation.

LIVING WEST

SCFM PRESENTS THE 42ND ANNUAL MEDIA DAY EMMA SWALES Editor-in-Chief

The School of Communication Film and Media at UWG is set to kick off the 42nd annual Media Day on March 6. This event will be held in the Campus Center at 10 a.m. and ends at 3:30 p.m. This event will allow SCFM students to get connected, network and discover new opportunities in media.

Media Day 2024 begins with a keynote speaker and leads straight into Table Talks, a reception and will end with a networking session. UWG professor and Media Day event organizer Kelly Williams states that Media Day is an excellent opportunity for SCFM students to access resources within their field and connect with industry professionals.

"Media Day is for the students," said Williams. "We work hard to bring in media industry professionals to meet with students and answer their career goal questions. Students walk away from Media Day with new knowledge, sometimes new mentors, and even new internship or job opportunities."

This SCFM event will begin with the Keynote Speaker Taylor McGlamery,

owner and director of marketing for TrustWorkz, a boutique marketing firm in Atlanta. McGlamery is a UWG alumni who got a head start in her career by working as the promotions director for WOLF Internet Radio. Glamery will discuss her journey in the industry, and how she worked her way up to her current position.

Soon after the keynote speaker, Media Day will roll into Table Talks. The Table Talks will feature multiple experts in the communication field discussing tips and pathways to success within media. Students will have the opportunity to ask questions and engage with the speakers. Many of the experts featured in the Table Talks include local professionals and UWG alumni.

The Table Talks will be followed by a quick reception in the Campus Center Atrium from 12:30 p.m. to 1:00 p.m. The reception will offer a free lunch provided to students by Dine West.

The event will close out with a networking session that will allow students, alumni and communication

professionals to gather and network. The Media Day Networking Session is a signature event at UWG, and provides endless opportunities for students to get involved in their field. As the years go on, Media Day continues to grow and add new networking professionals to the panel. A few of this year's networking professionals include; CNN, Cox Media Group, Dalton Agency, Georgia Film Academy and SiriusXM Media. To find a full list of the networking professionals for this year's event, visit Networking Session – Media Day | UWG (westga.edu).

Media Day touches on many different fields in the communication umbrella. Students can find connecting opportunities in film, public relations, journalism, radio, television and other categories within communication. This event is important to the SCFM and is a vital resource for students to utilize in order to seamlessly transition from college to a career in communication.

"Media Day is our signature event and it sets us apart from other institutions. We've been doing this for over 40 years and growing each time," said Williams. "Students will get to tap into the wisdom of so many professionals across various media industries; some might even get internships or jobs."

FILM AND VIDEO DEPARTMENT SHOWCASES STUDENT ENGAGEMENT FOR MEDIA DAY DOUGLAS SALTER News Editor

On March 6, the School of Film and Media will be hosting Media Day 2024. The Film and Video Department is getting ready to ensure that they can showcase their students and their amazing skills. They also want to make sure that everyone, not just their students are prepared to attend the big event.

Media Day kicks off at 10 a.m. and will last until 3:30 p.m. The event will be

held in the Campus Center Ballrooms. During this time, students will have time to network with professionals all across the media world and they will get to listen to some professionals even speak on their experiences. The Film and Video Department will have some alumni of their own and other professionals in the field.

"We will have some film professionals to network with

students and the Georgia Film Academy," said Deon Kay, Head of the Film and Video Department. "We have some sponsorships, there will be a lot of returning professionals from the film and video department. We will be having round table discussions instead of panelists like previous years. Table talks will have 12 different tables with professionals. Students will be able to rotate around tables that will have themes."

Media Day is the biggest event of the year for the School of Film and Media. Many students will have the opportunity to further their careers. The event can be intimidating because of how much students want to prepare their outfits, resumes,

(Continued on Page 3)



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questions and more. Many professors from SCFM will be in attendance and are happy to give students advice and helpful tips.

“It is a really fun day,” said Kay. “Show up prepared with a smile on your face and to be able to take advantage of the opportunities. Our goal is that

students get to make connections with industry professionals and with each other to increase our reach.”

The Film and Video Department is always growing. While they do plan to showcase their students and their works at Media Day, the department still has a lot in store for the rest of the semester.

“Every Thursday night at 5:30 p.m. in Miller 1201 we are having film events,” said Kay. “It will include presentations, workshops or screenings. The Film Race screening is March 14th in The Boyd Building at 5:30 p.m.. Near the end of April is our end of the semester student showcase.”

UWG SCFM 42ND MEDIA DAY: A GATEWAY TO SUCCESS AND GROWTH FOR ASPIRING PR PROFESSIONALS

CINDY MARTINEZ
Contributing Writer

PR and media-oriented professionals are invited Wednesday, March 6 in the Campus Center from 10:00 a.m. to 3:30 p.m. It will be a day you don't want to miss. The UWG School of Film and Media will hold its signature event, the 42nd annual Media Day. Over fifty companies and experts will be present to advise on the tools students need to become successful PR and media professionals.

“Media Day will feature roundtable talks with experts on a cross-section of topics including content creation, building a successful career toolkit, maximizing internship opportunities, film and video brand storytelling, and many others,” said Dr. Hazel J. Cole, Associate Professor and PR Head. “PR students will be able to engage with alumni and other professionals representing PR firms such as Babbit Bodner, Rhythm Communications, William Mills Agency, and corporations such as Georgia Power, Southwire Company, and media organizations such as CNN and Cox Media Group, to name a few of the over 50 companies participating this year.

We're excited about Media Day and the career readiness opportunities we provide our students.”

Media Day debuted in 1981 and has since helped students become more connected within the Public Relations media industry. This year, the School of Film and Media expects students to achieve similar results due to the high volume of professionals attending.

“Media Day has been around long before me,” said Williams. “While it isn't my original idea, it is my baby and I passionately love this event. Planning Media Day lets me fully dig into the RPIE model for public relations: Research, planning, implementing and evaluating. It's how we push ourselves to excellence.

“I think aspiring PR professionals benefit from Media Day because a large part of being a PR practitioner is building and maintaining relationships, and Media Day is a place to do that,” continued Williams. “Even if you aren't a PR practitioner, Media Day is a place to build your network, and as you'll hear from one of our guests at the table talks, your network is your net worth.”

In addition to the professionals attending, Media Day also offers benefits for students by providing knowledge on career readiness, jobs and internships.

“As a former senior-level PR executive, I understand the need for students to become business savvy and be exposed to industry trends, advances in technology, and professionals who are seeking to hire highly skilled talent,” said Cole. “Media Day, SCFM's signature event, focuses on student success, as well as opportunities to network with industry professionals across media and the corporate sector who offer firsthand career readiness insights and internship opportunities. Many of my former students met their current employers through our networking event at Media Day. That's powerful.”

Media Day will be a day for expansion, networking and experience, especially for Public Relations students. This event not only benefits PR students but also students in other concentrations. This event is growing bigger every year, providing more open doors for students.

“My dream is to grow so big with Media Day that we outgrow the campus ballroom,” said Williams. “We're almost there. I want to see this event expand to the Coliseum or perhaps even an off-campus venue one day. I want students to continue to find what they need by meeting networking professionals in our various media industries.”

WOLF RADIO OFFERS OPPORTUNITIES FOR STUDENTS TO THRIVE

ABBIE KLEIN
Contributing Writer

Since 1981, Media Day has been the biggest event for the UWG's School of Communication, Film and Media. The event is meant to encourage Mass Communication majors and any other students interested in a media career to learn about how to succeed in the industry. On March 6 the 42nd annual Media Day will take place.

The School of Communication, Film and Media offers focuses in Journalism, Film and Video Production, Digital Media and Entertainment and Public Relations. Students have the chance to participate in experiential learning through on campus jobs made available to grow and improve skill sets needed in their specific concentration.

The award-winning WOLF Radio is an opportunity that any student can take advantage of. It helps students connect with their community while building strengths in communication, networking, and creativity.

“WOLF Radio is very student-led. We have a lot of freedom to express what we want to share with everyone that listens” said Amerie Triplett,

the Social Director for Wolf Radio.

Students who work at WOLF Radio have the ability to run their own shows and podcasts in addition to being live on air. Other jobs available include creating content to market the multimedia entertainment WOLF Radio offers.

“I'm a Mass Comm major with a film concentration. I mainly run the social media for WOLF Radio so I get experience with recording and editing and all that other stuff” said Triplett.

While these opportunities are most beneficial for students in the School of Communication, Film and Media, anyone can benefit from the jobs available. Working in a professional setting with an award winning radio station is already an impressive credential regardless of the industry, and will be the sort of thing that will stand out to representatives at Media Day.

Although a lot of people believe radio is a dying media, WOLF Radio has proved that media can thrive through multiple different facets. Even though it is constantly changing and growing, things like podcasts and other types of recorded

entertainment are not going anywhere anytime soon.

“Working for the radio has shown me how much it takes to actually run a successful radio station. I used to think radio was just playing music and talking on air, but it's a lot more than that,” said Triplett. “Everyone really has to learn how to work well together and learn to communicate to make everything go successfully.”

Students with an interest in industry radio will not only have the ability to connect with WOLF Radio but also have the chance to network with a representative from radio stations outside of the college radio world, including 92.9 The Game and SiriusXM.

“I know that there will be someone from SiriusXM [at Media Day] and one of the speakers is a WOLF radio alumni,” said Triplett.

Taylor McGlamery, the keynote speaker, for this year's Media Day, worked as a promotions director at WOLF Radio during her time at UWG. Using skills she learned with her position she's gone on to become the owner and director of marketing for TrustWorkz, a digital marketing company in Atlanta.

Any student interested in hearing how McGlamery's time with WOLF radio and the SCFM has helped her in her career journey should attend Media Day on March 6 at 10 a.m. through 3:30 p.m. in the Campus Center Ballroom.

THE ULTIMATE FAMILY REUNION COOKOUT CONCLUDES BLACK HISTORY MONTH

KESHAWN ALLEN
Contributing Writer

When it comes to inclusion and representation, the University of West Georgia ensures that students of all different cultures and backgrounds feel like they are seen and respected, putting on events targeted to specific demographics. Feb. 29, the Ultimate Family Reunion concluded Black History Month this year and it gives African American students a chance to celebrate in a fun and imaginative way.

Instead of being an educational seminar giving out facts about Black history or a regular game night, this event is more of a party celebration highlighting the beautiful aspects of the Black and African American community. What makes this event unique and stand out differently from other Black History Month events is the style of event that it is. It was an indoor cookout celebrated in the Campus Center Back Gym, giving students a chance to honor African American culture with things that would make up a regular outside cookout prominently associated with

the cookouts being held within specific Black communities. Food was catered by Dine West, and many games that are popular in the community were displayed for everyone to enjoy.

“I really just thought about how could we celebrate the end of Black History Month, and as a Black woman myself, I was like, as a Black community, what do we do to celebrate in a way that students can enjoy and that when I came up with the family reunion kind of vibe,” said Lilly Mallette, the Graduate Assistant for Student Diversity, Equity and Inclusion.

This is the first time the cookout has taken place at UWG. The Center for Student Involvement and Inclusion were present at the event under the Department for Student Diversity, Equity and Inclusion. However, the attendance of the other organizations across campus showed the amount of respect that UWG has for the many different cultures that make up its student and faculty populations.

Aside from catered food, those who



Photo: Keshawn Allen, *The West Georgian*

will attend this event will get a chance to not only have food and games but they will also support Black-owned businesses. A skincare company from Atlanta, Amani & Co, will attend the cookout to sell their skin care products. Not only that but the students attending will also be taught how to make body butter and get some skin health facts from the professionals.

Still, students can look forward to attending the cookout again next year as this plans to be an annual Black History Month event that students will enjoy.

ALUMNI CHAD BROCK GIVES SNEAK PEEK INTO STEADICAM OPERATOR'S CAREER

JANNETTE EMMERICK
Feature Editor

Amongst the professional businesses and organizations visiting for Media Day's networking session is UWG alumnus Chadwick Brock, a freelancing camera operator and steadicam owner.

Currently an independent contractor with Turner Sports, under parent company Warner Bros. Discovery, Brock does weekly shows usually about basketball, baseball and hockey.

Additionally, Brock has managed to land big jobs in the industry, working on projects featuring Tyler Perry, Queen Latifah, Dwayne Johnson and Steve Harvey. He's also managed to work on a Marvel movie.

“Funny enough, I was there for a single day, doing the overnight job, and didn't actually get to do too much,” said Brock. “But the fact of just getting on that big set and being able to watch people that are more experienced, or maybe have bigger connections than I do, I can see how they do and what they do. I loved that job and I'll do anything I can to get into that Marvel World again.”

While smaller projects are more consistent, the opportunities for big projects are dependent on the broader industry. The sparsity of big projects in particular dipped completely with the actors, directors and writers going on strike in the fall of 2023.

“This past July, I was supposed to work on a show and just go back to back from show to show,” said Brock. “But when the strikes happened it just all went away and it got pushed to this past December. So that part of the freelance lifestyle can be stressful, but it's something you just got to be good with your finances on, to know that you have six months to a year of savings.”

Instead, Brock's non-union work with Turner Sports offers him steady income while waiting for larger projects.

“It is very common that no matter what you're working in, if it's movies, TV or broadcast, like I'm doing here,” said

Brock. “People have a list of names and it doesn't matter if you're on top of the list, as long as you're on the list, that's what matters because you'll eventually get that call.”

Adaptability is not only a necessity in landing a job, but also required when filming talent in the spotlight.

“Regardless of if it's a narrative or a talk show, you just have to go with the flow,” said Brock. “Like if Tyler Perry chooses to pull something out and go into another room, you just gotta follow and see what's going to happen next. That is a quality that I would definitely recommend for anyone trying to get into the industry, is that you always have to listen to know the information that might go on because it's a constantly changing beast.”

Brock even quoted the Greek philosopher Heraclitus, who said, “the only constant is change.” Freelancers not only have to be flexible, but also willing to learn new tools or specialize with equipment. For Brock, he honed his skills with steadicams, which are engineered mounted cameras that keep “steady” while filming.

“I really love those [bigger] projects for

the sake of all the different tools you can use,” said Brock. “There are dollies that can go on track; there are technocranes that can get tall, high, wide and big; and other than a steadicam, something that is similar is a ‘gimbal’ and that's something you can run with.”

While Brock has taken off with his career, he started at UWG filming several sports and graduations through the Mass Communications program. He also produced a video game talk show for three semesters, which became an instrumental hands-on experience.

“Just doing your own projects outside of classes is the biggest help because once you get out of the bubble that is Carrollton, you have to have something to show for yourself,” said Brock.

Brock highlights Media Day's networking event as highly impactful in his career path, because he met other alumni and learned about their own projects. For any students attending the event, Brock suggests asking for advice rather than asking “what can you do for me?”

“Soak in as much new information as you can,” said Brock. “Ask the intelligent right questions. Work your way up. Don't leave college and try to be the biggest director, producer straight out. Learn from other professionals around you.”

While he enjoys his work now, Brock's ultimate goal is to be an actor, writer and producer. For more information or to view the projects Brock has worked on, visit: <https://www.chadwickbrock.com/>



Photo courtesy of Daniel Rainer

THE HOMAGE EXHIBIT HONOURS THE BLACK EXPERIENCE THROUGHOUT HISTORY

JEFF IGBOKWE
Contributing Writer

The travelling Black history museum, Homage, on Feb 19 with their exhibit, Black Life History and Culture was displayed in honour of Black history Month. The museum was open to the public. The Homage Exhibit focuses on African American history and culture, aiming to highlight the Black experience in the United States from the era of slavery to contemporary times.

The Homage Exhibit features over 650 select items from the private collection of Charlotte, North Carolina residents Nia and Morris McAdoo. Each artifact included in the exhibition represented an icon, cultural phenomenon, or significant moment in African American history, including works from Booker T. Washington, Fredrick Douglass and Shirley Chisholm, as well as various artifacts from the civil rights movement. Morris McAdoo, who curated the exhibit at West Georgia, explained how the exhibit highlights the struggles in progression African Americans made throughout the 20th century to create more opportunities for themselves.

“If you look through everything on display, you can recognise the progress each person had made,” said McAdoo. “If you look at some of the accomplishments of anyone, for example, what a busman porter would have suffered while doing his job. Seeing that that was what they did, and they did it so well, the next step after that would be making sure their children went to school. We have documentation where their children were admitted into colleges and gain a degree, therefore doing more than what their parents did.

“When you see this, you can see the progression and while it wasn’t overnight, you see that it was very intensive work

where everyone did their part,” continued McAdoo. “Everyone recognised that they could use education and experience as a way to rise up in society. If you look, we start with artefacts about slavery, and end off with documentation about President Obama and the Supreme Court of Justice. When you see that, it shows how long it took, and the difficulties in getting the opportunity where we could represent in the Supreme Court and where we could be President.”

While the exhibition does include a wide range of topics, from sports and music to the arts and literature. It includes memorabilia from the lives of Martin Luther King Jr, Malcom X and Angela Davis, the inclusion of certain stories that don’t receive as much attention from mainstream historical narratives are just as important as the well-known events. This includes the story of Medgar Evers.

“Evers was a civil rights worker in Mississippi who probably worked as an attorney,” said McAdoo. “He was someone who was shot and killed at an early age (37), like how Dr King was shot and killed, but King was able to make a lot more accomplishments nationally. Medgar Evers was someone that deep in the South. I think that if you look more and more into it, he did so much to support the Civil Rights Movement. He did so much at such a young age, but you don’t hear of it as much as a Malcolm, a Martin or a Thurgood.”

While The Homage Exhibit does serve as a commemoration of the resilience and achievements of African Americans, it is also a way that institutions such as the University of West Georgia are able to enhance the teaching of Black history, serving as a reminder that this



Photo courtesy of the Homage Exhibit

era of American History is quite recent. While we may not have lived through it ourselves, we are still able to benefit from the fight of African Americans in the past.

“The reason why we do this exhibition is because it allows people to see things in real time,” said McAdoo. “You’re seeing a newspaper ad of exactly what they were reporting at the time, and now you have the ability yourself to look back in time and have a different meaning than someone else. Hopefully, when you see the progression, it could help assist in changing your perspective.

“Maybe you weren’t aware of how offensive certain depictions of Black people were, or how in certain places discrimination was essentially legal,” continued McAdoo. “I think that as long as we continue our presence, and make sure that we recognise the history, then we can recognise that it is very easy for things to go back. With Civil Rights, we’re not talking 200-300 years in the past, we’re talking about things that have happened in life. It is important for us to remember some of the steps, fights and battles that we’ve had when it comes to equality here in America.” More information about the Homage Exhibit can be found on their website: <https://www.homageexhibit.com/>

ARTS AND ENTERTAINMENT

“PLAYERS” PROMISES CHEESY ROMANCE AND ACTION-PACKED COMEDY

BREANNA TILLIE
Contributing Writer

There is a strange sense of comfort and safety in watching a stereotypical and cheesy romantic comedy. Released on Feb. 14, the Netflix original “Players” is the perfect high-calorie take-out meal after a long week of work. The film allows the brain to relax as the story unfolds, foreseeable ending and all.

“Players” is a light-hearted film not to be taken seriously, but it still explores themes that the audience will inevitably reflect on. A well-developed story, a charming cast of characters and a proper exploration of concepts that the movie touches on can turn even the cheesiest romantic comedy into a meaningful film that the audience can truly appreciate.

The movie features a sports journalist named Mack who, along with her group of friends, devises different “plays” to score hookups. Eventually, Mack finds that she has genuine feelings for a man named Nick whom she casually hooks up with. Her friends help her to launch a game plan where Mack pretends to be someone she’s not so that she may win Nick’s heart.

The biggest assistance in this plan is Mack’s best friend, Adam, whom Mack has intense chemistry with from the very beginning of the film. Predictably, the plan to win Nick’s heart falls apart when Mack realizes that she would rather have someone who loves her for who she is, just as her best friend Adam does.

On the positive side, Gina Rodriguez made Mack ridiculously charming despite being a poorly-written main character. If the main character had been played by someone who offered less charisma to the role, this movie would have fallen completely flat. In addition to an outstanding performance by Rodriguez, though this is a rather carefree film, it does shed light on a couple of cultural issues that can lead to some productive dialogue among viewers.

For one, the characters are in their 30s and are still engaging in hookups and one-night stands, but portrays the main character feeling unsatisfied with that type of lifestyle. In the end,

the main character realizes that in her pursuit of who she considered to be the “perfect” man is unrealistic. However, given that Adam is the male lead, it perpetuates the controversial narrative that a man and a woman cannot ever be “just best friends.”

The reason for the poor reviews of this film could be that the main character lacks depth or vulnerability. Though she does have moments where she experiences emotions from past troubles, there is not nearly enough emphasis put on this aspect of her character for the audience to feel any sort of connection to her. The circle of friends also seemed underdeveloped.

The main character is a sports journalist, and while it can certainly be respected that this movie did touch on the layoffs and dying out of the traditional journalist industry, there was almost nothing sports-related except for the word “plays” being said repeatedly in the movie, despite it being promoted as a sports drama on Netflix.

In all honesty, it would be unfair to criticize the movie for being predictable because this is a romantic comedy, and rom-coms play on tropes and stereotypes. They are supposed to provide a lighthearted and relaxed plot where you can predict the ending in the first ten minutes. If someone were in the mood for such a film, “Players” would suffice.