

a bachelor's degree in English from the University of California, Berkeley, and spent three years in graduate school at University of California, Davis.

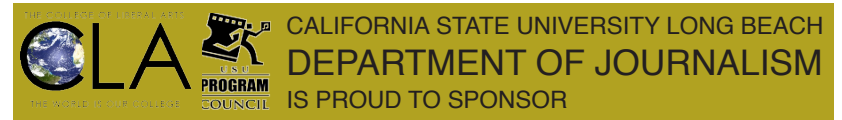
Sam Quinones, is a Los Angeles Times editor and author who spent 10 years in Mexico City as a Times' correspondent. He spent his early career as a reporter for the Orange County Register, Stockton (California) Record and Tacoma (Washington) News-Tribune. He moved to Mexico to study Spanish and was so intrigued with stories of immigration that he went to work as a freelance writer for 10 years, covering the country's historic political transformation. In 1998, Quinones was awarded an Alicia Patterson Fellowship, and in 2001 published his first book, "True Tales from Another Mexico: The Lynch Mob, the Popsicle Kings, Chalino and the Bronx," a collection of non-fiction stories about contemporary Mexico. He returned to the states in 2004 to cover immigration-related stories for the Times. His second book, "Antonio's Gun and Delfino's Dream: True Tales of Mexican Migration," was published in 2007. He graduated from the University of California, Berkley, with bachelor's degrees in economics and American history.

Jackie Quintanilla, a CSULB journalism graduate, is vice president of Edelman. She manages programs in various areas of healthcare, including public health, managed care and biotech. She most recently oversaw a public health program for the California Department of Alcohol and Drug Programs, which focused on raising awareness about methamphetamine use in the state. Quintanilla also led an award-winning, \$500,000 global product launch for the medical device company Thermage (Solta Medical), which spanned 11 markets in Europe, Asia Pacific and the Americas. The global effort resulted in more than 600 million media impressions both nationally and abroad. Quintanilla's experience also includes issues management; she recently managed a team of 32 international Edelman offices on behalf of Advanced Medical Optics (now subsidiary of Abbot) to mitigate negative news and issues surrounding the client's product recall in the U.S., Asia Pacific, Europe and the Middle East.

Tim Scerba, executive vice president in GolinHarris' corporate communications practice group, specializes in crisis/issues management, media training, litigation support, employee communications, corporate social responsibility and strategic counsel. Scerba's experience includes two decades in corporate reputation management and financial/investor relations. His clients have included Wal-Mart, Volkswagen, AMD, MasterCard, Samsung, Procter & Gamble, Warner-Lambert, Unilever, Turner Broadcasting Latin America, Motorola, Oracle, Hewlett-Packard, Intel, General Motors, UPS, and Taco Bell. Scerba began his career as a public relations specialist with Teachers Insurance and Annuity Association-College Retirement Equities Fund, the nation's largest private pension fund. He most recently served as CEO for Mexico and COO for Latin America at Edelman and was based in Mexico City. Scerba also has worked with Burson-Marsteller (New York), Rogers & Cowan (Los Angeles) and Hill & Knowlton (Los Angeles and Mexico City). A graduate of Yale University, Scerba has completed course work in Managing Corporate Change at the Stanford Business School; Public, Corporate and Financial Relations at New York University, and graduate course work with the Life Management Institute in New York.

Roberto Suro, is a University of Southern California professor and veteran print journalist with extensive experience in foreign, domestic and Washington coverage as a senior staffer for The New York Times and The Washington Post. Prior to joining the USC faculty in 2007, Suro served as director of the Pew Hispanic Center, a research organization in Washington D.C., which he founded in 2001 as a project of the Annenberg School for Communication. At Pew, Suro supervised the production of publications that offered non-partisan statistical analysis, and public opinion surveys chronicling the rapid growth of the Latino population. Suro's career began in 1974 as a police reporter at Chicago's City News Bureau. Following tours at the Chicago Sun Times and The Chicago Tribune, he joined Time Magazine as a correspondent in Chicago, Washington, Beirut and Rome. In 1985 he moved to the New York Times with postings as bureau chief in Rome and Houston. After a year as an Alicia Patterson Fellow, Suro went to The Washington Post as a staff writer on the national desk, covering a variety of beats that included the Justice Department and Pentagon, and served as deputy national editor.

Art Wong is the assistant director of communications and public information officer for the Port of Long Beach. A former reporter with the Press-Telegram, he joined the Port in 1998 and was appointed as assistant director in July 2005. The Communications Division is responsible for informing the community and the maritime industry about trade flows, major land use, environmental issues and other Port news. As the public information officer, Wong serves as the Port's primary contact for news reporters throughout the world. He is a Los Angeles native, who worked as a reporter for 21 years. He graduated from the University of California, Los Angeles with a bachelor's degree in graphic arts.



JOURNALISM DAY 2009

GLOBAL MEDIA, GLOBAL CITIZENS

APRIL 28, 2009 | USU BALLROOMS

SCHEDULE OF EVENTS

9:30 a.m. Keynote Speaker – Pete Fuentes, Special Projects Producer/Reporter and Consultant with Televisa in Mexico

10:30 a.m. – Noon – Challenges for the Foreign Media – Profile of the New Foreign Correspondent

- **Roberto Suro**, USC professor and former correspondent for The New York Times and The Washington Post.
- **Richard Marcus**, director of International Studies at CSULB
- **Fernando Mexia**, West Coast correspondent for Efe, the leading Spanish-language news agency
- **Pete Fuentes**
- Moderator — **Raul Reis**

NOON -- LUNCH – SPJ/PRSSA/NAHJ tables

1 to 2:30 p.m. Concurrent Panels

On the Ground: Challenges Working Over there; Challenges Working Over Here

- **Sam Quinones** Los Angeles Times editor and author who spent 10 years as a Mexico City correspondent
- **Rajesh Mirchandani**, BBC correspondent in Los Angeles
- **Tony Perry**, Los Angeles Times Iraq correspondent
- Moderator — **Heloiza Herscovitz**

Public Relations Panel — How do you get your message to an international audience?

- **Jacqueline Quintanilla**, Vice President, Edelman
- **Christine Bock**, CEO, Bock Communications
- **Art Wong**, Assistant Director of Communications, Port of Long Beach
- **Tim Scerba**, Executive Vice President, GolinHarris
- Moderator — **Richard Damrel**

5 p.m. – Awards Ceremony at the Anatol Center

BIOGRAPHIES

Christine Bock founded Bock Communications in 1995, and provides strategic public relations and marketing communications programs. Bock Communications is the only U.S.-based integrated PR and marketing firm focused on the global high-tech and wireless/telecom industry. The firm works with key international journalists in the business, technology, wireless and telecommunications media. Prior to forming her own practice, Bock worked for Manning Selvage & Lee, where she directed public relations programs for a variety of leading companies. She also has held positions with Fleishman Hillard and GCI Group. Recently, Bock was recognized as an “Enterprising Woman in Wireless,” by leading trade publication Wireless Week. She serves on various boards for nonprofit organizations, such as Canyon Acres, and is actively involved with the Public Relations Society of America.

Pete Fuentes is a special projects producer, reporter and consultant for Televisa in Mexico. A native of West Texas, Fuentes grew up in the town of Balmorhea, population 200 (plus or minus). His long broadcasting journey began in the U.S. Army with a posting in Anchorage, Alaska, where he served as a member of the Armed Forces Radio and Television Service. In 1974, he was named Billboard Magazine’s Air Personality of the Year. After his discharge, Fuentes moved back home to Texas as a reporter for KOSA-TV, Odessa; KTSM-TV, El Paso; and KIII-TV in Corpus Cristi. He came to California for KSBW-TV, Salinas, and KCRA-TV, Sacramento, and moved to WWOR-TV in New York, where he won multiple Emmys for his feature work. In 1999, Fuentes joined FOX 6 news as special projects director and reporter, and his achievements include 17 San Diego Emmys. Under his direction as head of special projects, his FOX6 unit garnered more than 40 local Emmys. Fuentes also has won 12 Golden Mikes, four RTNDA Murrow Awards, along with top honors from the Society of Professional Journalists, National Association of Hispanic Journalists, California Chicano News Media Association and the San Diego Press Club. Now a consultant with Televisa in Mexico, Fuentes conducts journalism seminars and provides critiques and reports for the station’s top managers. He recently spearheaded a research blog for newmediarights.org/blog to examine the media business, and re-invent the future business model for local TV.

Dr. Richard R. Marcus, the CSULB director of International Studies, served as an advisor to the U.S. Department of State and other U.S. agencies. He has acted as a consultant for the World Bank, UNDP, SwissPeace, Swedish International Development Agency, and various non-government organizations. He is currently team leader and lead researcher for the World Bank’s Social Accountability Project in Madagascar and is a principal investigator for the Southeast Climate Consortium (U.S. Department of Agriculture and the National Oceanic and Atmospheric Administration). He has a doctorate in Political Science from University of Florida, and Certificates in French Language and Civilization (University of Paris, Sorbonne), KiSwahili Language (University of Nairobi, Kenya) and Malagasy Language (University of Antananarivo, Madagascar).

Fernando Mexia, is the West Coast correspondent for Efe News Services (Agencia Efe), the largest newswire service in Spain, Latin America. He is also a blogger based in Los Angeles for the Hispanic Media, the fourth-largest newswire service worldwide. Mexia joined the Tokyo Bureau of Efe in January 2007 and moved to Los Angeles in 2008. He has reported for “El Exportador,” the magazine of the Spanish Institute for Foreign Trade; as a freelancer for GEO magazine in Spain; and for a regional Spanish television channel. He has a bachelor’s degree in journalism in Salamanca, Spain, and a master’s degree in International Relations and Foreign Trade in Madrid.

Rajesh Mirchandani is a BBC correspondent in Los Angeles. He has covered the full gamut of news stories in the western United States, ranging from the 2008 presidential election to the Academy Awards. He has attended Taser parties and pink slip parties, covered investigations into Sarah Palin in Alaska and charity donations by Shakira in Colombia. He has lived in Southern California for 15 months and has come to regard it as home. Prior to his West Coast posting, he enjoyed a varied BBC career in and out of the News division. He was born in Calcutta and moved to London with his family at a young age. He earned a bachelor’s degree in economics at Bristol University.

Tony Perry, a Los Angeles Times Iraq correspondent, has worked for the Los Angeles Times since 1987, and now serves as San Diego bureau chief. He has made seven trips to Iraq and three trips to Afghanistan to cover Marines stationed at Camp Pendleton. Perry’s newspaper experience includes the Davis (California) Enterprise, the Riverside Press Enterprise and the San Diego Union. He has