

Susan SpeechRemarks

6:00 pm

- Welcome Everyone: “Hello and welcome to the 2024 JCOM Prom! This is the 12th annual end of year spring dinner and
- My name is Susan and it’s been a privilege to be your department head over the last few years! This might be the first time you have seen me and that’s because I live and work at the Price Campus but I look forward to meeting a lot of you tonight.
- Before we eat, I'd like to thank Bobbee, the PRSSA leadership team, and Steve’s event planning class for creating and managing this event.
- And lastly, I'd like to recognize and thank Jake Moon and Method Communication for their financial support of this event. They donated \$1500 so we could host this dinner tonight. (Lead applause). I’ll be talking more about Jake later in the program.
- Thanks again for coming. If you hadn’t had a chance to grab some food from the buffet line, now’s a good chance. I’ll be back with you soon. Let’s eat.

6:25 pm

- Hope you’re enjoying dinner. Please continue as we get started with the rest of our program. And please don’t forget to enter the raffle that will happen at the end of the night!
- It’s been a good year for the JCOM department. We have More than 260 JCOM majors, studying journalism, PR, social media and video production.
- Thank you to all the faculty members that have worked hard in teaching their classes to make this department as strong as ever. Thank you for supporting our students, especially our seniors.

- Over the past several 3-54 decades, we've seen hundreds of JCOM graduates go onto success in so many areas: print journalism, broadcast journalism, social media management, PR, marketing, law, non-profit communications, advertising, event management, corporate communications, healthcare communications, sales, government and community action.
- This year, we have more than 40 graduates. If you are graduating this year, please stand (lead applause). We'll miss you. But look forward to following your success.

6:35 pm

- Every year, several JCOM students are the recipients of much-appreciated academic scholarships. We're proud to have 11 scholarship winners this year. Please see the display in the back of the room for this year's winners. And join with me in congratulating all to the deserving students this year (leads applause)
- Now, for the annual JCOM dirty spike award. This award is given to a person or organization who epitomizes integrity and effectiveness in the areas of journalism or public relations. For more than 10 years, we've presented that award at this dinner. To present this year's award, I'm going to turn the time over to Professor Matthew LaPlante.
- *LaPlante talk about award*
- Susan now: Thank you, professor LaPlante for presenting that award
- As I mentioned earlier, Jake Moon is a sponsor for our event and I invited him to say a few words. But first, a little bit about him.
- Jake Moon is the president of Method Communications and sponsors of tonight's event. He graduated our program graduated in 2006 with an emphasis in print journalism. Wrote for the Salt Lake Tribune for 2 years. Then in 2008, named editor in chief of Utah

Business Magazine. In 2012, hired by the Sorenson Companies to direct its PR department. In 2018, Sorenson discontinued its PR department, but asked Jake and his colleagues to create their own PR agency with Sorenson as its first client. Today, Method has 92 employees, offices in 5 major cities, and has been named national tech PR firm of the year twice in the past 4 years.

- Please join me welcoming Jake to the stage

7:00

- We also have some big news from our PRSSA club. The PR club recently chose new leadership for the upcoming school year. Also, ready to announce the winners of our first-ever USU PR student of the year competition. Kelsey Gardener, the former president will be announcing our winners (lead applause)
- Congratulations everyone that ran and we are excited to see what this new team does!
- Now for the moment I know everyone has been waiting for, Bobbee will be announcing the winners of the raffle!

7:15

- And that concludes our night! Thank you for coming to this year's banquet. Congrats to our graduating seniors.. for everyone lse, we look forward to seeing you next year!