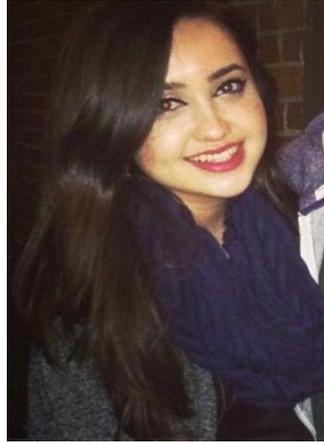


Yocelin Gallardo

Public Relations & Broadcast Journalism

2014



by Rina Ogawa

Yocelin Gallardo graduated from California State University, Fresno and earned her degree with a commitment to journalism, production, multimedia and public relations. Gallardo received her bachelor's degree in mass communication and journalism with concentrations in broadcast journalism and public relations.

Gallardo decided to pursue her education with the MCJ department because her "gut feeling" told her that she would fit perfectly with MCJ and that was where she belonged. Gallardo said what she loved the most about the MCJ department was that "everyone knew each other and we had our own network among us." She said there was never a day you would not see people from the MCJ department working on collaborations regardless of having different concentrations.

Gallardo believes she learned many things during her years at Fresno State. She felt as though the MCJ department gave their students several opportunities to experience real life situations. She liked all of the MCJ classes where she actually got to work. Whether it was for a client or something that ended up being published, she enjoyed every minute of it. During her time at Fresno State she learned reporting, editing, writing, shooting, volunteering and more, which enhanced her skills as a multimedia journalist and a public relations practitioner.

Gallardo was executive director of TALK, which is a student-run PR firm at Fresno State. Gallardo's tasks were to pitch businesses and organizations to become clients of the firm, manage the firm and delegate tasks to senior account managers.

Gallardo had incredible experiences through her internships at the city of Fresno, Fresno State Athletics Department, Parks and Rec of Fresno, and as social media manager at Empresa Valdivia. While working as a social media manager, she created a Facebook page in 2011 and increased the number of "likes" up to 9,500. She created and researched content to post, developed content on social media and answered clients' questions via Facebook. She also worked with the Art Council of Fresno as a student reporter. Her duties included filming and conducting interviews with local

artists, transcribing interviews, and writing oral histories to go along with a portrait exhibition. At KSEE 24 / CBS 47, she worked as a production assistant and pitched story ideas, assisted with writing and editing news packages, produced contacting guest for lifestyle segments, assisted in live-production through coordinating, and researching and gathering information.

As a result of all her internship experiences, her advice to current MCJ students is to “intern, intern and intern! Make time to connect with people in the community and in the department because those people soon become colleagues.”

Gallardo’s goal for her work is for her to gain a reputation as a credible storyteller. She is currently working as a public relations specialist at Adrienne Young Communications. She enjoys her current career because she loves coming in and doing something different each day; including having creative meetings where everyone throws ideas back and forth.

“I feel like I thrive off of creative environments,” Gallardo said. Her biggest challenge is that she “wants to conquer the world but reminding herself that she still has much to learn.”