



# SPORTS JOURNALISM SUMMIT

Welcome

## TODAY SPEAKERS:

### First Panel

10:00 a.m. – 11:00 a.m.

- David Ochoa
- Toni Reveles
- Kevin Figgers
- Xavier Zamora

### Second Panel

11:15 a.m. – 12:15 p.m.

- Mike DiGiovanna
- Ashley Mackey
- Seth Burton

### Laker Conversation

12:30 p.m. – 1:30 p.m.

- Ros Gold-Onwude
- **Special Guests:**
- Michael Cooper
- Metta World Peace





# WELCOME

## TO CAL STATE LA

### SPORTS JOURNALISM SUMMIT

 DEPARTMENT OF  
Television, Film, and Media Studies

# SPORTS JOURNALISM



# CAL STATE LA ATHLETICS





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- Dr. Stephen Trzaskoma
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- Dr. Daryl Gross

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# WELCOME

# 9:45 a.m. - 10:00 a.m.

## Speakers

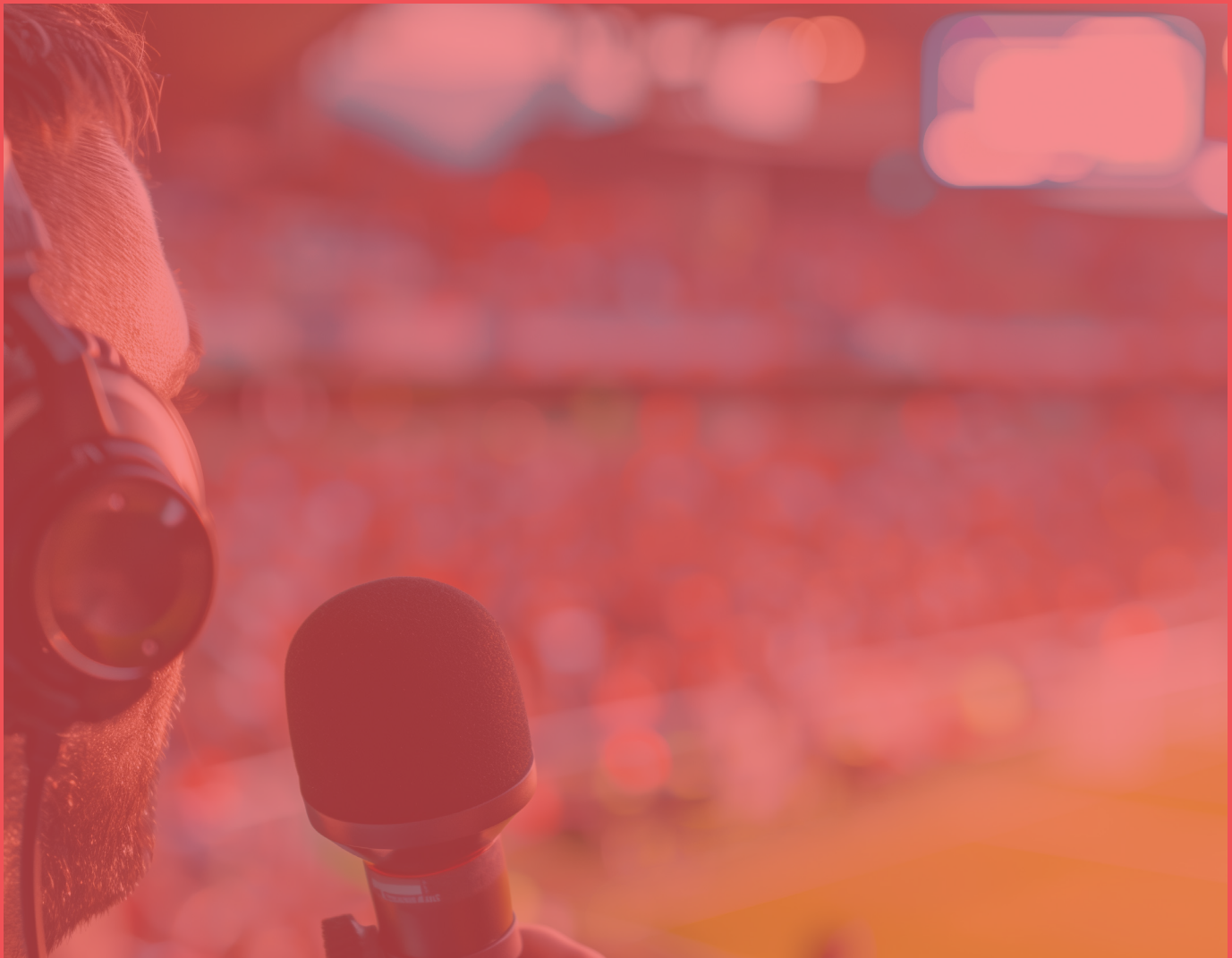
Tony Cox, Emeritus Professor and April Brown, Associate Professor (TVFM - Journalism)

Patrick Day • Vice President for Student Affairs and Enrollment Management

Stephen Trzaskoma • Dean, College of Arts and Letters

Kristiina Hackel • Department Chair, Department of Television, Film, and Media Studies

Daryl Gross • Executive Director for Intercollegiate Athletics





# Hosts Introduction 9:55 a.m.

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**Sydney  
Wanguhu**

Class of 2025



**Tupac  
Zapata**

Class of 2025



# SPORTS JOURNALISM

# First Panelists

10:00 a.m. - 11:00 a.m.  
Cal State LA Alumni Sports Journalists

## Moderators



**Sasha  
Funes**  
Class of 2025



**Halee  
Mosley**  
Class of 2025

## The Panelists



**David  
Ochoa**

David Ochoa is an award-winning reporter. He was born and raised in Los Angeles and received his bachelor's degree in broadcast journalism from Cal State LA. He got his start in the industry at KABC, where he worked for about a year as a news assistant and video journalist. He has had reporting jobs in Eugene, Oregon, and Louisville. He currently works in Salt Lake City. Ochoa has covered major news events like the Saugus High School shooting in Santa Clarita, but also significant sporting events like the Olympics Trials and the Kentucky Derby.



**Toni  
Reveles**

Toni Reveles is a Los Angeles-based content creator. She graduated with her master's degree from the University of Southern California. During her time at Cerritos College, she was the sports copy editor for a year where her duties varied from covering stories daily for the digital and print media to enhancing audience engagement. Moreover, at Cal State LA, she enhanced her broadcast experience by participating in a weekly broadcast show. In addition to reporting, she worked behind the camera directing episodes, floor managing, and working with a teleprompter. During her time with ESPN, Reveles produced daily teases and montages for SportsCenter AM and storylines for NBA Countdown and WNBA Countdown.



# CAL STATE LA



**Kevin  
Figgers**

Kevin Figgers graduated from Cal State LA with a bachelor's degree in broadcast journalism in 2009 and has been a staple at AM 570 LA Sports radio since 2007. Figgers has been a Swiss Army Knife of sorts throughout his radio career, working as a technical producer, executive producer, and host. He currently serves as the executive producer of the Roggin and Rodney Show on AM 570, a fill-in host and update anchor at Fox Sports Radio, and a producer/studio host for Compass Media Networks' coverage of the NFL, college football, and college basketball.



**Xavier  
Zamora**

Xavier Zamora is a photographer, multimedia journalist, and recent Cal State LA graduate, double majoring in journalism and TV, film, & media studies. He got his start over 20 years ago, taking a minor league baseball team photo for a friend's sports blog. Since then, he has photographed everything from professional boxing to MLB, NBA, MLS, and college sports. He currently works in the Office of Strategic Communications at Cal State LA as a photographer/videographer, and he freelances for the Outlook Newspapers as a reporter covering high school athletics in the La Cañada/Pasadena area. Zamora will be attending UC Berkeley Graduate School of Journalism in the fall to focus on multimedia journalism on top of sneaking in some time to photograph some Cal football.

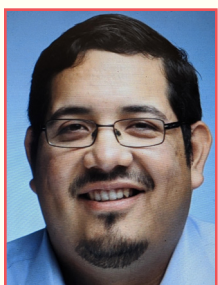
# FIRST PANELISTS

# Second Panelists

**11:15 a.m. - 12:15 p.m.**  
Sports Media Professionals

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## Moderator



**Andrew J.  
Campa**

L.A. Times & Cal State LA

Andrew J. Campa is an award-winning Los Angeles Times reporter covering the Eastside. He has also done plenty of sports reporting, from little league baseball to major events like the Holiday Bowl and Rose Bowl. Before the Times, he worked at several medium and small daily newspapers, covering education, sports, and general news. Campa is also a lecturer at Cal State LA.

## The Panelists



**Mike  
DiGiovanna**

Mike DiGiovanna is a former sportswriter at the Los Angeles Times who contributed to the coverage of the Dodgers, Angels, and Chargers. He won an Associated Press Sports Editors awards for feature-story writing in 2017 and game-story writing in 2001, and Orange County Press Club Awards for feature and game-story writing in 1996 and 1997. A native of East Lyme, Connecticut, and a graduate of Cal State Fullerton, he began writing for The Times in 1981 and retired this past March.



# CAL STATE LA



**Seth  
Burton**

Seth Burton is in his eighth year as the sr. vice president of communications and content for the Los Angeles Football Club (LAFC). Burton works as the primary spokesperson and coordinator for all facets of LAFC's public relations and communications strategies, ensuring a unified and consistent voice across all channels. Burton brings over 25 years of professional sports experience to LAFC, joining the club after spending 11 seasons (2006-2017) in the public relations department of the Los Angeles Clippers, where he served as the Clippers' vice president of communications from 2013 to 2017.



**Ashley  
Mackey**

Ashley Mackey is an Inglewood native and community journalist for ABC7 Eyewitness News. She joined the team in August 2019 after reporting and anchoring in Phoenix, Arizona, for Cronkite News on Arizona PBS. Mackey earned her master's degree in sports journalism from the Walter Cronkite School of Journalism and Mass Communication. At ASU, she worked on the "Hate in America" project, which garnered awards such as a Robert F. Kennedy Award, an Edward R. Murrow Award, a BEA Award and an EPPY Award. After earning a bachelor's degree in broadcast journalism from the University of Montana, which she attended with a full-ride tennis scholarship, Mackey joined the professional tour for two years.

# SECOND PANELISTS

# Lakers Conversation

12:30 p.m. - 1:30 p.m.

## Moderator

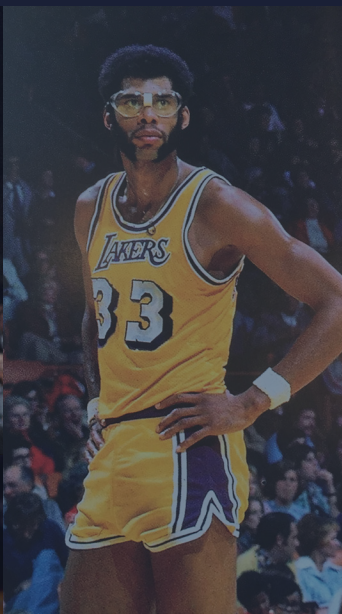
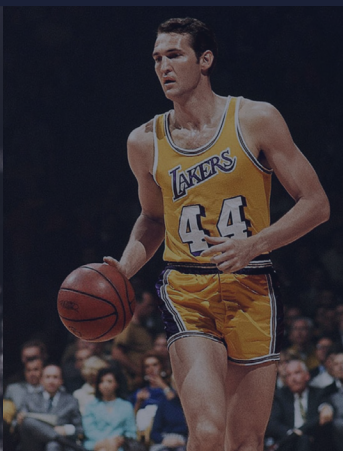


**Ros**

**Gold-Onwude**

(Pronounce: GOLD-ON-WOOD-DAY)

Ros Gold-Onwude is an award-winning sports broadcaster covering men's and women's basketball at every level. Gold-Onwude earned a bachelor's degree in communications, followed by a master's degree in sociology of business, both from Stanford University. As a member of the Stanford women's basketball team Gold-Onwude played in three Final Fours and two national championship games helping the Cardinal win four conference titles as starting guard and was named the 2010 Pac-10 Co-Defensive Player of the Year. Following her Stanford career, Gold-Onwude played on the Nigerian National Basketball Team. Over the course of her journalism career, she has covered the game of basketball on the most elite stages from the Olympics, NBA, and WNBA Finals to the NCAA Tournament.





## Special Guests



**Michael  
Cooper**

Michael Cooper, a Hall of Famer and five-time NBA champion with the iconic Showtime Lakers, is widely regarded as one of the greatest defenders in NBA history. Known for his intensity, versatility, and trademark knee-high socks, Cooper earned eight NBA All-Defensive Team selections and was named the league's Defensive Player of the Year in 1987.

Drafted by the Lakers in 1978, Cooper played a key role alongside Magic Johnson and Kareem Abdul-Jabbar during one of the franchise's most dominant eras. Over his 12-year NBA career, he developed a reputation as a defensive stopper and fan favorite, with crowds regularly chanting "Coooooop" whenever he had the ball.

After retiring as a player, Cooper transitioned into coaching and made history as the only person to win championships in the NBA, WNBA, and NBA D-League. He led the Los Angeles Sparks to two WNBA titles, earned Coach of the Year honors, and coached teams at the collegiate and professional levels, including a D-League championship with the Albuquerque Thunderbirds.

In addition to coaching, Cooper has spent over 25 years as an analyst for ABC's Sports Zone and currently serves as associate head coach for Cal State LA Men's Basketball. His impact on the game—both on the court and from the sidelines—continues to influence players and fans alike.



**Metta World  
Peace**

Metta World Peace, formerly known as Ron Artest, is an NBA champion, All-Star, and one of the most outspoken mental health advocates in professional sports. His journey from the streets of Queensbridge, New York, to the pinnacle of basketball success is marked not only by athletic achievement but by personal transformation. His powerful story is chronicled in the Emmy-nominated Showtime Sports documentary *Quiet Storm: The Ron Artest Story*, which shines a light on his battle with anxiety and depression at a time when mental health in sports was rarely discussed.

Over his 18-year professional career, World Peace played for the Chicago Bulls, Indiana Pacers, Sacramento Kings, Houston Rockets, New York Knicks, and most notably, the Los Angeles Lakers, where he helped secure the 2010 NBA championship. That same year, he famously thanked his therapist in a post-game interview after making the championship-clinching shot. Internationally, he also played in China and Italy. He later raffled off his championship ring to support mental health services and became a public face for the cause, even testifying before Congress in support of the Mental Health in Schools Act.

For his efforts, World Peace received the 2011 J. Walter Kennedy Citizenship Award and has since continued his mission to promote mental health awareness, especially in underserved communities. He serves as chief impact director for OOTify, a social impact mental health platform, and is the founder of Artest Management Group, where he is currently raising a \$1 billion venture fund to support businesses focused on mental health and wellness innovation.

A frequent speaker and author of the candid autobiography *No Malice*, World Peace shares his unfiltered life story—from a childhood surrounded by violence and mental illness to becoming a championship-winning NBA star.

# Close/Thank you

1:30 p.m.

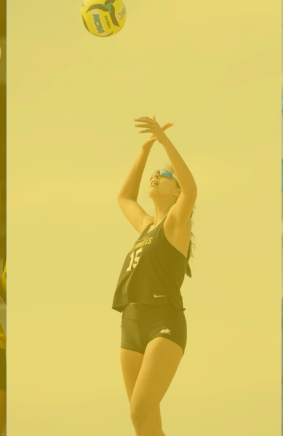
Tony Cox, April Brown, Demetrus Caldwell, and Julie Liss

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  - Associate Chair Jane McKeever
  - Associate Chair Julie Liss
  - Joseph Gallegos
  - Julian Reyes
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  - Jesus Cruz
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  - Deputy Athletic Director Demetrus Caldwell
  - Sports Information Director Paul Helms
- Alumni Association
  - Priscilla Parks
- Office of Strategic Communications
  - Brandi Redick
- Office of Public Safety

THANK YOU

# CAL STATE LA ATHLETICS



LA





**Thank you**  
**For coming.**