

# Kudos!

Faculty Newsletter of the Department of Communications



Summer 2015

## COMM Department Reaccredited

The Department of Communications earned full reaccreditation from the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC) for 2015-2021.

Faculty spent the past year writing a 344-page self study, hosting a four-day site visit, writing a 53-page response to questions, and attending meetings in Chicago and Phoenix.

In recommending reaccreditation, ACEJMC's site team highlighted the Department's strengths as:

- Recognition as a benchmark program at the university because of its size and importance
- An appreciative student body of extraordinary diversity
- Retention and graduation rates better than the university's
- A vibrant internship program in a major media market
- Capstone courses focusing on professional practice
- Multiple international opportunities for students through the innovative work of faculty
- A strong, independent student media and a new PR/AD agency since the last review
- A reputation in its region for producing capable students.



*Dr. Ed Trotter, past chair, Dr. Irene Matz, interim dean, and Dr. Jason Shepard, chair, celebrate after a successful defense of the department at the Accrediting Council's Meeting on May 1 in Phoenix.*

In addition to ACEJMC reaccreditation, the Department of Communications this year secured full six-year recertification from the Public Relations Society of America (PRSA) through its Certification of in Education for Public Relations (CEPR).

The PRSA team found the Department to be an "outstanding program with a strong action-oriented curriculum, excellent faculty, good interaction with professionals and the community, and a well-run department and college."

"Accreditation puts another stamp of excellence on our department," said Dr. Jason Shepard, chair of the Department of Communications. ■

## Celebrating Successes in 2014-2015

The Department of Communications had a remarkable year of accomplishments during a period of significant change at CSUF. During the 2014-2015 academic year, the Department:

- **Earned reaccreditation from ACEJMC.**
- **Earned recertification from PRSA.**
- **Adopted a Department Strategic Plan.** The Department's faculty adopted a Strategic Plan in September 2014 that aligned its objectives and strategies with the University's Strategic Plan.
- **Adopted a Department Diversity & Inclusion Plan.** The Department's faculty adopted a Diversity & Inclusion Plan in September 2015 centered around three primary goals: A diverse faculty; a diverse student body, and an inclusive curriculum.
- **Hired four new full-time faculty members.** The Department successfully hired four new full-time faculty members after extensive search and recruitment efforts during the academic year. Three faculty, Dr. Robert Meeds, Dr. Christina Ceisel, and Dr. Vanessa Diaz, will join as tenure-track hires. Keith Kesler begins as a full-time lecturer.

## 823 Graduates Awarded COMM Degrees



*The Department of Communications awarded 823 students with Communications degrees at its May 15, 2015 Commencement ceremony in Titan Stadium. Dr. Tony Fellow served as this year's faculty marshal.*

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# Celebrating COMM Department Successes in 2014-2015

Continued from Page 1

- **Hired two new office staff members.** The Department hired a new Administrative Support Assistant and Administrative Support Coordinator to replace Liz Regan, who retired after 30 years in the Department, and Diana Upson, who relocated to the Midwest. Jenny Amaro-Bussey joined the Department after many years in Sociology, and Lauren Ho joined the Department after several years working with Roadtrip Nation Education.
- **Diversified our faculty with two new Latina hires.** The Department tripled its representation of Latino/a faculty.
- **Expanded outreach with the Latino Communications Initiative.** The Department has increased student involvement in LCI efforts by working more closely with Director Inez Gonzalez on department partnerships.
- **Added new journalism courses in digital media.** The Department offered COMM 325 Multimedia Journalism and COMM 438T Alternative Video Storytelling for the first time this academic year.
- **Expanded online opportunities.** The Department added new online courses, including COMM 410 and COMM 446, increasing the Department's overall online course offerings to 22 courses.
- **Added new international programs led by department faculty.** Department faculty expanded programs in Florence, Valencia and Cuba.
- **Won dozens of awards for student journalism.** The Daily

Titan won awards from the Los Angeles Press Club, Society of Professional Journalists, Associated Collegiate Press, California College Media Association, Student Press Law Center, American Scholastic Press Association, and College Media Association. Tusk Magazine won awards from Associated Collegiate Press, College Media Association and the Society of Professional Journalists.

- **Served 3,831 client hours by students in PRACTICAL ADVANTAGE Communications.** The student agency for public relations, advertising and entertainment and tourism students housed at the Irvine campus worked on more than two dozen campaigns for clients
- **Hosted dozens of events at the annual COMM Week conference.** The Department's faculty hosted more than two-thirds of the 70+ events during the 37th annual COMM Week event in April, coordinated by Professor Waleed Rashidi. Department faculty hosted outside professionals and alumni, held special days focused on advertising and public relations, and hosted a showing of Professor Micheal McAlexander's feature film.
- **Purchased \$50,000 of new student equipment.** Digital skills courses were expanded with new equipment purchases, including a Drone, GoPro kits, digital cameras, and backpack journalism kits.
- **Awarded \$64,900 in scholarships to 68 COMM students.** Scholarships were awarded at the Awards Banquet held in April. The Department's annual Awards Banquet celebrated stu-

dent excellence and awarded scholarships averaging about \$1,000 each to dozens of COMM students.

- **Increased recruitment at graduate school fairs across Southern California.** Graduate Coordinator Dr. Andi Stein attended graduate student recruitment fairs at CSUF, Chapman, UC San Diego, San Diego State, Long Beach State and Biola University in efforts to increase graduate student enrollment.
- **Hosted a Faculty Lunch Series.** Eight faculty gave presentations about their work during lunch panels open to all full- and part-time faculty to highlight achievements in scholarship and creative activity.
- **Implemented more effective scheduling and enrollment management practices.** The chair implemented a one-year schedule build process that involved analysis of scheduling patterns to maximize first-rights classroom assignments, enrollment histories to better predict numbers and sizes of class sections, and more effective enrollment monitoring during the registration process. The chair also met with faculty individually to ascertain schedule preferences and build a one-year schedule for full-time faculty.
- **Revised capstone courses.** The faculty reviewed all capstone courses and renumbered and reconfigured some sections for more clarity for students. ■

*-From 2014-2015 Annual Report, Department of Communications*



# Students, Faculty, Alum Celebrate at Awards Night



More than 250 people attended the Department of Communications annual Awards Banquet at the Springfield Banquet Center on May 8 in downtown Fullerton.



How many faculty members does it take to make changes to the program? Apparently, many! From left to right are Dr. Brent Foster, Dr. Irene Matz (interim dean), Dr. Jason Shepard, Mr. Micheal McAlexander, Ms. xtine burrough, and Ms. Carolyn Coal.



Left column: Robert Quezada accepts part-time faculty member of the year award; Professor Pam Caldwell presents awards to internship sites. Center column, top to bottom: emcees Alexandria Hernandez and Farnosh Mazandarani warm up the crowd; Bonnie Stewart congratulates Daily Titan editor-in-chief Sam Mountjoy on the department's top student award; Dr. Andi Stein congratulates John Nicoletti, this year's recipient of the distinguished communicator award; Dr. Jeusun Kim and Dr. Kuen-Hee Ju-Pak snap a selfie. Right column: ETC president Vivian Pham poses with Dr. Jim Collison, Dr. Henry Puente, and Professor Waleed Rashidi; Dr. Jason Shepard is caught taking a selfie with Jenny Amaro-Bussey and Professor Beth Georges. (Photos taken by students Sarah Norman, Kevin Chen and Andrew Wee).





## Dr. Erickson Awarded Tenure

Congratulations to **Dr. Emily Erickson**, who was awarded tenure and promotion to associate professor, effective August 2015. Dr. Erickson joined the faculty in 2009. She has a Ph.D. from the University of Alabama. ■

## Dr. Foster to Lead Freshman Programs

**Dr. Brent Foster** was named interim director of Freshman Programs effective July 31. Freshman Programs has provided curriculum and services to support first-year students' successful transition to higher education at Cal State Fullerton. ■

## PBS's Frontline Interviews Prof. Brody

Professor **Jeff Brody's** work on political violence and the Vietnamese-language press garnered attention from a PBS Frontline documentary team that came to campus this spring to interview him. Brody was interviewed for a program about the unsolved murders of five Vietnamese editors and other attacks against Vietnamese media. ■

## McAlexander Tours 22 CSU Schools

As part of a research project called the Production Equipment Needs Assessment funded by the CSU Entertainment Industry Initiative, Professor **Michael McAlexander** is visiting 22 of the 23 CSU campuses to learn more about their media and production programs. ■

## Dr. Kim Presents at Top Paper Panel

**Dr. Jeesun Kim** presented a paper during the top paper session for the Public Relations Division at the annual conference of the Association for Education in Journalism and Mass Communication in August in San Francisco. The paper was titled, "Examining the role of CSR in corporate crises: Integration of Situational Crisis Communication Theory and the Persuasion Knowledge Model." ■



*Dr. Jeesun Kim presents research at the annual convention of the Association for Education in Journalism and Mass Communication in San Francisco in August.*

## Grad Student Presents Paper at AEJMC

Department of Communications grad student Christina Jimenez presented a research poster at the AEJMC conference in San Francisco.

The paper was titled, "What's in the Ad? A Content Analysis of Holistic-Analytic Cognitive Processes Found in Television Commercials."

Christina's paper developed from work in a class taught by **Dr. Fred Zandpour**. ■



*Christina Jimenez (center) presents a paper at AEJMC. With her is Department Chair Dr. Jason Shepard and grad student Farnosh Mazandarani.*

## Dr. Stein's New Book Featured At AEJMC

**Dr. Andi Stein** published her fourth book this summer, "Attracting Attention: Promotion and Marketing for Tourism Attractions."

The book offers marketing and promotion strategies, tools, and techniques for those working for attractions and tourism-related organizations. It is intended as a resource for both practitioners and for students enrolled in tourism, communications, and hospitality management programs. ■



*Peter Lang Publishing held a book signing for Dr. Andi Stein's latest book at the AEJMC convention in San Francisco.*

## COMM Faculty Honored for Outstanding Service

Three department faculty were selected as recipients of Cal State Fullerton's 2015 Faculty Recognition for Outstanding Service.

The university-wide award recognizes excellence in teaching, research and service for a proceeding three-year period. From their nomination letters from colleagues:

**Dr. Doug Swanson** is a model of service within the department, college and university. His significant, sustained and lasting contributions include department service as acting chair, elected vice chair, lead faculty member on assessment and accreditation, chair of the search committee, and faculty adviser of the student-run advertising and public relations agency. Dr. Swanson has also served in leadership service positions at the university and college levels on assessment, accreditation and strategic planning. He has also long been active in the Public Relations Society of America.

**Carolyn Coal** is an exceptional student advocate, mentor and advisor. She has been the CSUF AdClub Advisor since 2010. In addition to its bi-weekly speaker events, the club has also piloted a number of new programs including an annual advertising conference, which is now in its fifth year as well as a Professional Circle advising network, which



Department Chair Dr. Jason Shepard (far left) and Interim Dean Irene Matz (far right) honor the Department's three recipients of Cal State Fullerton's 2015 Faculty Recognition of Outstanding Service, Dr. Doug Swanson (second from left), Waleed Rashidi and Carolyn Coal.

assist students in securing internships. AdClub also now maintains a multi-platform social media presence and blog that attracts hundreds of students annually. Professor Coal has also served on many department, college and university committees with dedication and commitment.

**Waleed Rashidi** is an outstanding lecturer who is dedicated to exceptional service activities for students and the profession. As faculty adviser for COMM Week, Professor Rashidi supervises one of the biggest and most complex week-

long campus events and the largest convention in the College of Communications, featuring over 60 invited professional speakers and panelists with over 2,000 attendees. He also is the adviser of the Entertainment and Tourism Club, one of the largest student academic clubs at CSUF. He prepares professional panels, volunteer events, fundraising and the maintenance of the organizational structure. Professor Rashidi has also served in roles with AEJMC and assisted in conventions of the Journalism Association of Community Colleges. ■

## Irvine Campus Recognizes Swanson and Evanow

**Dr. Doug Swanson** and Professor **Pete Evanow** were honored for outstanding teaching at the Irvine campus at an awards ceremony this spring held by Irvine Dean Susan Cooper.

According to the nomination:

Professors Evanow and Swanson have worked tirelessly at the Irvine campus to establish PRactical ADvantage as one of the Department of Communications' premiere high-impact practices. Since it's launch in 2011, PRactical ADvantage, a student-run advertising and public relations agency,



Dr. Jason Shepard, chair, and Dr. Irene Matz, interim dean, celebrate with Dr. Doug Swanson and Prof. Pete Evanow at the Irvine campus.

has conducted 76 successful campaigns for on-and

off-campus nonprofits and businesses. Close to 300 stu-

dents have participated in the agency's success in the past three years. Professors Evanow and Swanson built the agency's lab and office space at the Irvine campus and have helped expand Department of Communications curriculum in Irvine.

The vision, leadership and hard work of Professors Evanow and Swanson are why the agency has been so successful. Professors Evanow and Swanson are committed and passionate faculty members who represent the best of the Department of Communications. ■



## New Journalism Classes Emphasize Digital Skills

**Dr. Brent Foster** and Professor **Bonnie Stewart** taught two new digital journalism courses this spring and summer.

Dr. Foster said his new course was “the best of class of his life” this summer. The course, *Alternative Video Storytelling*, focused on telling stories using GoPro and UAV (commonly referred to as Drones) cameras. Students shot videos in Laguna Beach, Chino Hills State Park, Downtown Orange and Fullerton Arboretum.

The students produced stories in many other exotic locations in and around southern California.

In Prof. Stewart’s *Multimedia Journalism* class, 11 students explored the lives of first-generation college students at CSUF and created multimedia packages for a class website.

Equipped with multimedia kits, each student shot video, photos and collected audio interviews with first-generation students over the course of the semester.

Then they created storyboards to help them visualize and organize their material for multimedia packages that included a web-based text story, a bio box, and an audio slideshow or video story. ■



At top, Dr. Brent Foster helps a student on a field trip at Laguna Beach. At bottom, Professor Bonnie Stewart’s back-pack journalism course meets.

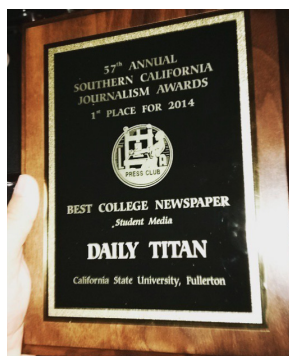


## Daily Titan Named Best Student Paper in SoCal

*The Daily Titan* was named best college newspaper at the Los Angeles Press Club’s 57th annual Southern California Journalism Awards ceremony held at the Millennium Biltmore Hotel on June 28.

“*The Daily Titan* demonstrates an excellence not only in its news coverage but also in its arts, entertainment and sports features, opinion pages, and photography. The newspaper serves as a model for other colleges and

universities to follow and greatly deserves recognition as the best,” the LA Press Club said in its award.



*The Daily Titan* won first-place in the college newspaper category, besting newspapers from UCLA, Cal

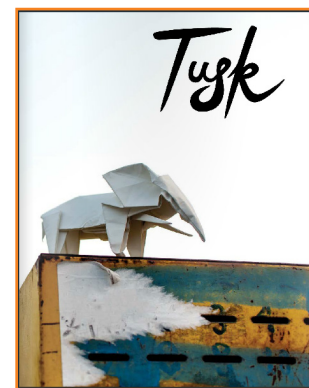
State Northridge, Los Angeles City College and Azusa Pacific.

*The Daily Titan* also won first-place in college feature photograph (Winnie Huang), second-place in sports photography (Winnie Huang), and third place in news photography (Marisela Gonzalez).

Outgoing News Editor Alex Groves and Photo Editor Winnie Huang attended the awards ceremony.

Professor **Bonnie Stewart** serves as the *Daily Titan* adviser. ■

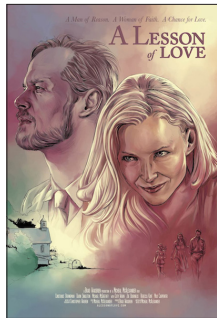
## Tusk Wins Top Prize



The 2014 edition of *Tusk Magazine* won Best Student Publication Award at the Western Publication Association Conference in May. It is advised by Professor **Jeff Brody**. ■

## McAlexander's Film Wins Houston Festival Award

Professor **Micheal McAlexander** attended the 48th WorldFest-Houston International Film Festival where his feature film *A LESSON OF LOVE* was an official selection. At the festival, McAlexander won a Gold Prize in the First Features category. ■



## Dr. Stein's book a hit at Disney's Barn in Griffith Park



**Dr. Andi Stein** was invited to sign copies of her book, *Why We Love Disney: The Power of the Disney Brand*, at Walt Disney's Barn, a museum in Griffith Park dedicated to Disney's love of trains. ■

## ETC Wins Club Award

The Entertainment and Tourism Club (ETC), advised by Professor **Waleed Rashidi**, took home honors on April 8 at the first-ever Tuffy Awards, a student organization recognition celebration.

The 2015 Titans Choice Award was given ETC, the largest club in the college, with well over 200 members this year. ■



## Faculty Begin Cuba Partnership



Department of Communications faculty members **Dr. Dean Kazoleas**, Professor **Jeff Brody**, Professor **Bonnie Stewart** and **Dr. Irene Matz**, interim dean, visited Cuba in May to begin a partnership with the journalism school at the University of Havana.

Details are still being worked out, but initial plans have the dean collaborating with an upcoming conference and students visiting in the spring.

A group of Cuban journalists and faculty members visited Fullerton last fall to begin the partnership. ■

## Honors Students Inducted

Twenty students from the Department of Communications were inducted into the Kappa Tau Alpha National Mass Communications Honor Society on Tuesday, May 12.

This year's induction honoring outstanding mass communications scholars was the 30th anniversary of Cal State Fullerton's KTA chapter.

Cal State Fullerton has inducted 839 students since its founding. This year, the 20 students bring our total to 859 students.

**Dr. Andi Stein** is the adviser of the honor society. ■



*Dr. Rick Pullen, former chapter adviser and dean emeritus of the College of Communications, gave a moving keynote speech.*

## New Advisors for COMM, University Clubs

Professor **Dennis Gashen** will serve as the advisor for COMM's Public Relations Student Society of America (PRSA), beginning this academic year.

Professor **Bonnie Stewart** will serve as the advisor for COMM's Society of Professional Journalists (SPJ) chapter.

**Dr. Gail Love** is looking forward to serving as the advisor of a new Disney Club, which will begin student recruitment in the fall.

Professor **Tom Clanin** will serve as liaison with the Journalism Association of Community Colleges (JACC). ■



## Ames, Coal, King Plan Leave Projects

Three faculty in the Department of Communications are taking sabbaticals and leaves this academic year to work on projects.

**Dr. Carol Ames** is writing a textbook called "Entertainment PR: Communicating with Audiences," which Peter Lang is publishing in 2016.

The book is based on Dr. Ames' professional experience in entertainment public relations and on her research and teaching in the field. It will serve as the text for her COMM 465: Entertainment PR class.

Professor **Carolyn Coal** will be completing an advertis-

ing documentary and will continue her work as advisor of AdClub.

**Dr. Cynthia King** will be developing online instruction for several courses and designing a study to examine effects of course format on student experience and learning outcomes. ■

## President Presents Leadership Award

**President Mildred Garcia** presented **Dr. Jason Shepard** with Cal State Fullerton's 2015 Leadership Award at the Spirit of Excellence Awards Ceremony.

The award singled out Dr. Shepard's "exceptional leadership" through a challenging accreditation process.

In presenting Dr. Shepard with the award, President Garcia said, "Jason inspired a high level of commitment from the department's faculty and staff and created a compelling vision for the process. He helped others



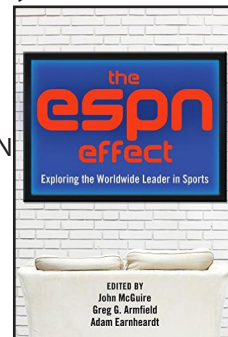
President Mildred Garcia presented Dr. Jason Shepard with Cal State Fullerton's 2015 Leadership Award for his work as a first-year department chair. With them is Interim Dean Irene Matz.

understand their role in achieving the vision. He actively shared responsibility, authority, information and credit, taking prompt and decisive action to resolve issues inclusively and effectively. He communicated in a manner that was fair, honest and open. The process was completely

transparent and Jason aligned actions and decisions with the University's strategic goals. The accreditation committee noted that the work done by a 'first year department chair, who had never observed an accreditation visit before ... deserves a standing ovation.'" ■

## Publication News

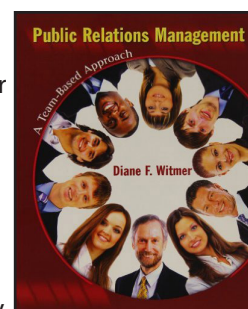
**Dr. Henry Puento** and **Dr. Andi Stein** both have chapters in a newly-released Peter Lang book, *The ESPN Effect: Exploring the Worldwide Leader in Sports*. Dr. Puento's chapter is called, "ESPN Deportes: Numero Uno?" and Dr. Stein's is "The Mouse that Scored: Disney's Re-configuration of ESPN and ABC Sports."



**Dr. Jeesun Kim** published a co-authored paper in the *Social Science Journal* titled, "When groups in glass houses throw stones: Public expectations of how activist groups respond to identity threats."

**Dr. Doug Swanson** is under contract with Peter Lang Publishers for *Portal to the Profession, Pillar of the Community: The University Student-Run Communications Agency*. The book, scheduled for publication in 2016, will be the first text to focus on student-run advertising and public relations firms and related administrative, budgetary, client, curricular, organizational and technological issues.

**Dr. Doug Swanson** is joining **Dr. Diane Witmer** as a co-author on the new edition of *Public Relations Management: A Team-Based Approach*. The second edition of this text is scheduled for publication in 2016 by KendallHunt.



**Dr. Jason Shepard** has joined **Dr. Genelle Belmas** as a co-author of *Major Principles of Media Law*, an annually updated communications law textbook published by Cengage. The new 2016 edition was released in August 2015. ■

