

Kudos!

Celebrating the Faculty of the Department of Communications



Digital skills review, Spanish news show top 2015-16 actions

The Department of Communications saw a productive and stabilizing academic year in 2015-2016 during a period of continued significant change at Cal State Fullerton.

Actions taken by the Department to advance the University and Department Strategic Plans outlined in Department Chair **Dr. Jason Shepard's** Annual Report include:

Launched a Spanish-language broadcast journalism program.

Faculty and students created *Al Dia*, a Spanish-language news show as part of COMM 472, one of the journalism capstone courses. *Al Dia* received local, regional and national media attention for its innovative approaches. Involved students have already received jobs at Spanish-language broadcast stations across the country.

Created a curriculum matrix of digital skills instruction across the curriculum.

Beginning at a fall retreat and continuing at each faculty meeting of the year, the faculty analyzed existing curriculum in the context of digital skills instruction. Faculty used a survey of instructors that analyzed assignments and learning outcomes for courses. Small and large group discussions occurred to refine the matrix and identify common skills faculty believed were important.

Developed and approved digital skills learning outcomes for all students.

The faculty collaboratively developed and approved seven learning outcomes related to digital skills for all Communications students. These were approved unanimously by the faculty and will serve as the basis for curricular enhancements and changes.

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Johnson endows journalism fund, names internship office

Retired professor **Dr. Carolyn "CJ" Johnson**, 75, has left a legacy gift to the Department of Communications that creates an endowed journalism fund and names the Dr. Carolyn E. Johnson Internship Office.

"I wanted to give something back to the Department," Dr. Johnson told the *Orange County Register* in a story announcing the gift. "I appreciate and enjoyed my time at Cal State Fullerton."

The \$25,000 endowment will generate about \$1,000 a year. The first installment purchased a backpack journalism kit for students. Dr. Johnson has given more than \$41,000 to Cal State Fullerton since she first gave \$50 for a scholarship years ago.

Dr. Johnson joined the faculty in 1972 under the tenure of founding chair **Dr. Bill Maxwell** after being recruited at a conference of the Journalism Educators Association. She was one of the first female professors in the Department.

A native of Minnesota, Dr. Johnson earned her bachelor's degree from Augsburg College in Minneapolis, a master's degree from American University in Washington, D.C., and a doctorate from the University of Tennessee in Knoxville.

During her 38 years as a faculty member, Dr. Johnson taught many courses in journalism and public relations. For many years, she oversaw and taught COMM 101 as well as coordinated the Department's internship office. She was the longtime editor of *ProComm*, the now-defunct

biannual magazine. She also served for years as adviser to the student chapter of Women in Communications. She advised the *Daily Titan*, and served as acting department chair for one semester.

Dr. Johnson retired in 2010. In 2013 while vacationing in the Blue Ridge mountains in Virginia with her former college roommates, she became paralyzed after a tragic fall. She worked hard in physical therapy to regain balance, coordination and strength. A resident of Sunnycrest Senior Living in Fullerton, Dr. Johnson remains her optimistic and friendly self.

The Department recognized Dr. Johnson's gift at its Awards Ceremony on May 6, and the College of Communications unveiled the internship office name at its emeriti faculty luncheon on July 26. ■



Dr. Carolyn Johnson was one of the Department's first female professors.



Pam Caldwell, retiring internship coordinator, gave a moving tribute to Carolyn Johnson at the COMM Awards Ceremony on May (at top). Department Chair Jason Shepard presented Johnson with a plaque in recognition of her contributions and gift (at bottom).

Swanson, Stein recognized for outstanding scholarship

Two faculty members of the Department of Communications were recognized for outstanding Scholarly and Creative Activity.

The university recognizes outstanding faculty achievement each year, rotating with recognition for teaching, scholarship and service.

The award recognizes outstanding achievement in the previous three years.

During the past three years, **Dr. Doug Swanson** has published one book chapter, one academic journal article and one trade publication article. In that same period of time he has made nine presentations to academic conferences. Swanson's book chapter is "Neither Cold Nor Hot: Assessing Christian World Wide Web Sites That Target LGBT Publics" was published



Dean Scott Paynton and Chair Jason Shepard celebrated Dr. Swanson and Dr. Stein's recognition at a ceremony on March 23.

in *Coming out of the Closet: Exploring LGBT Issues in Strategic Communication with Theory and Research*.

Dr. Swanson frequently seeks opportunities to involve students in his research. One recent example is "Monsters, Ghosts and Coasters; Noise, Toys,

and Sea Creatures: Comparing Six Major Theme Park Halloween-Themed Events." The study was a collaborative effort with undergraduates in Swanson's COMM 362 Public Relations Writing courses. Dr. Swanson has a wide research focus. He has investigated the impacts

of student mentoring and high-impact practice courses on student learning.

Dr. Swanson's research productivity comes while he also served as Department vice chair, search committee chair, and College assessment coordinator.

Dr. Andi Stein's research on entertainment and tourism communications has resulted in several publications and presentations in the past three years. She is author of the new book, *Attracting Attention: Promotion and Marketing for Tourism Attractions*, published by Peter Lang. She has published a book chapter on the business of the Disney Corporation and given numerous presentations on communications topics.

Dr. Stein is also the Department's graduate coordinator. ■

Brody, Romain honored as distinguished faculty members

Two faculty members of the Department of Communications were recognized with Distinguished Faculty Member awards this year. The awards are selected by a Department committee and recognize and honor a substantive body of work and contributions.

Jeff Brody was recognized as this year's full-time Distinguished Faculty Member. Professor Brody has been on the faculty for over 20 years. Prior to his appointment to the tenure track in 1996, he worked as a part-time and full-time lecturer in the Department.

Some of Brody's accomplishments include founding Tusk magazine, initiating our first diversity course and developing an international journalism program for study-abroad classes where



Jeff Brody was this year's Full-Time Distinguished Faculty Member.

he took students to Vietnam, Guatemala and Costa Rica. Brody advised the *Daily Titan* for nine years and *Tusk Magazine* for 15 years. He is a founding member of the Asian American Studies Program Council. He received



Ron Romain was this year's Part-Time Distinguished Faculty Member.

the Robert and Louise Lee Collaborative Teaching Award and the California Newspaper Publishers Association Outstanding Journalism Teacher of the Year Award.

Ron Romain was recog-

nized as this year's part-time Distinguished Faculty Member. Romain has taught graphic and web design for the Department of Communications since 2001. This past year, Romain has stepped up to many additional challenges, including teaching several advanced photocommunications courses that needed staffing. He took his new assignments with excitement and attention to student learning.

Romain's SOQ scores are among the highest in the Department. Students appreciate Romain's organization, thoroughness, patience, professionalism, encouragement and passion. He is, according to his students, "an amazing teacher," "a great human being," and "the perfect teacher." ■

Faculty recognize best, brightest at Awards Ceremony

The Department of Communications Awards Ceremony on May 6 was a smashing success -- heralded by former **Dean Rick Pullen** as perhaps the best ever.

More than \$45,000 in scholarships was awarded to 58 students, and dozens of students were recognized for outstanding academic excellence and professional promise.

More than 300 people attended the event, held at the Titan Student Union and

featuring a buffet dinner.

Dr. Jason Shepard was joined by NBC4's **Annette Arreola** and **Vikki Vargas**, both COMM graduates, as program emcees.

Professors **Beth Georges** and **Micheal McAlexander** were the faculty workhorses for the event, helped by **Jenny Amaro-Bussey** and **Lauren Ho** in the COMM office.

A student team from PRactical ADvantage Communications helped coordinate. ■



More than 300 people attended the COMM Awards Ceremony and enjoyed dinner at the Titan Student Union on May 6.



Dr. Jason Shepard with NBC4's Vikki Vargas and Annette Arreola (l) Internship coordinator Amber Chitty with retiring Pam Caldwell and Dr. Carolyn Johnson (c). Andrew Gonzales of the university internship center, recipient of this year's university partnership award and Pam Caldwell (r). Center: Presenting outstanding student awards are Keith Kesler and Carolyn Coal (l), Dr. Christina Ceisel and Dr. Waleed Rashidi (c), Dennis Gaschen and Dr. Dean Kazoleas (r). Bottom: Jeff Brody presents tribute to journalism and photo-comm student Yuneun Boneparte (l). Dr. Shepard with Awards Ceremony leaders Beth Georges and Micheal McAlexander (r).



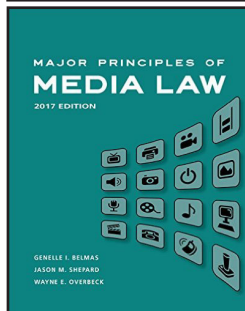
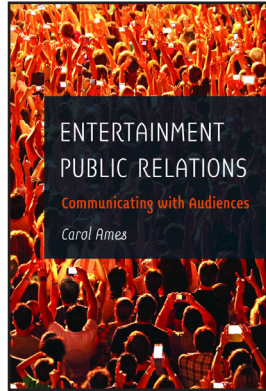
Faculty win author awards, publish new books, editions

Two faculty members were recognized in April at the annual Authors Awards ceremony for books published in 2015, and three faculty members have new books or editions published in August.

Dr. Andi Stein and **Dr. Jason Shepard** were recognized for their 2015 books, "Attracting Attention: Promotion and Marketing for Tourism Attractions" by Dr. Stein and "Major Principles of Media Law," co-authored by Dr. Shepard.

New books released include: **Dr. Carol Ames** authored *Entertainment Public Relations: Communicating with Audiences*, published by Peter Lang. Dr. Ames will use the book in her COMM 465 Entertainment Public Relations course.

Dr. Diane Witmer and **Dr. Doug Swanson** have updated *Public Relations Management*, published



by Kendall-Hunt. The book will be used for COMM 464 Public Relations Management courses.

Dr. Jason Shepard has published an updated edition of his co-authored textbook *Major Principles of Media Law*, published by Cengage Learning. ■



Top, Dean Scott Paynton recognized Dr. Jason Shepard and Dr. Andi Stein at the Authors Awards ceremony in April. Below, Dr. Carol Ames sees her book in print for the first time at the AEJMC convention in Minneapolis in August.

Faculty present research, attend conferences across U.S.

Dr. Carol Ames attended a faculty seminar by IRIS (International Radio & TV Society) in connection with Consumer Electronics Show in January in Las Vegas, Nevada.

Dr. Brent Foster presented "This is Guatemala" at the Hawaii International Conference on Arts and Humanities in January in Honolulu, Hawaii.

Dr. Jason Shepard gave a presentation titled "Abolishing the Speech Code: Lessons in First Amendment Activism From Don Downs," at a symposium at the Center for Liberal Democracy at the University of Wisconsin-Madison in March in Madison, Wisconsin.

Dr. Andi Stein presented a paper titled "Beyond the Sideshow: The Celebrated Careers of Daisy and Violet Hilton" at the Joint Journalism and Communication History Conference in March in New York City.

Dr. Jason Shepard, Jeff Brody and **Bonnie Stewart** gave presentations and chaperoned students at the National College Media Association Convention in March in New York City.

Dr. Robert Meeds presented a refereed paper titled "The effects of cultural design style and information richness on consumers' visual attention, comprehension and attitudes toward Arabic-language Websites" and served on an invited panel about "Globalizing advertising curriculum,

teaching abroad, and professionals abroad" at the annual conference of the American Academy of Advertising in March in Seattle, Washington.

Dr. Emily Erickson presented a paper titled "Privacy & the First Amendment: The Attempt to Preserve Intimate Spheres in a Digital World" at the annual conference of the Popular Culture Association in March in Seattle, Washington.

Dr. Henry Puente presented a paper titled "beIN: An Emerging Sports Network," at the annual conference of the Popular Culture Association in March in Seattle, Washington.

Micheal McAlexander participated as a member of the board of directors, spoke on a panel titled, "Best of the Fest! Faculty Scripting BOF King Foundation Award Winners," and represented the CSU Entertainment Initiative Technology Acquisition Program at the annual conferences of the Broadcast Educators Association and National Association of Broadcasters in April in Las Vegas, Nevada.

Dr. Brent Foster presented "Shh, I Just Broke the Law with my Students," at the Broadcast Education Association annual

conference in April in Las Vegas, Nevada.

Dr. Doug Swanson represented PRSA and CSUF as a member of a public relations program certification review team at the University of Waikato in May in Hamilton, New Zealand.

Dr. Christina Ceisel presented a paper titled "These Times" about examining quotidian experiences of disjunction and social noise in contemporary U.S. culture at the Congress of Qualitative Inquiry in May in Urbana, Illinois.

Bonnie Stewart was selected as a fellow to attend the 2016 Dow Jones New Fund Multimedia Training Academy with Borderzine in May in El Paso, Texas.

Dr. Emily Erickson served on a panel titled "Impartial Observers? Embedded Activists? Recent Scholarship Examining the Press as a Political Interest Group" at the annual conference of the Law and Society Association in June in New Orleans, Louisiana.

Dr. Vanessa Diaz attended and presented at events and workshops related to her research on media, race and Cuban hip hop, in June in Havana, Cuba. ■



Diaz awarded research fellowship

Dr. Vanessa Diaz received a Ford Foundation postdoctoral fellowship to revise her dissertation for publication by Duke University Press.

The \$45,000 award is the result of a highly selective and competitive peer-review selection process.

Diaz's book is tentatively titled, *Manufacturing Celebrity: Race, Gender and the Cultural Politics of the Red Carpet and Paparazzi Work*. Her research was inspired by her own work as entertainment freelance writer.

Diaz began as a tenure-track faculty member last year. She earned her Ph.D. in cultural anthropology from the University of Michigan.

The fellowship allows Diaz to be on unpaid leave during 2016-2017 while working on her book. ■



Meeds publishes website study

Dr. Robert Meeds is co-author of a forthcoming article titled "Metaphorical expressions in e-commerce: A study of Arabic websites," accepted for an upcoming issue of the *Journal of Global Information Technology Management*.

The article examines the prevalence of metaphors in an Arabic text corpus drawn from 3065 websites across 22 Arab countries and 10 e-commerce domains. Fashion, restaurant and retail websites contained the most metaphors while e-banking, airline and tourism websites contained the fewest.

Dr. Meeds joined the Department in 2015 after serving as associate professor and acting department head of the Department of Mass Communication at Qatar University. ■



Kesler's AAF team takes third place



Keith Kesler and Carolynn Coal with the Department's AAF team at the regional competition held in the spring at the Titan Student Union.

Keith Kesler had a banner first year as a full-time lecturer in the Department of Communications.

Among many other commitments, Kesler took over as adviser of the "AAF Competition," leading students to win third place in the National American Advertising Federation's National Student Advertising Competition in April.

In addition to leading a competitive team, Kesler also helped coordinate logistics as Cal

State Fullerton hosted the AAF regional competitions.

The AAF class was made up of 17 students that went through an interview process in the fall of 2015 in order to be hired as members of the agency (class).

Meeting weekly as volunteers in the fall, the students were deep into the campaign by the time the spring semester started.

The client was Snapple. Students conducted national research, including

focus groups, online surveys, taste tests, consumption diaries, and video interviews.

The media planners had a \$50 million dollar budget that they allocated strategically over an annual flowchart. Their creative concept was "State Your Flavor."

The CSUF team won third out of 10 teams, including USC, UCLA, UCSD, UNLV, Cal Poly Pomona, and others.

Kesler was assisted by **Carolynn Coal** and **Jerry Wright**. ■

Faculty teach abroad in summer

Four faculty members taught abroad this summer.

Jeff Brody served as an instructor for a summer journalism program in June in Valencia, Spain.

Dr. Anthony Fellow served as director of the Summer International Media Workshops in June and July in Florence, Italy.

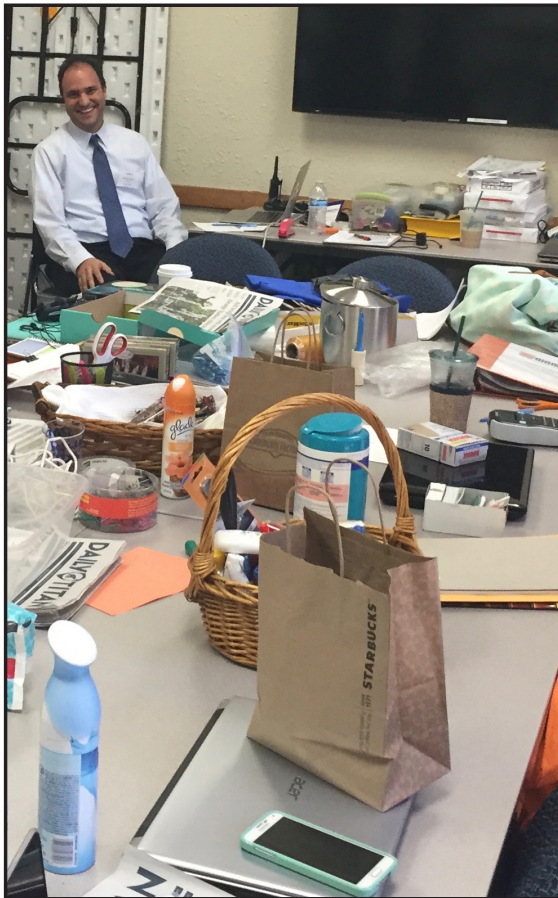
Beth Georges taught at DIMA in July in South Korea.

Dr. Christina Ceisel taught in the UNIVA Guadalajara Global Summer Program in Mexico. ■



Dr. Christina Ceisel served as faculty for the UNIVA Guadalajara Global Summer Program, teaching a class titled "Workshop on Preparing for the Field" to UNIVA students in the Department of Communications.

Rashidi leads successful COMM Week, hosts KPCC's 'Take Two'



Despite teaching full-time, writing his dissertation, advising the Entertainment and Tourism club, and interviewing for a tenure-track position, among other things, **Dr. Waleed Rashidi** hosted a successful COMM Week in the spring semester.

Not even the unfortunate timing of the planned CSU faculty strike could stop the 38th annual event, although it kept our students on their toes as event planners were forced to condense four days of programming into just two days.

The COMM Week conference saw dozens of professionals and alumni visiting campus, hailing from a variety of companies including NBC, Disney, Vice Media, INNOCEAN and Fox Sports.

The Department's faculty sponsored the bulk of the programming.

The Department's student organizations also each hosted special events, including AD Club's annual AdCon day, a Latino Journalists of



Lecturer Tom Clanin hosted Orange County investigative journalist Tracy Wood from the Voice of OC, who talked about her time as a war correspondent during the Vietnam War.

CSUF alumni panel, and PRSSA's networking mixer.

This year's featured event was a live radio presentation by KPCC's "Take Two" news-talk show, prompted by a COMM graduate who works at KPCC and who reached out to **Dr. Brent Foster**. ■



Top, KPCC's "Take Two" taped a live two-hour event during COMM Week in April. Prompted by an alum at KPCC reaching out to her former professor Dr. Brent Foster, Dr. Waleed Rashidi assisted Department Chair Dr. Jason Shepard and the Office of Strategic Communications with planning and logistics for the event.

Top right, Dean Scott Paynton joins Dr. Rashidi and Dr. Shepard at the KPCC event. Bottom right, Jerry Wright, Keith Kesler, Carolyn Coal and Dr. Shepard attend the AdCon luncheon.



Stewart, Kurland lead *Daily Titan* to awards, conferences

The *Daily Titan* won several awards at spring national student media conferences in Denver and New York City.

The *Daily Titan's* editorial staff won a prestigious Apple Award for Best Facebook Page and took second place for Best News Delivery (for its reporting on the looming CFA strike) at the March National College Media Convention in New York City held by the College Media Association. Editorial adviser **Bonnie Stewart** and Department Chair **Dr. Jason Shepard** attended the conference with seven students.

The *Daily Titan's* advertising staff won several awards at the annual convention of the College Media Business and Advertising Managers (CMBAM) conference in Denver in March.



The staff won 2nd Place for Best Self-Branded Promotional Give-away; 3rd Place for Best Training Program; and 4th Place: Best Fundraising Idea.

Michelle Kurland attended the conference with nine students in her first conference as the new *Daily Titan* advertising adviser.

Kurland joined the ranks as a full-time lecturer starting in January 2016. She teaches advertising and public relations classes in addition to her adviser duties.

The *Titan* also won awards from the College Media Association, Associated Collegiate Press, California College Media Association, California Press Foundation, Los Angeles Press Club, Society of Professional Journalists and California Newspaper Publishers Association. ■



Daily Titan editorial adviser Bonnie Stewart and Department Chair Dr. Jason Shepard celebrate the *Daily Titan's* awards at the College Media Association conference in New York in March.

Brody leaves *Tusk* on high note

Professor **Jeff Brody** has left a strong legacy as he phases into early retirement by retiring from advising *Tusk* magazine.

This past year, *Tusk* won several awards, including the Associated Collegiate Press's Best in Show and prestigious Pacemaker Award for best college feature magazine.

Brody founded *Tusk* magazine in 1999. For much of *Tusk's* tenure, Brody served as adviser and taught COMM 437 and 434, the writing and production classes that create the magazine.

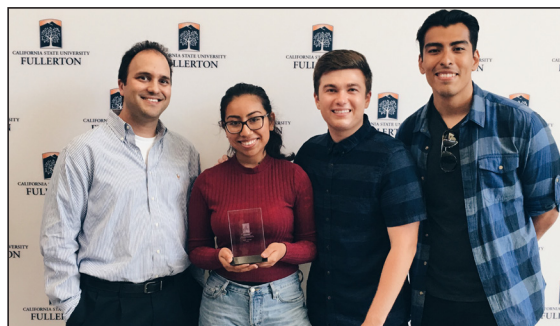
Tusk has won the national Pacemaker Award three years in a row from ACP.



Jeff Brody meets with his class as they see the fruits of their year-long work with the new edition of *Tusk*.

Dr. Frank Russell, newly hired tenure-track assistant professor in digital journalism, begins as new *Tusk* adviser and instructor this Fall. ■

ETC Club wins again



For the second year in a row, the Entertainment and Tourism Club won a top university award for outstanding student organization leadership.

ETC won the Titans Award at the Tuffy Awards Student Organization Recognition Celebration on May 3 at the Titan Student Union.

The award honors a student organization that embodies what it means to be a Titan. ETC is one of the largest student clubs at Cal State Fullerton.

Congratulations to 2015-16 ETC President Jasmine Arenas, 2016-17 President Mat Vido, 2015-16 Vice President Christian Virgil and ETC Advisor **Dr. Waleed Rashidi**. ■

Schwenk hosts Film Festival



Part-time Lecturer Greg Schwenk (right) oversees event planning and management classes that help with the Newport Beach Film Festival. Schwenk is executive director of the festival. With him on opening night in April is Department Chair Dr. Jason Shepard, Dr. Christina Ceisel and Dr. Cindy King.

KTA inducts new honorees



Honors students from the Department of Communications were inducted into the Kappa Tau Alpha student honor society initiation ceremony and reception on May 17 at the Golleher Alumni House. The Department honored 13 new KTA initiates. Dr. Andi Stein serves as the honor society's advisor.

MA students defend projects



Seven graduate students presented their graduate projects to Department of Communications faculty on May 18. The projects require students to work with a client and develop a communications plan. Projects include detailed market analysis and testing of social media strategies. Dr. Carol Ames teaches the graduate projects class. Graduate coordinator Dr Andi Stein (l) also attended.

Trotter increases giving to scholarship, awards event

Dr. Ed Trotter was so happy with the Department's Awards Ceremony in May that he has given a gift to support the event for the next five years.

Trotter's generous \$5,000 gift will help cover costs of the event.

Trotter has also expanded his contributions to a \$25,000 endowed scholarship in his name, ensuring that the scholarship recipient will receive at least \$1,000 each year.

Trotter is a long-time member of the Depart-



ment and served as chair for six years.

He is participating in the early retirement program. ■

Daily Titan alum leaves \$125,000 in her will



Jackie Combs-Nelson (center) spent a day on campus with Dr. Jason Shepard, Interim Dean Dr. Irene Matz, Dr. Ed Trotter, and Retired Professor and Dean Dr. Rick Pullen.

Jackie Combs-Nelson, a 1970 graduate of the Department of Communications, is leaving \$125,000 to the Department in her will.

Combs-Nelson worked for decades as a deadline news designer for the *Chicago Tribune*.

She worked at the *Daily Titan* during her

student years and spent 15 years working at several California newspapers before her 23-year stint at the *Tribune*.

She visited the Department in February to meet faculty, including her former professors **Dr. Ed Trotter** and **Dr. Rick Pullen**. ■

Department faculty had productive, stabilizing year in 2015-2016...

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Approved an increase in major units by adding two one-unit digital portfolio courses for all students. The faculty approved a conceptual plan to create two one-unit courses, one to be taken at the beginning of their major concentration and one at the end. The courses' goal is for each student to create a digital portfolio of work that documents meeting the seven digital skills learning outcomes. A key goal in 2016-2017 will be advancing this plan through the university approval process.

Convened "closing the loop" meetings for concentration-specific curriculum and assessment discussions. The Department's faculty met in small groups in the Fall and Spring semesters to discuss curriculum and assessment issues around particular courses and concentration areas, including reviewing elective rotations, checklist updates, digital skills, and course learning objectives,

Hired three new tenure-track faculty members. Frank Russell, Penchan Phoborisut and Waleed Rashidi join the faculty as assistant professors. Russell and Phoborisut will be teaching digital journalism and Rashidi will be teaching entertainment/tourism and public relations courses. In all, the Search Committee reviewed 130 applications, conducted 19 phone interviews, and



Department Chair Dr. Jason Shepard and Dean Dr. Scott Paynton recognized Dr. Cindy King's work in revising the Department's Retention-Tenure-Promotion document at a April workshop.

held 10 campus visits for candidates.

Hired a new internship coordinator and *Daily Titan* advertising adviser.

Amber Chitty and Michelle Kurland were hired as full-time lecturers for positions related to key High Impact Practices, the internship coordinator and the *Daily Titan* advertising adviser, respectively.

Received approval of new faculty RTP standards and held workshop for assistant and associate professors on the new policies.

After nearly 10 years of efforts, the University approved the Department's revised policy on Retention, Tenure and Promotion. The new faculty personnel policy provides greater clarity and consistency for expectations in teaching, scholarly/creative activity and service. In April, the Department held a workshop on the new policy that was attended by

most assistant and associate professors to familiarize themselves with the new policies and procedures.

Resolved issues with *Daily Titan* and Strategic Communications. Following a dramatic front-page *Daily Titan* editorial and resolutions from the Academic Senate and Department of Communications faculty condemning the practices of CSUF's Office of Strategic Communications, the university's media relations director resigned after a series of meetings between Department students, faculty and administrators redefined expectations for media relations. A new director was hired and things have improved.



The Department of Communications Search Committee members Dr. Kuen-Hee Ju-Pak, Dr. Brent Foster, Dr. Andi Stein and Dr. Doug Swanson reviewed 130 applications, conducted 19 phone interviews, and held 10 campus visits for job candidates during a busy year for the Search Committee.

Won dozens of awards for student journalism. During the 2015-2016 academic year, the *Daily Titan* won awards

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... Department prioritizes actions to advance strategic priorities ...

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from the College Media Association, Associated Collegiate Press, California College Media Association, California Press Foundation, Los Angeles Press Club, Society of Professional Journalists and California Newspaper Publishers Association. Among the awards were First Place Best in Show for four-year daily newspaper at the Associated Collegiate Press National convention in Austin, Texas, and first-place Best College Newspaper from the Los Angeles Press Club. Tusk Magazine won several awards, including the Associated Collegiate Press's Best in Show and prestigious Pacemaker Award for best college feature magazine.

Relaunched the student chapter of the Society of Professional Journalists. The newly launched CSUF chapter of SPJ held four workshops, hosted an outside speaker and took one field trip during 2015-2016. In Fall, the group hosted Darsha Phillips from ABC7 Los Angeles and held a resume writing workshop. The group took a field trip to Chapman University to attend the 2015 Excellence in Journalism Day/Orange County, which featured nine Pulitzer Prize-winning journalists and more than a dozen other journalists from around the country. In Spring, the group held workshops on social media and investigative reporting and held a career night.

Developed four-year academic road



Lecturer Bonnie Stewart revitalized the student chapter of the Society of Professional Journalists that had become defunct.



Students now have access to more equipment to support digital media skills instruction. Above, students learn how to use the audio equipment in COMM 325, a new backpack journalism class taught by Lecturer Bonnie Stewart.

maps and two-year course rotation plans to help increase student graduation rates. As part of new efforts for online tools to support student success, the Department created roadmaps for students in each concentration to help complete their degrees in four years, as well as developed a two-year course rotation plan to help students plan for course offerings.

Continued implementation of more effective scheduling and enrollment management practices. The chair continued 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.

Purchased \$40,000 in equipment for students in digital skills courses. New equipment was purchased for broadcast journalism production, multimedia journalism, and alternative video storytelling. These include new cameras,

microphones, recording equipment, storage media, backpack kits, lighting and GoPros.

Rolled out laptop "Apple Cart" for use in classrooms. In coordination with Dean's office and the Department of Human Communication Studies, Department faculty now have access to 30 Mac laptops on a moveable cart that can be used during classroom instruction.

Expanded course offerings for M.A. In Tourism and Entertainment Communications. This program change allows graduate students focusing on the Tourism and Entertainment concentration to take a broader array of entertainment-focused classes in addition to the tourism-focused courses.

Made COMM 451A a repeatable course to support AAF competition. Students participating in AAF will now be able to enroll in the course twice (the second time being as general elective credit). This will allow for deeper instruction and greater student engagement in this High Impact Practice.

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...Department assesses curriculum, reaches to professionals, alum

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Removed prereqs to COMM 454 to encourage students to take *Daily Titan* advertising sales course. The course Advertising Media Sales has been revitalized and updated to remove hurdles for student enrollment. This course supports the student sales force in the *Daily Titan*.

Launched review of collaterals. Students must take 12 units, or four courses, of Department-approved "collateral" courses. This list of courses has not been updated in more than a decade. Faculty began an assessment of this course list and will approve a new list of courses in 2016-2017.

Added Multimedia Journalism as a new permanent course and made this a prereq for the *Daily Titan* capstone class. COMM 325, which provides students with a "backpack" digital media kit for the semester, has run as a special and will now be a permanent class. This will be a prereq for COMM 471, the *Daily Titan* capstone course.

Revised prereqs for journalism COMM 372. To reduce the number of students taking the introductory journalism skills courses (COMM 201 and 202) during their senior year, the classes are now prereqs for the required 300-level courses (COMM 325 or 372).

Added new radio courses. COMM 375, Live Radio Production, and COMM 377, Radio Station Operations were approved as specials and will advance with new course proposals in 2016-2017. Efforts in 2016-2017 will be made to integrate these new radio courses into existing curriculum frameworks and fit Titan Radio better into the Department's curriculum.

Increased assigned time for faculty to support department priorities. All faculty were invited to submit proposals for assigned time to work on projects that advanced Department priorities. All proposals were funded in Spring 2016 as a result of additional revenue that was owed to the Department by a college-based center.

Hired students to shoot video and photos of department High Impact Practices to enhance internal and external communication efforts. Two students, under the coordination of two faculty members, worked in spring to take photographs and shoot video of Department activities and high-impact practices to be used in future internal and external communication efforts.

Developed part-time faculty orientation sessions. The Department's part-time faculty were invited and participated in two-hour workshop and orientation sessions before the beginning of the fall and spring semesters.

Launched the first semester-long Communications student abroad program in Florence, Italy. Nineteen students and three professors spent a semester in Florence, Italy, with classes in Communications and Cinema and Television Arts. This was the first semester-long study abroad program by Department faculty and as a result of its success will run again in Fall 2016.

Developed budget priorities for strategic investment funds from the College. At the request of the Dean's office, Department faculty identified budget needs to advance strategic priorities and ranked them in order of importance. The highest ranked requests included support for Al Dia, the College Writing Center, digital media skills instruction, student recruitment through JACC and for the graduate program, and field gear for production classes.



Dr. Doug Swanson and Lecturer Pete Evanov supervise PRACTICAL ADVANTAGE, the student public relations and advertising agency based at the Irvine campus. In 2015-2016, the agency worked with 20 clients and served more than 5,000 client-service hours.

Served more than 5,000 client service hours in PRACTICAL ADVANTAGE Communications. The student agency for public relations, advertising and entertainment and tourism students housed at the Irvine campus worked with 20 clients during the academic year. Clients included Hang-O-Matic, The Young Americans, The Specialty Equipment Market Association, and the CSUF Business Startup Incubator.

Awarded \$45,000 in scholarships to 58 COMM students and increased scholarship applications by 200%. More than 250 students applied for Department scholarships this year, up from 79 the year before.

Held successful awards ceremony. The penultimate event of the year – the Department's annual Awards Ceremony – hosted more than 300 students, family members, faculty, staff, and administrators, and included a buffet dinner for the first time in years. ■



The Department of Communications faculty graduated 823 students in the May 20 commencement in Titan Stadium. The ceremony was a lovely finale to 2015-2016, even if Donald Trump was asked for comment about it by the *Washington Post*.

Stein wins Rick D. Pullen Academic Excellence Award



Retired Dean Dr. Rick Pullen surprised Dr. Andi Stein in an evening graduate class to announce her as the 2016 recipient of the Rick D. Pullen Academic Excellence Award.

Dr. Andi Stein was the recipient of the 2016 Rick D. Pullen Academic Excellence Award.

The award, funded by **Dr. Rick Pullen**, former dean and department faculty member, honors one faculty member in the College of Communications who has made a significant contribution to teaching and enhancement of the learning environment.

"Dr. Stein is a model of what an excellent teacher-scholar should be," Dr. Pullen said in presenting Dr. Stein with the award at the Department's Awards Ceremony on May 6.

Dr. Stein was recognized for her "outstanding teaching, caring advising of graduate students, significant

research accomplishments, and extensive service contributions to the department, university and profession."

Dr. Pullen said her professional experience in journalism and public relations informs her teaching and research, leading her to win university-wide recognition awards in all three pillars of the academic profession: teaching, research and service.

Dr. Stein has taught 18 different courses in her 16 years as a faculty member in the Department of Communications.

Dr. Stein is the author or co-author of four books and has more than 60 publications and presentations to her credit. ■

Shepard honored with Academic Senate's Faculty Leadership in Collegial Governance Award



University President Dr. Mildred Garcia (right) and Academic Senate Chair Dr. Emily Bonney (left) presented Dr. Jason Shepard with the Faculty Leadership in Collegial Governance Award at an Academic Senate meeting on May 12.

University President **Dr. Mildred Garcia** and Academic Senate Chair **Dr. Emily Bonney** presented Department of Communications Chair **Dr. Jason Shepard** with Cal State Fullerton's 2016 Faculty Leadership in Collegial Governance Award.

"His leadership transformed the Department of Communications since he became Department Chair in 2014," President Garcia said in her remarks.

"The department was already a benchmark program with more than 2,000 majors and approximately 75 full- and part-time faculty members, but, in the words of many who wrote letters of support for this candidate, the Department was experiencing some challenges," she said.

Shepard was nominated by six Department faculty members. A committee of the Academic Senate makes the selection.

The nomination letters and President Garcia noted that Shepard was elected chair during a divisive period in the Department, oversaw challenging accreditation and recertification visits, confronted difficult personnel issues, led adoption

of a Department strategic plan and diversity and inclusion plan, increased attention to faculty recruitment and diverse hiring, and streamlined scheduling and enrollment management.

"Dr. Shepard has met and exceeded all expectations for demonstrating courageous leadership and forward thinking," wrote Vice Chair **Dr. Doug Swanson**, in his nomination letter.

"Jason made a positive impact on a broken community by diligently working, one day at a time, to ensure its success through good judgment, inclusion and transparency," wrote **Carolynn Coal**.

"Since the day he arrived at CSUF, Jason has consistently exhibited a positive, optimistic outlook, a strong work ethic, and an underlying dedication to doing whatever is needed for his students and for the Department of Communications," wrote **Dr. Andi Stein**. "Faculty in the department can clearly see how dedicated he is and how hard he works to make the department the workplace we can be proud of, just as he promised." ■



Dr. Andi Stein presented with the Rick D. Pullen Academic Excellence Award by (from left to right) Department Chair Dr. Jason Shepard, retired Dean Rick Pullen, Dean Scott Paynton, Interim Associate Dean Ed Fink, and Assistant Dean Dana Roson.