

# COMMUniqué

A Newsletter Celebrating Success from the Department of Communications

Spring 2019

## Reporting class visits US-Mexico border

While some students studied about immigration from books and news articles, 10 journalism students from the Department of Communications reported on-the-ground from the U.S.-Mexico border in the Fall 2018 semester.

**Jesus Ayala**, a new full-time lecturer and broadcast journalism veteran, directed the trip as a required on-site learning component for COMM 438T: Specialized Reporting.

The course focused on the migrant caravan, migrant children, border militarization post 9/11 and NAFTA's influence on border towns.

Students reported from both sides of the border and produced multimedia stories, which could be published na-



Above, senior Viviana Borroel interviews a deported veteran while lecturer Jesus Ayala helps her to frame her shot; at right, students took a tour led by U.S. Border Patrol.



tionally by CSUF partner Univision. The trip also included a four-hour tour with the U.S. Border Patrol.

Senior Jessica Cardenas was one of two student reporters who covered the migrant caravan's arrival to the border. "In Tijuana, I met two Honduran families who are fleeing gang-violence and seeking asylum in the US. Immigration

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## Faculty launch new initiatives

The Department of Communications faculty kicked off a new year at a retreat to review new curriculum changes taking effect in the 2018-2019 academic year.

Department Chair **Dr. Jason Shepard** led the day-long retreat at the Coyote Hills Golf Course, attended by nearly 40 full- and part-time faculty members.

A myriad of new curriculum changes and initiatives were the focus of the day. They included:

**Expanded major from 36 to 39 units.** The Department implemented an expansion of its degree program from 36 to 39 units by requiring a new digital skills class for all students.

**New required digital skills course.** A working group of faculty created a new course syllabus and course plan for COMM 317: Digital Foundations, identifying common projects, modules, and weekly plans

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Dr. Jason Shepard led a faculty retreat in August at the Coyote Hills Golf Course to discuss new initiatives.

## Former chair leaves gift in will

**Dr. Terry Hynes**, chair of the Department of Communications from 1990 to 1994, has left in her will \$300,000 to an endowed scholarship in her name for department students.

Dr. Hynes is retired and lives in Florida.

After CSUF, Dr. Hynes served as dean of the College of Journalism and Communications at the University of Florida for 12 years.

She then served three years as vice chancellor of academic and student affairs at the University of Nebraska at Omaha.

Dr. Hynes' gift is the largest planned gift to the department since the \$2 million gift from the estate of founding department chair Bill Maxwell.

# Students report from US-Mexico border

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is a complex, polarized issue and many migrants flee their home country because they simply had no choice," Cardenas said. "This trip allowed me to become more educated on this issue and listen to both sides of the spectrum. I'm forever grateful for this amazing experience and for allowing me to tell these stories. This class is the closest thing students have to a real-life reporting experience and the ultimate opportunity where we can go out and record the real important issues happening in the U.S.-Mexico border."

Before joining the Titan faculty last year, Ayala spent 15 years as a reporter and producer for ABC News and produced "End of the Road," a documentary about abandoned migrant children trying to reunite with parents in the United States.

"Employers are really looking to hire someone to get the job done," he said. "Our students will have an advantage, and can say they've covered real stories working side-by-side with professional outlets."

That experience is invaluable because newsrooms want personable, team-oriented people who will be able to connect with the community, added Esmeralda Cisneros '16 (B.A. communications-journalism), a reporter and multimedia journalist at KECY-TV in Yuma, Arizona. As a Titan, she had a similar experience in a brief, international reporting course that traveled to Guatemala.

"All the skills I have now I attribute to that class. I learned how to record video, edit and improve my writing. Most importantly, the course took me out of my comfort zone," she said. "As journalists, it's important to help society understand the complex issues happening at the southern border. We're at a time when several voices, stories and issues need to be heard."

The fall course was the second course in a curriculum curated by the College of Communications Latino Communications Institute (LCI) aimed



*Top, students enrolled in Comm 438T: Specialized Reporting about The Southern Border visit Playas de Tijuana to learn about the immigration asylum process. Bottom, students visited the Tijuana resource center for Veterans for Peace, a non-profit which helps deported veterans get acclimated to their new life in Mexico.*

at developing workforce-ready, bilingual graduates. In the spring, "Al Día," CSUF's first Spanish-language newscast became a class, also taught by Ayala, two years after its launch.

"I'm very excited about the work that Jesus is doing to take the Spanish-bilingual, bicultural journalism curriculum to a new level at CSUF," said Inez González, director of LCI. "The fact

that Jesus gives the students the option to produce their stories in either Spanish or English is a plus. This fits perfectly with LCI's mission to develop U.S. Latino cultural competency so our students are more competitive in the workforce."

You can view the students' work at: <http://www.titanuniverse.org/reports-from-the-border>. ■

# Faculty plan for new programs at Fall Retreat

for both online instruction and in-person lab time. The revised course will be taught in 40-person sections, with each section comprising online lecture instruction and one-hour, 20-student in-person lab sections.

**Required e-Portfolio.** The faculty added required digital skills portfolio assessment in capstone classes.

**Certificate programs approved.** Three new four-course certificates were approved in Digital Communications Media, Radio/Audio and Photocommunications in a curricular realignment that dissolved Photocommunications as a concentration.

**Collaterals updated.** A multi-year process updated collaterals offerings (students must take 4 outside classes) was completed.

**Changes to introductory principles courses.** Each concentration's principles course also added the digital skills course as a required prerequisite.

**Al Dia becomes new course.** COMM 304: Spanish Language TV News was approved.

**Revisions to intro journalism courses.** The introductory journalism courses were revamped, effective Fall 2018. They are now called COMM 201: Digital Reporting Writing and COMM 202: Digital Reporting and Production

**Advertising courses revamped.** The faculty approved revised course descriptions for advertising courses 350, 351, 454, effective Fall 2018.

Also at the retreat, **Dr. Bob Meeds**, **Dr. Waleed Rashidi** and lecturer **Michelle**

**Kurland** led a session on portfolio assessment and reviewed the portal Portfolio that students will use to create digital portfolios.

**Dr. Bob Meeds** and lecturers **Ron Romain** and **Davis Barber** gave a presentation on the new Digital Foundations course now required

for all COMM majors.

**Dr. Inez Gonzalez** shared successes of the Latino Communications Institute.

Lecturer **Amber Chitty Wilson** presented data about the Department's mandatory internship program, drawing from a survey of students and employers.

**Tammy Rogers**, graduation specialist, provided updates on curriculum changes, including to general education.

**Cassandra Thompson**, CSUF career specialist, discussed opportunities for students to receive career support and advising. ■



From top, left to right: Dr. Kuen-Hee Ju-Pak smiles as she listens to colleagues; Dr. Andi Stein is probably dreaming of her next international trip while Ron Romain looks on; Dr. Bob Meeds reacts to discussion; Dr. Jason Shepard presents gifts recognizing faculty for the most guest speakers to Dr. Waleed Rashidi, Bonnie Stewart and Carolyn Coal; and at bottom, faculty pose for a group photo.

# Faculty give presentations, publish scholarship

Faculty in the Department of Communications gave presentations and published research in the Fall 2018 semester.

**Jesus Ayala** gave a presentation titled "Se Habla Espanol: Exploring Careers in Spanish-Language TV," at the Journalism Association of Community Colleges Fall SoCal 2018 conference at CSUF in September.

**Dr. Christina Ceisel** was quoted in an article titled "Women's Center for Creative Work Plans to Diversify the Subjects of Stock Photos" in *Hyperallergic*, an arts and culture blog.

**Dr. Anthony Fellow** presented a paper at the International Conference on Arts & Humanities in Honolulu, Hawaii in January 2019.

**Dr. Penchan Phoborisut** gave a presentation titled



"Video News Stories on Social Platforms," at the Journalism Association of Community Colleges Fall SoCal 2018 conference at CSUF in September.

She also gave a presentation titled "Selfies in Activism: The Visuals of the Unruly Bodies in Thai Protests" at a conference by the National Communication Association (NCA) in Salt Lake City in November.

**Dr. Chelsea Reynolds** presented a research poster at the annual conference of the Society for the Scientific Study of Sexuality in Montreal, Quebec in November.

**Dr. Jason Shepard** published a new edition a co-authored textbook, *Major Principles of Media Law*, published by Cengage.

He published a scholarly law review article titled "The First Amendment and Mandatory Condom Laws: Rethinking the 'Porn Exception' Strict Scrutiny, Content Neutrality and Secondary Effects Analysis" in the *Nevada Law Journal*. He published an article titled "Attack a journalist, you'll do time, federal bill says," in *California Publisher* and the *Orange County Register*. He gave a presentation titled "Free Speech on Campus" at the Journalism Association of Community Colleges Fall SoCal 2018 conference at CSUF in September.

**Dr. Doug Swanson** published two book chapters: "Thoughtful Awareness and Insightful Action in a Changing Workplace," in the book *Public Relations: Competencies and Practice*, published in January 2019 by Routledge, and "Connecting Ethics and Practice as PR Students Transition

from Learners to Educators" in the book *Translating Values into Conduct: Cases in Public Relations Ethics*, published in November by Oxford University Press.

**Dr. Ricardo Valencia** published two co-authored scholarly journal articles during his first semester teaching at CSUF. The first one, "Networks of radical contention: The co-constitutive relations between structural conditions and public relations strategies and tactics in the committee in solidarity with the

people of El Salvador," was published in *Public Relations Inquiry* in September 2018. The second article, "Branding the Revolution: Havana Club Advertising and the Fight for Cuban Authenticity," was published in *Journal of Communication Inquiry*. ■



## Stein's books are everywhere at tourism conference



Dr. Andi Stein conducted a book signing at the International Association of Amusement Parks and Attractions (IAAPA) convention in Orlando in November.

# Faculty recognized for recent outstanding research records

Three faculty from the Department of Communications were recognized for research excellence at the 2018 Faculty Recognition for Scholarly & Creative Activity.

## Dr. Waleed Rashidi's

research aims to further position music media as a viable form of mass communication.

Since being hired on the tenure-track in 2016 after eight years as a lecturer, Dr. Rashidi's research credits include a grant from the Music and Entertainment Educators Association (MEIEA) to study millennial uses of cassette tapes, presented and published in conference proceedings. Another research project, on groove etchings on vinyl records, won a top research paper award from the Entertainment Studies Interest Group of the Association for Education in Journalism and Mass Communication (AEJMC).

Rashidi has also given presentations to the Popular Culture Association (PCA), the International Society of Travel & Tourism Educators (ISTTE) and the Journalism Association of Community Colleges (JACC). His study of punk musicians in higher



academia, published as a chapter in 2012's *Punkacademics*, was recently cited in the book *Punk Pedagogies* (2017, Routledge).

**Dr. Chelsea Reynolds** has amassed an impressive scholarly presence in her first year as an assistant professor in the Department of Communications, fresh from her doctoral program at Minnesota.

The length and depth of Dr. Reynolds' expansive CV says it all—two faculty research awards, a top faculty paper, three journal articles, a pair of edited book chapters, five refereed conference presentations, a book review, and over a dozen academic conference panels with three as chair—covering a host of important and very timely topics including online dating, feminism and LGBTQ issues.

Dr. Reynolds has made recent presentations in Atlanta, D.C., Prague, Chicago, Montreal, Phoenix and various locations in Southern California. And don't forget, much of the aforementioned was accomplished solely within her first year. Dr. Reynolds has very quickly proven herself as well deserving



of this recognition.

**Dr. Frank Russell** has published three refereed journal articles and presented 12 papers at national and international conferences since 2016.

Most of this work derived from his dissertation, *Silicon Valley and the New Gatekeepers: An Institutional View of Journalism, Technology, and Social Sharing of News*. His work explores how journalists use digital platforms to interact with the public, newsmakers, and other journalists.

His research has advanced understanding of how Silicon Valley and platforms such as Google, Facebook, and Twitter have disrupted journalism and other established social institutions. An article in *Digital Journalism* concerned how large news organizations use interactive functions of Twitter. An article in *Journalism Studies* reconsidered an oral history of the digital disruption of news to offer evidence that Silicon Valley entrepreneurs and engineers express concern for journalism, but also assert that any crisis for journalism can be addressed with technocratic solutions. ■



## Articles by Wu top cited

Two research articles by **Dr. Mark Wu** are ranked highly in a recent listing of top cited research articles in advertising.



The *Journal of Advertising* published a study titled "Knowledge Flows Between Advertising and Other Disciplines: A Social Exchange Perspective." The article examined citations among leading advertising journals to study the relationship between advertising scholarship and other mass communications, business, marketing and psychology fields.

The analysis found that Dr. Wu's 2006 article "Conceptualizing and measuring the perceived interactivity of websites" was the most cited article in the last 10 years from the *Journal of Current Issues and Research in Advertising*.

Dr. Wu's 2005 article "The mediating role of perceived interactivity in the effect of actual interactivity on attitude toward the website" was the tenth most cited article in the last 10 years in the *Journal of Interactive Advertising*. ■

## Gail Love retires from COMM

**Dr. Gail Love** retired from the Department of Communications in December 2018 after 18 years at Cal State Fullerton.

Dr. Love was a popular professor of public relations and communications history courses.

Dr. Love received her doctoral degree in communication theory from the Annenberg School at the University of Southern California.



Prior to her full-time academic career, Dr. Love worked in television, advertising and corporate public relations for more than 20 years, including several years in health communication.

Dr. Love's research focus was social marketing with an emphasis on women's health, particularly among under-served populations. Major funding agencies awarded Dr. Love numerous grants, including a \$100,000 grant from the National Cancer Institute to develop and evaluate a video to promote cervical cancer screening among Thai women. A grant from Centers for Disease Control and Prevention funded research for Dr. Love and CSUF Health Science colleagues to develop and evaluate an EE-based video intervention to promote breastfeeding among low-income, non-assimilated Latinas.

She and her husband recently purchased a home on the Oregon coast for their retirement. ■

## First students earn PR certificate

Three Department of Communications students in Fall 2018 passed the Certificate in Principles of Public Relations Examination through the Universal Accreditation Board (UAB).

The Certificate in Principles of Public Relations is a Public Relations Student Society of America (PRSSA) entry-level certificate designed to demonstrate a fundamental level of knowledge for graduates entering the PR profession. The students are Grace Granados, Yvonne Luu and Hannah Ogren.

"The Certificate in Principles of Public Relations gives these emerging professionals a competitive edge in the job market," said **Ken Hagihara**, CSUF lecturer and PRSSA faculty advisor. "It distinguishes each of them as a rising professional among their peers by validating their understanding of the core elements of strategic communication and the real-world application of important concepts."

Granados, Luu and Ogren are the first from CSUF to pass the test and earn this certificate.

"It says a lot about the program here," Granados added. "It says a lot about the teachers here – what they know and how they teach you. Teachers here invest in you



Lecturer Ken Hagihara with PR students Grace Granados and Yvonne Luu, two recipients of the Certificate in Principles of Public Relations.

as a person and invest in you as a professional."

The Certificate helps set the stage for students to think about future Public Relations Society of America (PRSA) Accreditation in Public Relations (APR) and other opportunities to grow as a professional through the course of their career. ■

## PRSSA to host national conference

The Public Relation Student Society of America (PRSSA) has selected the Department of Communications' **Robert Rayfield** chapter of PRSSA to host the 2019 National Conference in San Diego next October.

"We are incredibly excited to be hosting National Conference in San Diego! For the past few years, our Chapter has worked to innovate our programming and outreaching abilities to better serve our members. This gives us a chance to provide that experience for attendees on a national scale," said Kristen Cuaresma, CSUF's chapter president.

Members who attend next year's Conference will have the opportunity to participate in engaging sessions, network with students and gain industry insight from public relations professionals.

Founded in 1968 by its parent organization, the Public Relations Society of



The CSUF PRSSA Executive Board holiday party at Vivere Lofts in Anaheim gave students time to celebrate accomplishments from the previous semester.

America (PRSA), PRSSA includes more than 10,000 student members and advisers and is active at more than 340 colleges and universities.

The CSUF chapter is one of the largest in the country. Full-time lecturer **Ken Hagihara** serves as the chapter's faculty adviser. ■

# COMM's mandatory internship program thriving

The Department of Communication's 40+ year mandatory internship program is thriving.

At the Department's fall retreat, lecturer **Amber Chitty Wilson** presented findings from recent surveys of students and employers, indicating overwhelmingly positive outcomes from both groups.

Wilson oversaw the internships of 704 Communications majors in the 2017-2018 academic year. Students



taking the internship register for the 3-unit COMM 495T. The credit/no credit course is offered in Fall, Spring, and Summer and requires 120 hours of service at a university-approved internship site, in addition to a passing grade on eight (8) assignments. Wilson is the instructor.

Students report finding their internship to be extremely valuable.

Students are required to complete an online survey which allows data to be examined quantitatively. Responses were measured on a 5-point scale ranging from Strongly Agree to Strongly Disagree.

- 90% of students agree or strongly agree that the internship experience had relevance to their future.
- 91% of students agree or strongly agree that the internship experience enhanced their professional skills.
- 92% of students agree or strongly agree that they received practical insights from their supervisor.
- 90% of students agree or strongly agree that over the course of the internship, they

grew in their decision making skills.

- 93% of students would assign a letter grade of "A" or "B" to their overall internship experience. (75% would assign an "A" and 18% would assign a "B")

Students said they received practical insight from their supervisors, were treated fairly, had a variety of professional responsibilities and enhanced their professional skills. Among student comments:

- "It was exciting to actually apply what I learned in class to a real world experience and it felt really good when my social media posts were getting success." -Spring 2018 Public Relations student
- "The experience that I took from my time at the [internship] site and at CSUF has made me who I am today. This internship has resulted in nothing but positivity for me and my career. The outcome was beneficial because it gave me the opportunity to learn more about myself and how the things I have learned through school and sports have and will translate for me and my career." -Summer 2018 Advertising student
- "When I finished my internship, I left knowing that I was loved, that I was valued, and that I was a vital part of the team. I know that work culture will be so important to me and that I wouldn't want to work remotely because of it." -Spring 2018 Public Relations student

Feedback from employers was also overwhelmingly positive. 168 supervisor responses were collected during Spring 2018, with the following results:



Amber Chitty Wilson (standing on right) joined the Department of Communications in 2016, taking over as internship coordinator from Pam Caldwell (standing on left) when she retired. With them is Carolyn "CJ" Johnson, who passed away in 2017. The internship office is named after Johnson.

- 96% graded intern performance as an "A" or "B"
- 86% would consider hiring their CSUF intern (hypothetically, if a position were available at their organization)

Feedback was overwhelmingly positive in response to the question, "Did the intern exhibit any opportunities for improvement?" The most common constructive criticism addressed writing skills, a need for leadership/confidence to ask questions and contribute in a group setting, and initiative and follow through with respect to meeting established deadlines.

The internship program, in existence for over 40 years, continues to play an integral role in the development of students within the Department of Communications. It brings together resources from three key offices on campus – the Communications Internship Office, the Career Center, and the Center for Internships & Community Engagement – to support students in researching, applying, approving, and preparing for a successful internship experience. ■

## Daily Titan, Tusk win student media awards

The *Daily Titan* and *Tusk Magazine* won numerous awards in student media competitions in Fall 2018.

*Tusk* placed in three different categories in the College Media Association's Pinnacle Awards, including Best Editorial Cartoon, Best Breaking News Coverage, Best Breaking News Photo and Best News Package.

The *Daily Titan* placed in nine different categories, including four first place finishes, for Best Editorial Cartoon, Best Breaking News Coverage, Best Breaking News Photo and Best News Package.

Also, the *Daily Titan* had 10 staffers named as finalists in Los Angeles Press Club's A&E national journalism awards. ■

## Daily Titan says farewell to adviser Bonnie Stewart

**Bonnie Stewart**, the *Daily Titan's* adviser and lecturer in the Department of Communications for the last 5 ½ years, retired in December.

Stewart leaves an impressive legacy, including appreciative students who praised her mentoring and professionalism.

The *Daily Titan* won nearly 100 awards during Stewart's tenure, including several first-place, national awards for overall best student newspaper.

Dozens of current and former students threw Stewart a goodbye party in December in the *Daily Titan* newsroom.



Department Chair Dr. Jason Shepard helps Bonnie Stewart celebrate retirement.

Last spring, Stewart was recognized as the Department of Communication's Distinguished Faculty Member and won the College of Communication's Rick D. Pullen Academic Excellence Award. ■



Current and former editors and reporters for the *Daily Titan* returned to the newsroom in December to celebrate the retirement of Bonnie Stewart.

## Georges heads FOX Sports tour



Lecturer Beth Georges (Back row, fourth from right) took 15 Communications students behind the scenes at a Fox Sports West broadcast at Angels Stadium in September, garnering an on-air shoutout from CSUF COMM alum Jose Mota.

## Baranger takes SPJ to Baltimore



Lecturer Walt Baranger (Center, back row) accompanied eight students to a conference in Baltimore of the Society of Professional Journalists. The group took a tour of Oriole Park at Camden Yards.

## PRAD gives alumni award to Teats



Practical ADvantage Communications presented CSUF COMM alum Aaron Teats (Center) with the Titan Talent Showcase Award in December.