

## NBC gives \$500,000 for journalism initiative

The Department of Communications received a \$500,000 gift from NBCUniversal and its parent company Comcast as part of a multi-year initiative to support journalism training and diversity, equity and inclusion practices.

The Department is one of 17 journalism programs to receive funding as part of a multi-year grant effort that NBC is undertaking to narrow the achievement gap, expand experiential learning opportunities, and produce and promote student-led multi-cultural content.

"This partnership will be transformative for our journalism students," said **Dr. Jason Shepard**, department chair, "continuing our department's 60-year tradition of producing competitive, well-trained journalists who work for news organizations throughout Cali-



fornia and across the country."

The gift allocates \$250,000 for 25 scholarships/fellowships of \$10,000 each for communications-journalism majors, \$200,000 to support faculty and classes, and \$50,000 for mobile and digital journalism equipment.

The Department anticipates the

partnership will start with a Fall 2021 cohort of fellowship students. Some NBC journalists will serve as guest speakers as early as this spring.

"A driving force of our success as the No. 1 university in the state and No. 3 in the nation for graduating underrepresented students is our many partnerships with world-class organizations who share our vision to provide immersive educational experiences that both meet workforce needs and promote diversity, equity and inclusion," said **President Fram Virjee** in a press release. "NBCU Academy is such an organization, and we are excited to partner with the NBCUniversal News Group family to produce top-notch journalists and storytellers whose diversity reflects

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## COMM prof studies COVID misinformation

**Dr. Miya Williams Fayne** is co-leading a research project about how Black digital news outlets are combating misinformation about the COVID pandemic.

"I think it's increasingly important to be able to discern between accurate and inaccurate information on social media," Williams Fayne said. "This research is interested in exploring if journalists see it as their responsibility to correct misinformation that is shared by others in the Black community."

As COVID spread in early 2020, so did public commentary labeling the virus as a hoax and "fake news" aimed to threaten President Donald Trump's re-election.

Within the Black community, self-proclaimed right-wing "opinionators" Diamond and Silk were among



*Dr. Miya Williams Fayne participates in a past Department faculty retreat.*

the leading sources of misinformation, suggesting the virus was akin to the flu and that official death tolls were fabricated.

How did Black digital media outlets

respond to this misinformation?

That's at the heart of the study under way by Williams Fayne, assistant professor in the Department of Communications, and her co-investigator, Dr. Allissa V. Richardson, assistant professor of journalism at the Annenberg School for Communication and Journalism at the University of Southern California.

"Early on in the pandemic, I was certainly seeing misinformation coming from multiple sources both within and outside of the Black community," Williams Fayne said. "I was really interested in how the Black press intervened or didn't intervene, especially in moderating their audiences on social media and in the comments sections."

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# COMM student media pile up award wins

Student journalists and news organizations in the Department of Communications were recognized for outstanding work by winning dozens of awards during the Fall 2020 semester.

Perhaps most significantly, the student broadcast *Al Día* has been recognized by the Radio Television Digital News Association (RTDNA) with a student Edward R. Murrow Award for Excellence in a Video Newscast.

"A Border Emergency," the winning newscast, was produced by eight students after a four-day trip to Tijuana and San Diego in Spring 2019, and was honored at RTDNA's 2020 Murrow Awards ceremony, which was held virtually in Fall 2020 amid the ongoing global coronavirus pandemic.

The CSUF students reported on a number of topics, including migrants seeking asylum, deported veterans, separated families and high-tech child-sex exploitation.

The national winners were selected from more than 5,000 entries.

The winning CSUF team includes alumni: Viviana Borroel, Jessica Cardenas, Xochilt Lagunas, Rita La Vau, Maricela Perez, Tania Thorne, Dominic Torres, and Regina Yurrita.

Among the most prestigious in news, the Murrow Awards recognize local and national news stories that uphold the RTDNA Code of Ethics, demonstrate technical expertise and exemplify the importance and impact of journalism as a service to the community.

*Al Día* also won the 2020 Broadcast Pacemaker award from the Associated Collegiate Press, which is ACP's highest honor and recognizes overall excellence over an entire year. News outlets were required to submit 4 newscasts in total and *Al Día* came out on top.

*Al Día* also won two Pinnacle awards from the College Media Association in Fall 2020. *Al Día*'s COVID-19 newscast, Coronavirus: Pandemia Mundial, won first place in the Best TV Newscast category. *Al Día*'s Lo Que Esta Trending (What's Trending), won second place in the Best Entertainment Program category.



Student journalists won a Murrow Award (top) and several awards from the College Media Association and the Associated Collegiate Press (bottom left). *Al Día*'s newscasts won several awards (bottom right).

Lecturer Jesús Ayala serves as *Al Día*'s adviser.

In other broadcast journalism awards, the Titan Sports broadcast "Titans vs. Coronavirus" won second place in the Pinnacle Awards competition held by the College Media Association in Fall 2020. The winning program focused on how Titan athletes were affected by the pandemic.

Lecturer Beth Georges serves as Titan Sports adviser.

The *Daily Titan* won 15 awards in two competitions in fall 2020.

From the College Media Association's Pinnacle awards, the *Daily Titan* won four awards, including: Newspaper of the Year, Four-Year Daily – Honorable Mention; Best Comic Strip, "Solipsism" by Alex Bosserman – first place; Best Ad Supplement, "2020 Grad Guide" – third place; and Best Editorial, "Lack of Funding" – Honorable Mention.

The *Daily Titan* also won 11 Best in Show Awards from the Associated

Collegiate Press, for work published after June 30, 2020. Awards included: Best Newspaper (more than weekly) – second place; Newspaper special edition/editorial – second place; Best website – ninth place; COVID-19 reporting – fourth place; Election reporting – sixth place and ninth place; social justice reporting – fifth place; print advertising design – second and seventh place; best rate card – third place; and best newspaper special section/advertising – fifth place.

Lecturers Walt Baranger and Michelle Kurland serve as *Daily Titan* editorial and advertising advisers, respectively.

Finally, numerous CSUF student media entries won honors at the 30th Annual CSU Media Arts Festival, held in late October. COMM honors include: *Al Día*'s IGTV Newscast – Sharon Cardona, Regina Yurrita; Coronostalgia – Jake Toohey (also winner of the Audience Choice Award); and Titan Sports: Titans v. Coronavirus – Derek Opina, Jaclyn Davis, Kyle Fulbright, Cory Johnson. ■

# PRSSA chapter named chapter of the year

The Public Relations Student Society of America (PRSSA) named the Department of Communications' PRSSA student chapter as the 2020 Outstanding Chapter of the Year at its international conference in October.

The chapter's many accomplishments over the last two years were noted, including: serving as the host chapter for the 2019 PRSSA International Conference held in San Diego, the delivery of programming to PRSSA students across the nation during COVID, the "Tuff It Out" initiative which provided pro-bono public relations support to struggling businesses in the local community, and achievement of national affiliation by Titan Public Relations. Other notable achievements include student participation in the Public Relations Society of America (PRSA) Certificate in Principles of PR program, and the development of the PALS fundraising program which provide scholarships for membership.

The CSUF chapter is one of the largest student clubs in the country, with over 100 members.

The CSUF chapter of PRSSA is named after Robert Rayfield, a professor who



PRSSA advisor Ken Hagihara celebrates student success at a past Department awards ceremony.

founded the chapter in 1968.

The chapter's advisor is **Ken Hagihara**, full-time lecturer in the Department of Communications. In addition to teaching multiple public relations courses, Hagihara serves on the boards of the Orange County chapter of the Public Relations Society of America (PRSA) and the Pacific Battleship Center, volunteers as a media relations specialist for the American Red Cross, and contributes expertise to the PR profession as a member of the PRSA College of Fel-

lows. Hagihara is president of Integrity Public Relations, Inc. He recently retired as public affairs officer in the U.S. Navy.

Separately this fall, two recent COMM graduates, Kristen Anne Cuaresma and Kayla Fernandez received the Public Relations Student Society of America (PRSSA) National Gold Key Award.

Winners are those who excel in their academic study of public relations, have pursued ambitious professional development opportunities and are leaders in their PRSSA Chapter. ■

# Williams Fayne named Knight Fellow at Tow Center

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Williams Fayne and Richardson are serving as Knight Fellows with the Tow Center for Digital Journalism at Columbia University to conduct the research.

The Tow Center for Digital Journalism is part of Columbia University's Graduate School of Journalism. Established in 2010, the center aims to provide journalists with the skills and knowledge to lead the future of digital journalism and serves as a research and development center for the profession as a whole.

**Dr. Elise Assaf**, assistant professor in the Department of Communications, is serving as a research assistant for the project.

The research includes interviews with social media leads from the top 20 Black digital news outlets and a narrative analysis of these outlets' Twitter

and Instagram accounts.

Among the topics explored include how the outlets assess hoaxes, how they evaluate conflicting medical advice, how they report on racial disparities, and how they fact-check federal and state officials when messaging conflicts.

Williams Fayne and Richardson intend to present the research at a conference later this year and submit it soon thereafter for publication in an academic journal.

The project builds on Williams Fayne's dissertation research, which examined how Black press outlets—defined as legacy Black print publications like Jet and Ebony and digital-first Black news websites—are being conceptualized in the new media age.

"We're definitely seeing a cultural

shift in expectations regarding the responsibility of journalists and what is considered a legitimate source of news," Williams Fayne said. "Misinformation raises questions about who has the right to produce, distribute, and correct content, if that content should be regulated by platforms, and if audiences have the media-literacy needed to evaluate that information. Those questions don't necessarily have one clear answer. I think we as researchers are still figuring that out."

Williams Fayne joined the department in 2019. She earned her Ph.D. in Media, Technology and Society at Northwestern University's School of Communication. She has an M.A. in publishing and writing from Emerson College and a B.A. in journalism from USC. ■

# 4 faculty recognized for outstanding service

Four faculty in the Department of Communications were recognized as part of the 2020 Faculty Development Center's Recognition of Outstanding Service awards held via Zoom in November.

The award citations summarizing nomination materials follows:



## Ken Hagihara

Ken Hagihara is a full-time lecturer in the Department of Communications. Professor Hagihara teaches courses in public relations and advises the Department's chapter of the Public Relations Student Society of America (PRSSA), one of the largest in the country. He provides exceptional service to students, including being available for advising and mentorship, bringing the Certificate in Principles of PR program to CSUF, creating the "Tuff It Out" program to help struggling businesses during the pandemic, and helping students with internships and career opportunities. He also contributes significantly to the external community, serving on the board of the Orange County chapter of the Public Relations Society of America (PRSA), serving as

a public affairs officer in the U.S. Navy, volunteering as a media relations specialist for the American Red Cross, and contributing expertise to the PR profession as a member of the PRSA College of Fellows.

## Dr. Bob Meeds

Dr. Bob Meeds is a full professor in the Department of Communications. Dr. Meeds has provided exceptional service to the Department of Communications, serving in pivotal support and leadership roles in curriculum and assessment, search, personnel, and faculty mentoring. As chair of the Undergraduate Curriculum and Assessment Committee, Dr. Meeds has helped usher through dozens of curriculum changes during the last three years, including the creation of new academic certificate programs and a new required digital skills course for all Communications majors. He has been instrumental in mentoring new full-time and adjunct faculty for the new course. He has provided important service at the college, university, and profession levels, and his service to the community includes serving as a reserve firefighter for the Orange County Fire Authority. His experience and collegiality have been particularly appreciated by his colleagues in these many important service roles.

## Dr. Waleed Rashidi

Dr. Waleed Rashidi is an assistant professor in the Department of Communications. He has engaged in many longstanding and



significant service roles. He serves as faculty advisor of the Entertainment and Tourism Club (ETC) and Comm Week. He is an active member in Department committees and outreach efforts. He led Department's efforts to create a certificate in Radio-Audio. He has served as faculty mentor in the Honors Program, judged the "Battle of the Bands" contest held by student government, and coordinated the NPR Next Generation Radio Workshop at CSUF. Dr. Rashidi serves in an important role on the board of directors of the Journalism Association of Community Colleges (JACC). He serves on the Citrus College communications program advisory board. He is a volunteer broadcaster at KSPC 88.7 FM in Claremont. He is also newsletter editor for the Entertainment and Mass Communication (AEJMC).

## Dr. Chelsea Reynolds

Dr. Chelsea Reynolds is

an assistant professor in the Department of Communications. In addition to being an excellent teacher and active scholar, Dr. Reynolds' service roles have emphasized increasing visibility for marginalized groups, creating connections among scholarly communities and bridging gaps between communication and sex science. She is active in Department and University service, including as adviser of Tusk magazine, member of CSUF's Diversity and Inclusion Committee, and leader of workshops on trauma and mental health through the Faculty Development Center. Nationally, Dr. Reynolds has served in leadership roles in three divisions and interest groups of the Association for Education in Journalism and Mass Communication (including head of the LGBTQ Interest Group, teaching chair of the Cultural and Critical Studies Division, and newsletter editor of the Magazine Media Division), and media relations chair for the Society for the Scientific Study of Sexuality. ■

# Students, faculty launch Black journalists chapter

Students and faculty in the Department of Communications launched a student chapter of the National Association of Black Journalists.

The chapter was the brainchild of student Cameron Winston, a communications-journalism major.

**Dr. Miya Williams Fayne**, assistant professor in the Department of Communications, and Torrell Foree, coordinator of the African American Resource Center within the Division of Student Affairs, are serving as co-advisors.



"I really think that it's important for students to see the journalism industry beyond coursework and to have opportunities to network with people in the industry who can serve as mentors," Williams Fayne says. "You can certainly

join NABJ after you graduate college and start in the profession, but being able to connect to this network as a student is so powerful."

During the fall semester, the chapter established a student board of directors, held a kick-off event and invited students to participate in campus and regional events, including learning about internship and fellowship opportunities at the Los Angeles Times, with an event featuring Angel Jennings, the Los Angeles Times' new assistant managing editor of culture and talent, in November.

Winston received a scholarship from the Dow Jones News Fund to attend the annual NABJ conference, held virtually in August. He also moderated a discussion with Society of Professional Journalists President Matthew T. Hall at the student journalism symposium about covering the election, held in September and sponsored by the College of Communications.

Williams Fayne says she is happy to help launch CSUF's chapter, having

been a member of NABJ and several regional chapters across the country throughout her career. As an undergraduate at USC, Williams Fayne served as president of the Annenberg Black Student Association and received a scholarship from NABJ's Black Journalists Association of Southern California. She regularly attended the local chapter's meetings and after graduation became a board member. She also participated in NABJ chapters in Boston and Chicago during stints in both cities.

"I really thought it was a great support network in terms of thinking about career opportunities, networking, working in the industry, and just providing moral support," Williams Fayne said. "The NABJ network really does feel like a broader family composed of people who are invested in your success."

The CSUF chapter of NABJ becomes the ninth student chapter in the western United States. Other California student chapters include chapters at Loyola Marymount, San Diego State, Cal State Northridge, USC, and UC Berkeley.

# COMM receives \$500,000 gift from NBCUniversal

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that of our state and nation."

**Dr. Bey-Ling Sha**, dean of the College of Communications, noted in a press statement that the grant reflects the consistent hard work and excellence of CSUF's journalism faculty and students, and the strong relationships the college has nurtured for years with community and industry leaders.

"Working together, we'll continue to enhance diversity in the journalism profession, which is so very important for ensuring that our Constitutionally-protected right to a free press remains a strong bulwark in defense of our nation's democracy," said Sha.

The Department will be partnering with NBCU Academy on several fronts as part of the initiative.

"Creating an inclusive culture for journalism that represents the communities we serve is at the very core of what we

do," NBCU News Group Chairman Cesar Conde said in a news release. "Through NBCU Academy, we have the opportunity to widen our extraordinary legacy by building on-ramps for a talented generation of journalists and storytellers who—for so long—may have been overlooked."

NBCU Academy will invest a total of \$6.5 million to the initiative, including scholarships worth \$3.5 million over the next two years.

Universities participating are:

- Borough of Manhattan Community College in New York, NY
- California State University, Fullerton in Fullerton, CA
- Claflin University in Orangeburg, SC
- Clark Atlanta University in Atlanta, GA
- Dallas College in Dallas, TX
- El Camino College in Torrance, CA
- Florida International University in Miami, FL

- Hampton University in Hampton, VA
- Institute of American Indian Arts in Santa Fe, NM
- Miami Dade College in Miami, FL
- Morgan State University in Baltimore, MD
- North Carolina A&T State University in Greensboro, NC
- Orangeburg-Calhoun Technical College in Orangeburg, SC
- The City College of New York in New York, NY
- University of North Texas in Denton, TX
- University of Texas at El Paso in El Paso, TX
- Xavier University of Louisiana in New Orleans, LA.

The gift is the largest gift to the Department since founding Department Chair **J. William "Bill" Maxwell** left \$2 million to the Department after his death in 2008. ■

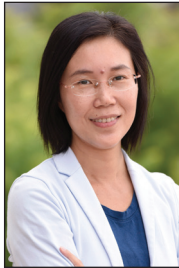
# Faculty publish, present, and win awards

Department of Communications faculty published articles, received research grants, won awards, gave presentations and were interviewed by the media during the Fall 2020 semester. They include:

**Jesus Ayala** gave a presentation titled "Going for the Gold: How I Trained Eight Titans to Win CSUF's First Emmy," as part of the Faculty Noon Time Talks held by the Pollak Library at CSUF in November.



**Dr. Roselyn Du** was selected to participate in the Federal Research Grant Writing Mentorship Program, sponsored by CSUF's Office of Research and Sponsored Projects. Dr. Du's study will examine how artificial intelligence is transforming news consumption, and therein the relationship between media and their audiences. Dr. Du's study examines via a survey of national scope the algorithmic news consumption from several inter-related perspectives, including tailored communication, agenda-resisting, and news literacy.



**Dr. Anthony Fellow's** fourth edition of *American Media History: The Story of Journalism and Mass Media*, will be published this summer by Cognella Academic Publishing.



**Beth Georges** gave a presentation titled "Video Skills = Jobs" at the fall SoCal convention of the Journalism Association of Community Colleges held online in November, attended by 217 students from 30 California community colleges.



**Marie Loggia-Kee** published a new short story, under her pen name Louisa Bacio, in the anthology *1001 Dark Nights Short Story Anthology 2020*, published by 1001 Dark Nights Press. On Amazon, the book reached #1 in the Romance Collections & Anthologies and Romance Anthologies (Kindle Store).

**Marisuz Ozminkowski** received the Jose A. Gomez CLASS Faculty Excellence Award for his work as a lecturer in the College of Letters, Arts, and Social Sciences at Cal Poly Pomona.

**Dr. Penchan Phoborisut** recently published "The 2020 Student Uprising in Thailand: A Dynamic Network of Dissent," in the journal *ISEAS Perspective*. The article examines recent student uprisings in Thailand. Dr. Phoborisut gave two presentations in October: a public lecture to the Center for Southeast Asia Studies at the University of California, Berkeley, titled "Reimagining the Practice of Citizenship: The Visuals of the Unruly Youth in Thailand;" and on a panel titled "Uprising in Thailand" organized by the University of Wisconsin-Madison's Center for Southeast Asian Studies. Dr. Phoborisut also served on a virtual panel in January titled "Defiance and Democracy: Understanding the Thai Protest Movement" organized by the United States Institute of Peace.



**Dr. Waleed Rashidi** published an article titled "Young Adults' Compact Disc Usage Experiences in 2020" and a book review of *Go All The Way: A Literary Appreciation of Power Pop* in the annual Music & Entertainment Industry Educators Association (MEIEA) Journal. Dr. Rashidi was a presenter on a Mass Communication Division panel titled "An Industry at the Crossroads: The Social Media Effect on the Music Industry" at the National Communication Association's annual convention on November 20. Rashidi's



presentation, subtitled "Link in Bio: Social Media, the Music Industry, and the Undergraduate Communications Class," focused on teaching concepts of online communications about music in his COMM 448T Music Entertainment course.

**Dr. Chelsea Reynolds** had her article, "Building Theory from Media Ideology: Coding for Power in Journalistic Discourse," named Best Article to appear in the 43rd volume of the *Journal of Communication Inquiry*. Dr. Reynolds published a review of the book, *An Internet of the People: The Politics and Promise of Craigslist*, in the *Journal of Broadcasting and Electronic Media*. Dr. Reynolds was interviewed for a story about 'thirst traps' during COVID-19 for MEL Magazine, an online magazine. Dr. Reynolds gave a presentation on trauma-informed pedagogy to the PageConnect Education group of the Arthur W. Page Society in January.



**Dr. Jason Shepard** published "Content Moderation Online Sparks Review of Section 230" and "The Times of Trump: His Legacy Regarding the First Amendment," in spring and fall editions, respectively, of *California Publisher*. Dr. Shepard gave a presentation titled "Social Media and Democracy: How Social Media Is Influencing the Political Process," as part of the Osher Lifelong Learning Institute Eclectic Lecture Series at CSUF in September. Dr. Shepard moderated a panel titled "LGBTQ+ History in Civic Engagement, Social Justice and Advocacy" as part of CSUF's Titan Table Talk diversity initiative in October.

**Dr. Ricardo Valencia** was interviewed in November for Spectrum News' program *Inside the Issue*, where he discussed the complexity of the Latino vote in the last presidential election. Dr. Valencia also published an op-ed in the Salvadorian news site *El Faro*, discussing U.S. foreign policy toward El Salvador. ■



# COMM faculty kicks off academic year on Zoom

Normally, the faculty of the Department of Communications kick off the academic year with a day-long off-site retreat.

CSUF's working from home order as a result of the global pandemic made that impossible this year.

This year, Department Chair **Dr. Jason Shepard** coordinated a week-long virtual retreat/conference from Monday, August 14 through Friday, August 17, for faculty to plan for the academic year.

Topics for the sessions included:

- support for Department programs and curriculum;
- Department goals and priorities;
- Best Practices During Mandatory Virtual Instruction During COVID-19;
- campus resources from the Student Success Center, the Career Center, the Library, and Student Affairs;
- Troubleshooting Common Student Problems;
- Canvas – Ideas for Course Design;
- separate meetings for instructors of COMM 101, COMM 317, capstone courses, and new faculty;
- and sessions/discussions by



*As a result of the campus work from home order, faculty in the Department of Communications planned for the academic year via Zoom, rather than an off-site retreat in years past (above).*

faculty rank (tenured faculty, tenure-track faculty, full-time lecturers, and part-time lecturers).

Feedback was overwhelmingly positive, based on survey responses from 30 participants:

- 100% of respondents rated the conference as “good” or “very good” or “excellent,” with “excellent” being most common rating;
- 66% of respondents said the conference exceeded their expectations, while 34% said it met expectations, no one reported it was worse than expected;
- 86% of respondents said the content was “very” or “extremely” helpful; and
- 97% said the conference Zoom sessions were “about right” in length. ■

## One perk of Zoom? Guest speakers galore

Department of Communications faculty hosted many guest speakers in the fall semester, thanks to Zoom technology.

A few highlights include:

**Dr. Gayle Jansen Brisbane** hosted Audrey Rodriguez, a social media specialist with the World Champion Los Angeles Lakers; and Brad Turner, a long-time sports writer for the *Los Angeles Times*.

**Dr. Miya Williams Fayne** hosted Gerrick D. Kennedy, journalist, author and former *Los Angeles Times* music and pop culture writer; had Roderick Scott, director of marketing strategy at Republic Records served as one client for her Entertainment and Tourism Communications Capstone course; and had Rich Elmore, senior director of social marketing at the NFL, serve the client

for a second section.

**Robert Quezada** had several guest speakers visit his COMM 201: Digital Reporting and Writing class, including Mike Mahi of CSUF who discussed social media strategies; Vanessa Franco, Digital Editor for SCNG, who talked about all things digital; Alex Groves, OC Register beat reporter and Titan alumni, who discussed his job; and Jim Benning, editor of Westways Magazine, who talked about interviewing and constructing the feature story.

**Dr. Waleed Rashidi** hosted several guest speakers in his classes, including Andrew Harper from Rocky Road Touring regarding operating a talent agency; Doris Munoz of Mija Management, who spoke about working in the music industry; Greg Crane of Yamaha Artist Services, who spoke

about working in artist relations for the music instrument industry; Jasselle Reyes of PBS SoCal, who spoke about working in event planning for the TV industry; John Pantle, talent agent from Sound Talent Group, who spoke about booking concerts in the music industry; Jonathan Parra of iHeartMedia/Dash Radio, who spoke about working in the radio industry; Lillie Bosfield, creative sync assistant for Elektra/Atlantic Records, who spoke about working in licensing and sync for film, TV and video games; Talia Farias of LH7 Management, who spoke about working in music management; and Vivian Phan spoke about her position and company working in digital marketing for music clients. Seven of these nine guest speakers are CSUF COMM alumni. ■

# 3 new tenure-track faculty join COMM

Three new tenure-track faculty joined the Department of Communications in Fall 2020.

Each of them moved to Southern California during the pandemic and began their careers at CSUF working remotely in a most unusual academic year.

They bring rich professional and academic experiences to the Department.

## Dr. Jess Vega-Centeno

Dr. Jess Vega-Centeno joined the Department of Communications as an assistant professor.

She brings 15+ years of professional experience in marketing and advertising, as well as university teaching experience at several institutions, including teaching more than two dozen different courses at Florida International University and Miami International University at the Art Institute.

Dr. Vega-Centeno's research interests focus on the impact of marketing communications and consumption, including the Latinx community in the United States.

She completed her doctorate in advertising from the Stan Richards School of Advertising & Public Relations at the University of Texas at Austin.

Her dissertation was titled "Turning up the Volume on Racial Silence: A critical examination of consumption practices of Puerto Rican women Post-Hurricane Maria." Her study examined issues of race and gender in consumer acculturation by exploring the similarities and differences in how Puerto Ricans adapt

as consumers to other Latinx immigrants.

Dr. Vega-Centeno holds a B.A. in psychology from Boston University and an MBA in marketing management from Baruch College.

During her first year at CSUF, she has taught sections of COMM 317: Digital Foundations and COMM 353: Creative Strategy and Execution. She has also assisted in advising Ad Club.

## Dr. Jiwoo Park

Dr. Jiwoo Park joined the Department of Communications as an assistant professor.

Before joining CSUF, Dr. Park was an assistant professor in advertising and marketing communications at Northwood University in Midland, Mich. She has broad advertising teaching and advising experience, including service as faculty advisor for the American Advertising Federation's (AAF) National Student Advertising Competition (NSAC).

Her professional experiences include time as a research analyst for a national Korean trade organization and as a designer and editor for the *Korea Daily*, a national newspaper.

Dr. Park's research interests focus on integrated marketing communications and social/digital media.

She has won several research awards, including most recently a top faculty paper award from the Association for Education in Journalism and Mass Communication (AEJMC) in 2019. She has published research in multiple journals, including *International*



*Journal of Advertising, Journal of Children and Media, Journal of Business Ethics, Computers in Human Behavior, and International Communication Gazette.*

Dr. Park has Ph.D. in mass communication from Southern Illinois University-Carbondale. Her dissertation was titled "(Re)Constructing Ethnic Identities: Digital Media as an Important Platform among Korean American Adolescents in the United States."

She has a B.A. in advertising from Michigan State University and an M.S. in advertising from the University of Illinois at Urbana-Champaign.

During her first semester at CSUF, Dr. Park taught sections of COMM 317: Digital Foundations and COMM 455: Internet Advertising and Promotions.

## Dr. Jasmine Phillips Meertins

Dr. Jasmine Phillips Meertins joined the Department of Communications as an assistant professor.

Prior to joining CSUF, Dr. Meertins was an assistant professor of communications in the Department of Social Sciences at Nevada State College, where she taught a variety of courses, including several in public relations. She has professional experience



in international education programs.

Dr. Meertins' research agenda focuses on international health campaigns. She has examined youth attitudes and knowledge of HIV in Guatemala for publications in the *Journal of Health Care for the Poor and Underserved* and the *Journal of Intercultural Communication Research*.

She has a Ph.D. in intercultural communications from the School of Communication at the University of Miami. Her dissertation was titled, "Examining Predicators of U.S. Student Intent to Study Abroad from a Communication Perspective."

She has a B.A. in political science from Yale University and an M.A. in international affairs with a concentration in international education from The George Washington University.

During her first semester at CSUF, Dr. Meertins taught sections of COMM 317: Digital Foundations and COMM 480: Persuasive Communications. ■