

# COMMunique



Formerly "Kudos!" - A Biannual Newsletter Celebrating Faculty Successes of the Department of Communications Spring 2017

## COMM expands Spanish-media partnerships

The Department of Communications continues to expand partnerships supporting students interested in Spanish-language media in conjunction with the Latino Communications Initiative (LCI).

The Fall 2016 semester saw several key projects come together under the leadership of LCI Director **Inez Gonzalez**, including the opening of Univision's news bureau on campus, the final approval of the Writing for Spanish Media academic certificate, and the expansion of *Al Dia*, a Spanish-language news show.

CSUF President **Dr. Mildred Garcia** attended a ribbon cutting ceremony in December for Univision's new campus bureau, housed in Pollak Library adjacent to the Department's broadcast journalism labs and Titan Communications studios.



At the ribbon-cutting for Univision's campus news bureau, President Dr. Mildred Garcia and Department Chair Dr. Jason Shepard congratulated Inez Gonzalez, LCI director, and Beth Georges, COMM lecturer, for their work.

Univision, the largest Spanish-language television network in the world, already employs several COMM graduates and semester interns. Univision reporter **Francisco Ugalde**, who will be based at the CSUF news bureau, and others will also work with journalism classes.

Also this fall, the CSUF Academic Senate gave final

approval to the Writing for Spanish Media certificate, an innovative four-course certificate that allows COMM students to develop Spanish writing and media skills. The certificate is co-sponsored with the Department of Modern Literature and Languages. **Dr. James Hussar**, MLL chair, and **Dr. Ed Fink**, acting dean of the College



of Communications, helped secure final approvals.

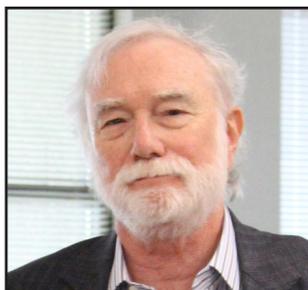
The Department is also expanding its Spanish-language broadcast news program *Al Dia*, created by lecturer **Beth Georges**. The news show is produced through a journalism capstone course and also open to student volunteers. Veteran journalist **Gerardo Lopez**, former executive editor of *La Opinión* and senior editor at Univision, will team-teach the class with Georges this spring.

"Spanish-language media is a growth market, and these partnerships are already providing new opportunities for our students," says Department of Communications Chair **Dr. Jason Shepard**. ■

## Retirees celebrate 109 years as journalists, profs

The Department of Communications celebrated 109 years of combined service to the journalism profession and higher education as it said farewell to retiring lecturers **Tom Clanin** and **Mel Opotowsky**.

This fall, Tom Clanin wrapped up his final semester as a full-time lecturer for the Department, following a 46-year career as a journalist and educator. Opotowsky, with a 63-year career as a journalist and educator, attributes his part-timer retirement to the worsening



**Tom Clanin**

traffic on the 91 freeway.

Clanin began his career as a journalist in 1970, after graduating with an Associate's Degree in Mathematics from Bakersfield



**Mel Opotowsky**

College. He started as a reporter for the *East Whittier Review* and moved his way up to news editor and city editor over 12 years. He then

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## Kudos! becomes COMMunique

COMM Chair emerita Dr. Diane Witmer started *Kudos!* to celebrate faculty success. As the audience expands, a new title is in order.

Merriam-Webster defines a communiqué as "an official announcement about a usually very important piece of news." The first known use of the word in France dates to 1852 as a part participle of *communiquer*, or "to communicate," and was originally the heading of official government statements.

## Five new full-time faculty join COMM's ranks in 2016

Three tenure-track faculty and two lecturers joined the ranks of the full-time faculty in the Department of Communications in 2016.

**Dr. Penchan Phoborisut** ("Pink") specializes in digital and broadcast journalism and is teaching COMM 201: Reporting for Mass Media II, COMM 422: Communication Technologies, and COMM 325: Multimedia Journalism.

Dr. Phoborisut earned her doctorate in communication from the University of Utah, where she taught courses in journalism and video production.

Her research has focused on social media and protest movements.

Dr. Phoborisut's dissertation is titled *The Visualization of Protests in Digital Age: The Rhizomatic Activism in Thailand*. She addresses how self-organized activism in Thailand reconfigures the spectacles of people's resistance in the digital age.

Based on Deleuze, Guattari and Latour's concepts of network, her dissertation examined the force of visuals of protests, introduced and disseminated on social media platforms, different networks of resistance assemblages of people, cultural practices, symbols from popular culture, visuals, and alliances. The findings of this dissertation show that activism in the digital age is rhizomatic, adaptive to suppression and unfolding in ever-changing transformations.

Dr. Phoborisut worked as a television news producer for seven years in Thailand. She has a master's degree in radio and television from San Francisco State Univer-



**Dr. Penchan Phoborisut**

sity, and a BA in English, with a minor in Spanish, from Chulalongkorn University in Thailand.

**Dr. Frank Russell** specializes in digital and print journalism and is teaching COMM 201: Reporting for Mass Media I; as well as COMM 437: Advanced Magazine Writing and COMM 434: Magazine Editing and Production, the courses that produce Tusk Magazine.

Dr. Russell joined the faculty after earning his doctorate at the University of Missouri School of Journalism, where he also served as a Knight visiting editor/visiting assistant professor at the Missouri School of Journalism and the Columbia Missourian.

Dr. Russell's dissertation, titled *Silicon Valley and the New Gatekeepers: An Institutional View of Journalism, Technology, and the Social Sharing of News*, explored interactions between journalism, Silicon Valley, and citizens from the perspective of gatekeeping and new institutional theories.

The research included a content analysis of 1,200 Twitter posts by 26 popular



**Dr. Frank Russell**



**Michelle Kurland**

online news organizations and found the purpose of most tweets related to traditional gatekeeping of promoting news content, a function that had a slight negative association with citizens' secondary gatekeeping or social sharing practices as measured by numbers of retweets or likes. Three related qualitative textual analyses indicated that journalists and technologists construct interactions between journalism, Silicon Valley, and citizens mainly in terms of interactions between individuals or organizations, but based on institutional-level concerns of journalism or Silicon Valley.

Dr. Russell spent nearly



**Dr. Waleed Rashidi**



**Amber Chitty**

two decades as a professional journalist, including at the *San Jose Mercury News*, the *Seattle Times* and the *Los Angeles Daily News*.

He is also a two-time graduate of the Cal State system, earning a master's degree in mass communication and a bachelor's degree in journalism from San Jose State University.

**Dr. Waleed Rashidi** joined the tenure-track faculty in fall 2016 after working as part-time and full-time lecturer in the Department since 2008.

Dr. Rashidi teaches courses in entertainment/tourism and public relations, including COMM 497T: Event Planning and Management;

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# New faculty join COMM

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COMM 346: Introduction to Entertainment & Tourism Studies; COMM 448T: Entertainment Industry Studies - Music Entertainment; COMM 301: Writing for Broadcast & Film; COMM 446: Entertainment & Society; and COMM 449: Capstone in Entertainment & Tourism Studies. He advises the Entertainment and Tourism Club (ETC) and serves as adviser for COMM Week, the weeklong student-produced communications conference each April.

Dr. Rashidi earned his doctorate in 2016 from the University of La Verne in education and organizational leadership.

Dr. Rashidi's dissertation, titled *Alumni Experiences of Specialized Undergraduate Communications Programs*, explored and described the educational and post-graduation experiences of recent graduates from industry-specific undergraduate mass communications university programs and concentrations.

The study provided reflections from a unique segment of undergraduate communications alumni regarding satisfaction with program selection, coursework, employment opportunities, and levels of knowledge.

Dr. Rashidi's professional experience spans nearly two decades and includes work in journalism, entertainment and public relations. In addition to an expansive list of freelance jobs, he served as associate editor and editor-in-chief of Mean Street Magazine for six years and calendar editor for Inland Empire Weekly for three years.

Dr. Rashidi has a master's degree in communications from Cal State Fullerton and a bachelor's degree in communication from Cal Poly Pomona.

**Michelle Kurland** joined the full-time faculty in the spring of 2016, following several years as a part-time lecturer.

Ms. Kurland is the advertising adviser for the *Daily Titan*, overseeing business operations and mentoring

advertising sales students of the daily student newspaper and website.

She also teaches advertising and public relations courses, including COMM 454: Advertising Media Sales and COMM 351: Writing for the Advertising Industry.

Before teaching, Ms. Kurland worked for nearly two decades in public relations, including as vice president for the consumer group at Porter Novelli and as a consultant for various companies and non-profit organizations.

Ms. Kurland has a master's degree in Communications from Cal State Fullerton, and a bachelor's degree in communications studies from the University of California at Santa Barbara.

**Amber Chitty** joined the faculty as the new internship coordinator in Spring 2016. She works with more than 800 students a year on placement, curriculum and assessment of internships.

Before joining Cal State Fullerton, Ms. Chitty worked as the Media Internship Program Coordinator in the Office of the Chancellor for the California State University system, where she coordinated the day-to-day activities of the system-wide media internship program that supports the CSU Entertainment Industry Initiative. She spearheaded development of a 23-campus database of entertainment-related internships, represented CSU at career fairs, helped students with application materials, and built partnerships to cultivate new internship sites.

Prior to that role, Ms. Chitty worked as a resource specialist in public schools and as a managing director of Rising TIDE, a non-profit education organization serving underrepresented children.

For 10 years, Ms. Chitty worked at Proctor and Gamble in several sales and account manager roles.

She has a B.S. in Business Administration from the University of California, Berkeley, and an M.A. in Education from the University of Phoenix. ■

# Meeds publishes research articles

**Dr. Robert Meeds** had two co-authored journal articles accepted by peer-reviewed journals this fall.

"Comparing visual attention allocated to thematic, attribute and benefit sentences in advertising copy blocks: An eye



tracking approach," was accepted by the *Journal of Current Issues and Research in Advertising*. In a controlled experiment, participants read advertisements in which the presence or absence of product attribute sentences and consumer benefit sentences were varied. Eye tracking analyses point to a hierarchy of sentence importance, suggesting that readers have goal-directed strategies for navigating advertising copy.

A second article, titled "Figurative language in Arabic e-commerce text," was accepted for publication in the *International Journal of Business Communication*. More than 14,000 Arabic metaphors drawn from a linguistic corpus of more than 3,000 Arabic e-commerce websites were analyzed to determine cognitive frames used in Arabic e-commerce. The most predominant metaphor treated companies as living organisms. Cognitive metaphors implying moving (particularly forward movement) were also prominent. Underlying cognitive frames were found to be similar to those used in Western languages.

Meeds joined the Communications faculty in 2015 as an associate professor specializing in advertising. Before joining CSUF, Meeds served as associate professor and acting department head of the Department of Mass Communication at Qatar University. ■

# Faculty kick off new year with retreat, dinner

The faculty and staff of the Department of Communications participated in a day-long retreat at the Coyote Hills Golf Course to kick off the 2016-2017 academic year.

Following a breakfast and opportunity for new head shots, Department Chair **Dr. Jason Shepard** provided an overview of Department initiatives and progress toward faculty identified goals and priorities.

Among top priorities for 2016-2017 include hiring two new tenure-track faculty; providing support for full-time and part-time faculty in new retention-tenure-promotion and evaluation processes; continue scheduling streamlining; relaunching the Department's alumni wall of fame; celebrating the Department's 55th anniversary; and enhancing and publicizing the Department's core High Impact Practices.

The faculty spent the morning discussing digital skills instruction, including a portfolio-based assessment for all COMM students and adding digital skills course learning outcomes to required courses.

Afternoon sessions focused on academic and career advising, working together effectively as colleagues, and best practices in troubleshooting classroom problems.

Dean **Dr. Scott Paynton**, new to CSUF in the Spring 2016 semester, welcomed the faculty during the lunch. Other guests included **Dr. Laura Luna** of the office of Disability Support Services, and **Tammy Rogers** and **Cassandra Thompson**, the college's graduation and career specialists.

The following week, faculty enjoyed cocktails and pizza at the home of **Dr. Ed Trotter** and his wife **Sandy DeAngelis**. ■



## COMM faculty recognized for outstanding teaching

Three faculty members of the Department of Communications were recognized for excellence in teaching at the annual recognition ceremony sponsored by CSUF's Faculty Development Center.

During her 16 years of teaching in the Department of Communications, **Dr. Andi Stein** has taught 18 different courses, ranging from undergraduate skills classes to graduate seminars.

Dr. Stein's discussion-based teaching style promotes inclusiveness and helps build a sense of community within the classroom.

Dr. Stein's student evaluations consistently fall within the Department's "excellent" category. Students have described her as someone who is "extremely passionate" and who "cares very much about the well being of the students."

As Graduate Program Coordinator, Dr. Stein is also responsible for advising the Department's graduate students. She makes a concerted effort to get to know all of the graduate students in order to help them successfully navigate their way through the program.

She also mentors and counsels students by providing them with resources and advice that will enable them to be successful in their careers and lives beyond CSUF.

**Bonnie Stewart** is a



Bonnie Stewart, Dr. Andi Stein and Dr. Waleed Rashidi (l to r) were recipients of the outstanding teaching awards at the annual recognition ceremony sponsored by the Faculty Development Center.

full-time lecturer in the Department of Communications and adviser for the *Daily Titan*, one of the university's premiere High Impact Practices. She teaches courses in introductory reporting, multimedia reporting and public affairs reporting, as well as the journalism capstone class of *Daily Titan* reporters.

Prof. Stewart's teaching evaluations consistently fall in the Department's "excellent" category, and her students regularly praise her accessibility, professionalism and dedication. Her students call her "inspirational" and say her "passion for journalism and teaching shines every time she's in class."

In her role as *Daily Titan* adviser, Prof. Stewart

provides skillful mentorship and support for a student-run news organization and has led students to win more than 50 regional, state and national awards in the last three years. She is on-call 24 hours a day, seven days a week and handles many bureaucratic and administrative functions in support of student learning.

She also serves as the advisor of the Society of Professional Journalists student chapter.

While **Dr. Waleed Rashidi** is the Department's newest tenure-track faculty member, he is no stranger to its students.

As a full-time lecturer for the past five years prior to earning his doctorate and being offered a

tenure-track position in Spring 2016, Dr. Rashidi garnered incredible appreciation from his entertainment and tourism and public relations students. He teaches a variety of hands-on skills courses, including one of the Department's most significant High Impact Practice courses, which runs the annual COMM Week event. He also advises the Entertainment and Tourism Club, one of the university's most popular student clubs.

Dr. Rashidi has the distinction of having achieved the highest SOQ average of all full- and part-time faculty in the Department for the past several years, a testament to his excellence in teaching. ■

## Witmer's class featured

**Dr. Diane Witmer** saw one of her capstone student groups featured in the *Orange County Register* in October. The paper featured the work of Megaphone Public Relations, one of her student teams in COMM 464: Public Relations Management. The story highlighted the team's work in organizing and running Pet Hospital's Howl-o-ween Pet Event and Fundraiser, among other things. ■



## McAlexander takes a pie



**Micheal McAlexander** participated in Lambda Pi Eta Communications Honor Society's "Pie Your Professor" event in November to help raise money for the "Pathways of Hope" homeless shelter in Fullerton and the "African Library Project." ■

## Barnes teaching PR to career changers



Part-time lecturer **Emily Barnes** is working as an instructor at General Assembly, a global education company that offers training and career transition support for entrepreneurs and other professionals. In October, she led a workshop titled PR 101: How to Tell Your Story, Get Media Coverage and Acquire New Customers. The workshop was geared toward startups and small businesses in Orange County. ■

## Colleagues say farewell to Tom and Mel

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moved to the *San Gabriel Valley Tribune* before being hired as news editor of the *Orange Coast Daily Pilot*, a position he held for six years before joining the *Orange County Register* in 1990. During Clanin's 26 years as a professional journalist, he earned his bachelor's degree in Communications from Cal State Fullerton.

Clanin went on to earn his master's degree from the Department of Communications in 1998, and he was awarded the outstanding graduate student award by the faculty of this department.

Clanin then began a 22-year career as an educator in the Department. He started as a part-time instructor in 1994 and became a full-time lecturer in 1998. He taught many classes, including intro core courses COMM 101: Writing for Mass Media and COMM 233: Mass Media in Modern Society, and several core electives, including media effects and media ethics. He also taught many journalism courses, including the intro and capstone courses.

Clanin also served as adviser to the *Daily Titan* for six years.

Over the years, Clanin won numerous awards. He was named outstanding part-time faculty member in 1998 and was recognized for outstanding service to the university in 2006.

In 2008, Clanin was named Journalism Educator of the Year from the California Journalism Education Coalition. He has served on dozens of committees and given countless presentations to high schools, community colleges, and local, regional and state conferences.

Mel Opatowsky's career as a journalist and educator spans 63 years.

For nearly two decades, Opatowsky served as a distinguished part-time faculty member with the Department, teaching courses including feature article writing, writing for mass media, mass media ethics and public affairs reporting. He created the News Literacy course in collaboration with the news literacy project at SUNY Stonybrook.

He is a past recipient of the outstanding part-time faculty member of the year and served four the last



Department Chair Jason Shepard recounted the legacies of Tom Clanin (top) and Mel Opatowsky at a December faculty lunch and thanked them for their combined 109 years of service to the journalism profession and higher education.

four years the as the Department's part-time faculty representative at faculty meetings.

Opatowsky brought a wealth of experience and leadership to the classroom. His journalism career began in 1953 as publisher of the *Sea Coast Echo*, a small weekly newspaper in Bay St. Louis, Mississippi. He moved to UPI, and in 1963, he began a 10-year stint at *Newsday*. He came to Southern California in 1973 to join the *Riverside Press Enterprise*, where he worked for more than 25 years, including as managing editor.

Opatowsky also served in many leadership roles of distinction around the state and country. ■

## Fellow leads fall semester study abroad in Italy



Dr. Tony Fellow and students in the Florence program visit Cinecittà, the film studio built by Mussolini.

**Dr. Tony Fellow** led a successful semester-long study abroad program in Florence, Italy, this fall.

Students were active in the community, assisting an abused women's center, writing screenplays, blogs and travel stories, and producing an edition of Titan Communications World Press television show.

Students from CSUF and Cal State Long Beach showed off their semester work at the farewell dinner during the last week of classes. Students enrolled in Art



and Society assisted Nosotras, the center for abused immigrant women in Florence. They met weekly with center participants and crafted an art program to enable the women to express their problems.

Guided by CSULB Art Professor **Carlos Silveira**, students and center participants put together a colorful mural, which will be framed and placed in the center as a lasting tribute to the friendship developed by CSU students and center participants.

Still others in CSUF Cinema

and Television Arts professor **Dr. Jule Selbo's** screenwriting courses produced and acted out their screenplays with Florence as the background. Meanwhile, **Dr. Robin Larsen's** students crafted blogs about their travels and the people of Italy and Europe.

Fellow's Global Media Systems course produced an edition of the World Press Television Show. Stories included the plight of immigrant youths arriving at the ports of Palermo daily and an organization that is helping them assimilate and get educated. CSUF faculty met with many of the students, visited their neighborhoods and schools, and participated in a round-table discussion about the plight of some 1,300 immigrants entering Italy each day.

Faculty also participated in activities at the British Institute in Florence as well as the Florence campus of Stanford University and various writing groups held in the city.

"It was an amazing semester with an amazing group of students, who did not want to leave Italy," Fellow said. "I think all the faculty and students would agree that this was a high-impact teaching and learning experience, a truly life-changing educational experience." ■

## SPJ hosts censored Turkish journalist



The student chapter of the Society of Professional Journalists hosted Mahir Zeynalov, a Washington D.C.-based Turkish journalist whose Twitter account (@MahirZeylenov) was suspended in Turkey because of his critiques about the Turkish Government.

Approximately 50 students attended "Freedom of Tweets."

The event was organized by CSUF SPJ chapter advisor **Bonnie Stewart**. ■

## Free speech scholar talks Trump, Brexit



International scholar Joanna Williams spoke in **Dr. Jason Shepard's** COMM 407: Communications Law class in November about free speech and tolerance of dissenting viewpoints. She drew comparisons between Brexit in her native Britain and the election of Donald Trump. Williams also attended a lunch with faculty from across campus who are interested in academic freedom issues.

Williams' visit was funded by a grant from the Institute of Humane Studies at George Mason University. ■

# Faculty invite OC, LA experts into the classroom

Faculty brought experts into their classes during the Fall semester.

**Dr. Waleed Rashidi's** COMM 448T: Entertainment Industry Studies section had four guest speakers offering their insight and experiences from various facets of the music industry.

Three of the four speakers were recent CSUF Department of Communications alumnae (and former 448T students), including Erin Duran (Sick Projects) who spoke about artist relations, Doris Munoz (Young Forever, Inc.) who discussed artist management, and former Entertainment & Tourism Club President Vivian Phan (Crowdsurf) who covered social media management.

The fourth presenter was Coachella/Stagecoach Festival director/producer Bill Fold of Goldenvoice, who described event planning and live concert coordination for the annual, internationally-renowned desert area festivals, which draw approximately 175,000 attendees combined.

**Dr. Andi Stein** brought several experts into her "Deconstructing Disney" class during the fall semester. Guest speakers included Mark Eades, who covers Disneyland for the Orange County Register; Keith Sharon, who covered the opening of Shanghai Disneyland for the Orange County Register; Tyler Slater, event coordinator for the D23 Disney fan club and Allie Kawamoto, official Ambassador for Disneyland.

**Dr. Gail Love's** COMM 468:

Corporate and Non-Profit Public Relations guest speakers included:

Anthony (AJ) Manderichio, Social Media Dir, Anaheim Ducks; Ryan Romero, Social Media Mgr, Kingston Technology; Belinda Gordilla, Mkt & Comm Mgr, St. Catherine's Academy; Reena DeAsis, Corporate Social Responsibility, Farmer's Insurance; Julie



Tyler Slater (l), event coordinator for the D23 Disney fan club and Allie Kawamoto (r), official Ambassador for Disneyland, with Dr. Andi Stein (c).

Cozort, Mkt & Comm Manager, Susan G. Komen for the Cure; Dan Nasitka, Comm Dir, Discovery Science Foundation; Nick Beard, Brand Ambassador, Mazda North American Operations; Pamela Sailor, Yellow Brick Road Consulting (nonprofit development consulting); Deanne Thompson, PIO, John Wayne Airport; Terri Armstrong, Career Advisor/Comm Specialist, Cal State Long Beach; Michelle Johnson, Mkt & Distribution, iSanctuary; Melinda Morgan Kartsonis, Founder, Morgan Public Relations and Heather Mann, PR Coordinator, Universal Studios, Hollywood.

**Bonnie Stewart's** COMM 471 class and editors of the *Daily Titan* heard from guest speakers including Walt Baranger, senior editor of

the *New York Times*; Brett Clone, associate director of admissions and financial aid of Columbia Journalism School; Scott Willey, captain of the CSUF police department; Chi-Chung Keung, CSUF director of news media services; Paula Selleck, CSUF associate director of news media services; and Mike Mahi, CSUF director of online and social media engagement.

Stewart's COMM 335 and 471 students took a field trip to the Orange County Superior Court in Fullerton to observe criminal and civil proceedings and engage in a mock trial. They also took a field trip to the Orange County Clerk Recorder's office to learn how to find and request public records kept by the office. ■



Walt Baranger (c), senior editor of the *New York Times*, visited the *Daily Titan* and COMM 471 on Halloween. Baranger worked at the *Daily Titan* during his time as a CSUF journalism student.

## COMM faculty give presentations at conferences, campus events

Department faculty gave presentations at local, regional and national conferences and events this fall.

**Amber Chitty**, Department of Communication's internship coordinator, gave a presentation at the Digital Citizenship Conference at the Microsoft Los Angeles headquarters in October, aimed at helping students build a positive and professional online presence.

**Dr. Christina Ceisel** gave two conference

presentations this fall. In September in Detroit, Dr. Ceisel participated in a roundtable titled "Strike While the Iron is Hot: Labor Disenfranchisement and Resistance in the Sharing and Knowledge Economies" at the Union for Democratic Communications Annual conference titled "Troubled Waters: Structural Inequalities, Structural Responses." In November in Philadelphia, Dr. Ceisel gave a presentation titled "The Battle for Belonging: Scenes from a Gentrifying Los Angeles," at the National Communication Association Annual Meeting.

**Dr. Brent Foster** was the keynote speaker for



Amber Chitty (second from left), gave a presentation about social media at Microsoft's headquarters in Los Angeles in October.

this year's Alpha Sigma Lambda Honors Society induction ceremony in November. The society is made up of non-traditional students that have excelled in scholarship and leadership. Foster suggested changing the name from 'Non-traditional Student' to 'Stellar-Progressive Student.'

**Dr. Vanessa Diaz** led research and discussion at the Annual Meeting of the American Anthropological Association in Minneapolis in November. Diaz chaired and organized a panel titled "The Work of Racialization and the Racialization of Work." She also gave a roundtable panel presentation titled: "Was that Racist? The Treatment of the Unknown Latinos of



Hollywood."

**Dr. Andi Stein** gave a presentation in September to the Disney HistEARions Club at Disneyland Resort. Dr. Stein moderated a roundtable session on "Employee Reward and Recognition" at the International Association of Amusement Parks and Attractions (IAAPA) annual expo in Orlando in November. In December, Dr. Stein gave a talk called "Everything Disney" to the CSUF Emeriti Faculty Association at the Alta Vista Country Club.

**Bonnie Stewart** and **Dr. Jason Shepard** gave a presentation in October titled "Getting Sued for Sources: One Journalist's Story" at the annual convention of the College Media Association in Washington, D.C. The presentation focused on responding to a subpoena Stewart received seeking her reporting materials on a coal mining disaster. ■

## Local, global media cite faculty experts

Department faculty members were called upon in Fall 2016 as experts by local, regional, national and international media and authored articles as thought leaders.

In November, **Dr. Vanessa Diaz** published an op-ed piece about media coverage of sexual assault allegations against Donald Trump in the *International Business Times*. Dr. Diaz's work on documenting hate crimes was featured in an article in December in the *International Business Times*. She also was quoted about celebrity media coverage and the "Brangelina" celebrity couple name combining in the *Atlantic* magazine and the *Los Angeles Times* in September.

**Dr. Brent Foster** published a column in the Vitae section of *The Chronicle of Higher Education* titled "What They're Saying About You." The article details how students in classes use private Facebook pages to discuss courses.

**Dr. Andi Stein** was interviewed on CCTV America, the English-language China Global Television Network, about Disney's third quarter earnings report. She also published an article on MiceChat.com to commemorate Walt Disney's 115th birthday and what he meant to the world.

**Dr. Jason Shepard** was quoted about fake news on Facebook in the *Riverside Press-Enterprise* in December. He also was quoted about Donald Trump's use of Twitter in the *Orange County Register* in August and in *O Globo*, a daily newspaper in Brazil, in December. He also published two columns in *California Publisher*: "What effect could Donald Trump have on libel laws?" in August and "Journalist Jason Leopold lives and breathes by FOIA" in November.

**Bonnie Stewart's** investigative reporting book *No.9: The 1968 Farmington Mine Disaster*, was heavily quoted in a September story in the *Pittsburgh Post-Gazette* concerning the pending lawsuit related to the deaths of the 78 miners from the disaster. ■

## Rizzo studies online teaching

As a fan of massive open online courses, lecturer **Holly Ocasio Rizzo** often wondered: How did they do that? How did the instructors make students in cyberspace feel connected with them and each other, arrange group discussions, imbed quiz questions in videos and keep it all lively?

Rizzo, a long time part-time instructor and freelance journalist, found answers last fall in the Faculty Development Center's Teaching On-line Program, a four-part course lasting about 12 weeks that's taught online by the FDC's Susan Gaitan and Catherine Dinh.



The course covers pedagogy, interactivity, instructional design and a wealth of teaching and assessment tools.

It wasn't easy. Rizzo often found that the clock had ticked past midnight as she completed the homework or talked online with a discussion-group partner.

Rizzo's takeaways: new tools for building dynamic lessons online that can also be used in face-to-face classes, a fresh wave of enthusiasm that comes with learning something new and a reminder of how hard our students work.

The FDC plans to offer the course again during the spring semester; watch campus email for the announcements.

Rizzo hopes to use the tools she's developed in her classes. These days, she's teaching COMM 334: Feature Article Writing and COMM 310: Mass Media Ethics. ■

## PRSSA chapter wins award



Lecturer Dennis Gaschen and 27 students from CSUF's PRSSA chapter attend the 2016 PRSSA/PRSA National Conference in Indianapolis in October.

Cal State Fullerton's Robert E. Rayfield Public Relations Student Society of America (PRSSA) chapter was awarded a Teahan award of excellence for its 2016 Regional Conference.

Winners of the national competition were announced at the 2016 PRSSA/PRSA National Conference held in Indianapolis, Indiana in October.

Faculty adviser **Dennis John Gaschen**, APR, Fellow PRSSA, attended the conference with 27 students.

Gaschen also arranged networking events in which students had a chance to get advice from such luminaries as Porter Novelli Partner and Managing Director (and CSUF alumna) Linda Shipkey Martin, Mason Inc. President Francis Onofrio and Ketchum Senior Partner and Chairman Ray Kotcher.

CSUF PRSSA members also met with 2017 National PRSA Chair Jane Dvorak. ■

## Daily Titan wins awards at DC conference



*Daily Titan* editors attended the national convention of the Associated Collegiate Press in October in Washington D.C., which included keynote events that featured Edward Snowden, and Bob Woodward.

They also toured the White House, the Pulitzer Center, the News-eum, and the National Public Radio and Smithsonian museums.

The *Daily Titan* won two Best of Show awards, including Best Website Large School: Sixth Place and Best Newspaper Four-Year Daily: Eighth Place.

The students attended the conference with adviser **Bonnie Stewart** and Department Chair **Dr. Jason Shepard**. ■

# COMM faculty named to campus, regional and national posts

Faculty members in the Department of Communications were named to various campus, regional and national posts this fall.

**Dr. Carol Ames**, associate professor specializing in entertainment public relations, was appointed to the University Personal Leaves Committee. This university committee reviews sabbatical applications and makes recommendations to the president.



**Dr. Anthony Fellow**, professor and former department chair, has been elected vice president of the Pasadena City College Board of Trustees and becomes next in line to assume the presidency of the board in 2018. PCC, one of the nation's largest community colleges, is one of 10 colleges in the running for the Aspen Award which honors the top community college in the nation.

**Dr. Brent Foster**, associate professor specializing in broadcast journalism, has been appointed to serve as Interim Director of Undergraduate Studies and General Education within the Office of Academic Programs. Foster's appointment follows his work as interim director of First Year Experience,



during which, among other things, he created the first offering of a new learning community in the First Year Experience called 'COMM-Quest.' In his new role, Foster oversees university-wide academic programs and curriculum approvals.

**Kenneth Hagihara**, part-time lecturer, was elected as the Department of Communications part-time faculty representative this fall, succeeding retiring Mel Opatowsky. Hagihara runs a successful public relations firm, Integrity Public Relations, Inc., based in Mission Viejo, and serves as deputy public affairs officer for the U.S. Navy Third Fleet Headquarters. He serves as a part-time faculty representative on the CSUF Academic Senate. He is teaching COMM 464: Public Relations Management. Hagihara has a master's degree in Communication Management from USC Annenberg, and has a BA in Communications from CSUF. He is also a member of the Department's Alumni Wall of Fame.



**Micheal McAlexander**, associate professor specializing in entertainment and tourism communications, has named acting vice chair of the Department



of Communications for the spring semester.

McAelxander has also been elected chair of the CSUF University Advancement Committee and named to the Board of Directors of the Broadcast Education Association as Interest Division Representative. The University Advancement Committee helps formulate, review and recommend policies regarding fundraising and advancement activities, promotes faculty involvement in efforts, and acts as an advisory body to the Division of University Advancement. The Board is the governing body of BEA and includes supervising the national convention in Las Vegas. As the Interest Division Representative, McAelxander is the conduit between the 18 interest divisions and the Board of Directors.

**Dr. Penchan Phoborisut**, new assistant professor specializing in digital and broadcast journalism, was appointed to the Student Affairs/Dean of Students Search Committee.

**Dr. Waleed Rashidi**, assistant professor specializing in entertainment and tourism communications and public relations, has been appointed as the four-year university representative to the Board of Directors of the Journalism Association of Community Colleges. JACC is a nonprofit organization bridging the gaps between students, educators and publications by providing



networking and educational events aimed at inspiring members at each stage of their careers. Rashidi has a lengthy history with JACC. He launched his career in academia as a community college magazine adviser at Glendora-based Citrus College. Over the past decade, he has presented workshops and served as a contest judge and event proctor for the association's semiannual conventions. His two-year appointment on the board is effective through November 2018.

**Dr. Jason Shepard**, associate professor and department chair, served as chair of the site visit team for the CSUF Department of Kinesiology Program Performance Review this fall. After reviewing the Department's self study and conducting a campus visit, the site team wrote a detailed report evaluating the Department's strengths and weaknesses and provided suggestions for improvement.

**Dr. Doug Swanson**, professor specializing in public relations and Department vice chair, has been appointed interim associate dean of the College of Communications. The interim appointment to the dean's office comes after current interim associate dean Dr. Ed Fink was named acting dean of the College of Communications for the duration of Dean Scott Paynton's leave of absence this spring. ■



# Kesler joins PRACTICAL ADvantage as agency expands

Lecturer **Keith Kesler** is joining PRACTICAL ADvantage Communications as a faculty member, as the Department of Communications' student-run advertising and public relations agency continues to grow.

Kesler joins **Dr. Doug Swanson** and lecturer **Peter Evanow** as lead instructors of COMM 474, a capstone course for students with concentrations in public relations, advertising, and entertainment and tourism communications.

The agency, based at the Irvine campus, offers students hands-on experience in a real-world setting, with the support from faculty advisors.

Students develop and implement advertising, event planning, and public relations campaigns for local for-profit and nonprofit businesses and organizations, as well as for department programs and student organizations at CSUF.

Kesler joined the Department as a full-time lecturer in 2015 and has taught

a number of advertising courses. He is also the advisor the American Advertising Federation (AAF) competition.

Prior to academia, Kesler spent 25 years in advertising and marketing, including at Innocean USA and AMP Marketing. He has a master's degree in Communications from CSUF.

Beginning this spring, Kesler, Swanson and Evanow will each teach one section of PRACTICAL ADvantage, meeting increasing student demand for the popular High Impact Practice course.

In 2016, 72 students managed 24 client campaigns and provided 5,180

hours of documented client service.

The agency continues to serve a wide variety of clients. Among the 2016 campaigns completed were projects for Mazda, Cox Communications, The Young Americans, City of Anaheim, Western Association of Schools and Colleges, Create to Learn, and the Motor Press Guild.

Since the agency's start in 2011, more than 500 students have completed the agency experience, and those students have participated in a total of 129 client campaigns.

In 2017, the agency will continue to do pro bono work for area nonprofits, but the focus will turn to clients that can provide financial support through philanthropic donations to benefit the agency. Funds from sponsoring clients are essential to support short- and long-term supply and infrastructure needs. In 2016, the agency received more than \$4,000 in sponsorships. ■



**Keith Kesler**

## Faculty thank office staff

The office staff of the Department of Communications opened Christmas gifts from the faculty at a lunch party and office open house in December.

Faculty members enjoyed delicious New York-style pizza from Mammalucco's and thanked the staff for their hard work and help over the year.

**Jenny Amaro-Bussey, Amy Castanada and Lauren Ho**, along with **Linda Lui** of the dean's office, spent their lunch opening gifts. ■

