

# COMMunique



A newsletter celebrating success from the Department of Communications

Spring 2020

## COMM welcomes 6 new tenure-track faculty

Six new tenure-track faculty joined the Department of Communications in Fall 2019.

"I'm thrilled we were able to recruit such an excellent group of new faculty," said Department Chair **Dr. Jason Shepard**. "They bring a wealth of professional experiences and a commitment to student success."

**Elise Anguizola Assaf** and **Dr. Cylor Spaulding** have primary teaching responsibilities in the public relations concentration. **Dr. Roselyn Du** and **Dr. Jeremy Shermak** have primary teaching responsibilities in communications research methods. **Dr. Miya Williams Fayne** is teaching entertainment studies and public relations. **Dr. Gayle Jansen Brisbane** is teaching broadcast and multimedia journalism.

The large group of new faculty is

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New faculty are welcomed at a dinner at the president's ranch in August. From left to right: Back row, Dr. Cylor Spaulding, Dr. Miya Williams Fayne, Elise Anguizola Assaf, Dr. Jeremy Shermak, Dr. Jason Shepard; Front row, Dr. Roselyn Du, Dr. Bey-Ling Sha, Dr. Gayle Brisbane Jansen, Dr. Deanna Leone.

## Arboretum becomes COMM classroom

The Department of Communications is launching a new section of COMM 497T: Event Planning and Management focused on activities at the Fullerton Arboretum.

The class, formally being offered for the first time in Spring 2020 and taught by part-time lecturer **Emily Barnes**, is the result of years of planning between COMM and the



Arboretum.

"This class provides such a valuable hands-on learning experience for our students. Instead of reading about strategies and tactics in a textbook, our students are actually creating their own to solve real-world communications challenges," Barnes says. "I'm thrilled that our students will have the continued



opportunity to work closely with the Arboretum in the years to come."

The Fullerton Arboretum has been funded in partnership between CSUF and the City of Fullerton since the 1970s, but the agreement expires in 2020 and funding models are shifting.

As a result, the Arboretum faces several operational challenges that require the support of a dedicated, ongoing communications effort.

Several years ago, **Harriet Bouldin**,

*continued on page 4*



COMM students in Emily Barnes' entertainment and tourism communications class presented ideas for the Arboretum's communications at the Arboretum's faculty mixer in October.

# 6 new tenure-track faculty join COMM Department

partly the result of retirements of senior faculty in recent years and attention to increasing tenure-track faculty density.

Here's a little more about each new faculty member:

## Elise Anguizola Assaf

Elise Anguizola Assaf is completing her Ph.D. in education at Chapman University. Her research interests include public relations education and disability studies. She has seven years of professional experience in public relations in Southern California, including in health-care and at a real estate and lifestyle agency. She has teaching experience at Chapman University and Fullerton College, in addition to teaching as a part-time faculty in the Department of Communications at CSUF. She is also a graduate of CSUF, earning both her B.A. and M.A. in Communications.



**Anguizola Assaf**



**Jansen Brisbane**



**Du**

## Dr. Gayle Jansen Brisbane

Dr. Gayle Jansen Brisbane earned her Ph.D. in Media Research and Practice at the University of Colorado-Boulder. Her areas of research and teaching include journalism, gender and sports and media and religion. She has taught courses in sports, journalism and broadcasting. She has extensive professional experience in television news and sports, including 16 year as a sports anchor for Fox 10 in Phoenix, four years as a sports reporter in Eugene and two years as marketing assistant for the LA Clippers. She has a master's degree in professional writing from Chatham University and a B.A. in communications from Pepperdine University.



**Williams Fayne**



**Shermak**



**Spaulding**

## Dr. Roselyn Du

Dr. Roselyn Du received her Ph.D. from The University of North Carolina at Chapel Hill. Her areas of interest include global media, data journalism, algorithmic audience, media credibility in the "post-truth" era, and public opinion in political communication. She has published widely in refereed journals such as well as in well-recognized edited volumes upon invitation. Dr. Du taught at Hong Kong Baptist University for 10 years and was a visiting scholar at the University of Southern California Annenberg School. In a previous life, she

was an award-winning frontline journalist in China. She obtained her M.S. from North Carolina State University.

## Dr. Miya Williams Fayne

Dr. Miya Williams Fayne completed her Ph.D. in Media, Technology and Society at Northwestern University's School of Communication. Her research interests include entertainment, digital media and the black press. Her work experience includes seven years in entertainment-related jobs in corporate communications, public relations and magazines, including at Disney, Bender/Helper Impact PR, Blast, Jet and Ebony magazines. She earned an M.A. from Emerson College in publishing and writing and a B.A. from the University of Southern California in print journalism.

## Dr. Jeremy Shermak

Dr. Jeremy Shermak completed his Ph.D. in the School of Journalism at the University of Texas at Austin. His research interests center on science, risk and sports communication. His teaching experience includes 15 years at community colleges and four-year

universities, including classes in journalism, audio and digital storytelling, social media, intro to mass communications, student media, and sports communication. His research record includes five publications and 16 peer-reviewed conference papers. His professional experience includes work as a reporter and photographer and as analyst and editor in market research and internet analytics.

## Dr. Cylor Spaulding

Dr. Cylor Spaulding has a Ph.D. from the University of Miami and most recently was the faculty director and assistant professor of the practice at Georgetown University. His research focuses on public relations and strategic communications as it relates to history, religion and the LGBT community. He has taught many undergraduate and graduate courses across the public relations curriculum at Georgetown and at Towson University in Maryland. He is active in the Public Relations Society of America. He has an M.A. in strategic public relations from the University of Southern California and a B.A. in journalism from Arizona State University. ■



# COMM faculty discuss priorities at fall retreat

The Department of Communications held its fall faculty retreat on August 23 at the Los Coyotes Country Club in Buena Park.

Department Chair **Dr. Jason Shepard** kicked off the day-long retreat with a presentation about the Department's successes and priorities.

The faculty reviewed the Department's new Strategic Plan and identified strategies for actions in 2019-2020 to expand student recruitment to the Communications major.

Faculty also reviewed the Department's curriculum changes and participated in an advising exercise in which faculty developed four-year roadmaps as if they were students.

**Dr. Bob Meeds** led a presentation about the Department's e-portfolio requirements and lecturer **Beth Georges** gave a sneak peak of a new digital textbook to be used in COMM 101: Writing for Mass Media.

After lunch, lecturer **Amber Chitty Wilson** presented findings of student and employer surveys evaluating the internship program. Both students and employers give the program high marks.

Career specialist **Cassandra Thompson** let faculty know about the many services she provides to prepare Communications students for the workforce.

The retreat concluded with discussion scenarios about classroom issues.

More than 40 faculty attended.

Photos from the day can be found on the Department's Flickr page at <https://flic.kr/s/aHsmGxShsb>. ■



*From top left to bottom right: Faculty gather at the Los Coyotes Country Club. Marie Loggia-Kee, MaryAnne Shults, Davis Barber and Emily Erickson discuss ideas. Ron Romain makes a point while Ken Hagihara and Waleed Rashidi listen. Cylor Spaulding, Gayle Jansen Brisbane and Penchan Phoborisut listen to a presentation. Richard Favela, Cassandra Thompson, Andi Stein, Miya Williams Fayne and Frank Russell participate in a discussion. Faculty pose for a group picture.*





# Hagihara inducted into PRSA College of Fellows

Department of Communications lecturer **Ken Hagihara** was inducted into the PRSA College of Fellows in October at a ceremony at the San Diego Marriott Marquis as part of the international conference of the Public Relations Society of America (PRSA).

The College of Fellows comprises 350 active senior professionals and educators in the public relations field.

To qualify for admittance, the public relations professional must have at least 20 years of experience, hold the Accredited in Public Relations (APR) credential and have demonstrated exceptional capability and accomplishment in the practice or teaching of public relations.

The award presentation recognized that "for more than 21 years, Ken Hagihara has advanced the field of public relations by upholding the highest standards of professionalism, mentorship and integrity as an agency owner, college lecturer and Navy public affairs officer.

In addition to working as a full-time lecturer, Hagihara is president of his agency, Integrity Public Relations.



Retired lecturer **Dennis Gaschen** (left) and Department Chair **Dr. Jason Shepard** (right) celebrate with **Ken Hagihara** at a reception prior to his induction into the PRSA College of Fellows.

Department Chair **Dr. Jason Shepard** and College of Communications Dean **Dr. Bey-Ling Sha** attended the event in support of Hagihara.

Retired Communications lecturer **Dennis Gaschen**, a mentor of Hagihara's, attended, as did Hagihara's family and student leaders from CSUF's chapter of the Public Relations Student Society of America (PRSSA). Hagihara is the chapter's advisor. ■



**Ken Hagihara** (second from left) was inducted into the PRSA College of Fellows in October. Joining him were retired lecturer **Dennis Gaschen** (left), College of Communications Dean **Dr. Bey-Ling Sha** and Department Chair **Dr. Jason Shepard**.

# COMM class focuses on Arboretum needs

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development director of the Arboretum, approached the Department of Communications with the idea of partnering with Communications students, specifically those interested in the Entertainment and Tourism concentration, to help staff the front entrance of the garden.

In 2017, graduate student **Micheal Atchue** developed possibilities for a broader partnership, under the direction of Professor Emerita **Dr. Carol Ames** with the support and help of **Gregory Dymant**, Arboretum director, and **Amber Chitty Wilson**, the Department of Communications internship coordinator.

The vision was to make the Arboretum a learning laboratory for entertainment/tourism students in the Department of Communications, where students will provide ongoing support and enhancement of the Arboretum's guest services, front gate management, tour development, and event promotion and support through curricular and co-curricular engagement and internships.

Professor Barnes then developed the proposal into a separate section of COMM 497T, an elective in the entertainment and tourism, public relations and advertising

concentrations.

COMM 497T students will provide critical communications support to the Arboretum focused on building awareness, acquiring new visitors, increasing donations, and positioning the value and benefits of visiting in order to help the organization self-sustain.

Students will have the opportunity to explore the fundamentals of integrated communications planning and the coordinated execution of a multi-faceted, ongoing communications program aimed at supporting the business objectives of the Fullerton Arboretum.

This approach requires students to work in teams to plan and execute communications campaigns that build awareness for the Arboretum and educate the community about its offering.

Through event planning, social media, media relations, advertising campaigns and other tactics, students will learn practical skills on how to formulate and execute an integrated communications strategy for any brand or organization.

Other sections of COMM 497T put on the annual Comm Week conference (taught by **Dr. Waleed Rashidi**) and the Newport Beach Film Festival (taught by lecturer **Gregg Schwenk**). ■

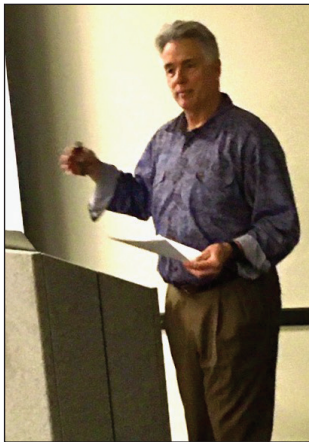
# COMM hosts community college conference

Nearly 200 journalism students from 21 community colleges filled the meeting rooms of the CSUF Titan Student Union on Oct. 20, as participants in the annual Journalism Association of Community Colleges 2019 Southern California regional conference.

The conference was organized in part by CSUF Assistant Professor **Dr. Waleed Rashidi** (who serves on the JACC Board of Directors as the University Representative), alongside JACC Southern California Representative Sylvia Rico-Sanchez of East Los Angeles College.

The event featured several workshops, presentations and journalism contests.

Two CSUF Communications lecturers hosted



Lecturer Davis Barber discusses careers in photography at the JACC regional conference hosted at CSUF in October.

workshops. **Jesus Ayala** presented "Se habla Español: Exploring careers in Spanish-language news." **Davis Barber** presented "Who are you working for? Earning what your photojournalism



Dr. Waleed Rashidi introduces community college students to the Department of Communications at the regional conference of the Journalism Association of Community Colleges.

is worth."

COMM part-time lecturer **MaryAnne Shults** organized the conference website.

Next year's JACC Southern California regional

conference is scheduled for Saturday, Oct. 24, 2020 in the Titan Student Union.

For more information, please visit <http://jacconline.org/conferences/>. ■

## Faculty host events, speakers

Faculty hosted special events and guest speakers, and took students on field trips, during the last semester. Among the highlights:

The Public Relations Student Society of America won the competitive bid to be the sole host for the PRSSA national conference in San Diego in October.

**Ken Hagihara** is PRSSA's advisor.

Part-time lecturer **Davis Barber** hosted more than 30 students for a workshop titled "Photography for Non-Photographers," in which former graduates apparel photographer Damion Lloyd and portrait specialist Jackie Lovato, and Mike Rice, the owner of Fullerton Cameras, gave presentations.

Ad Club toured The Pitch Advertising Agency, which recently merged think motive to create Motive LA. Members of Ad Club got to explore the facility and see how professionals go about their work in the advertising business. **Carolyn Coal** is Ad Club's advisor.

**Dr. Cylor Spaulding** hosted three

guest speakers in his Crisis Communications class: Jeff Flaherty, senior director of global crisis and corporate affairs for Marriott; Manny Rivera, principal at RALLY and Kate Silina, senior director of strategy and crisis at Sunshine Sachs.

**Dr. Miya Williams Fayne** hosted several guest speakers. Kevin J. Stuckey, a manager at Netflix, spoke in her Entertainment PR class. Serena Watson, go-to-market-shows lead at YouTube, and James Ward III, senior manager, communications at the Oprah Winfrey Network (OWN) served as clients for Dr. Williams Fayne's Entertainment and Tourism Communications Capstone courses.

**Dr. Waleed Rashidi** took his COMM 448T Music Industry class to the Paradigm Talent Agency in Beverly Hills in October. The class met with four talent agents and two HR staffers. This is the second year Dr. Rashidi's class visited the Paradigm offices. Last year, Paradigm hired one of Dr. Rashidi's 448T students as an intern. ■

## Faculty earn recognitions

**Walt Baranger** received the Coast Guard Meritorious Team Commendation for his work as editor of *Navigator* magazine in September.

**MaryAnne Shults** completed the Blended/Flipped Design Teaching Certificate from Online Education and Training (OET).

**Dr. Ricardo Valencia** and **Ron Romain** were part of a team that secured funds for guest speakers and special events for a project titled "Bridges between Latin America and Asia" with departments in the College of Humanities and Social Sciences.

**Dr. Ricardo Valencia** participated in "Advancing Research to Promote Immigrant and Student Equity: A Professional Development" at University of California, Irvine, in November. ■



# Faculty publish, present latest research

Department of Communications faculty gave presentations and published scholarly and creative activity during the Fall 2019 semester.

Among the highlights:

**Elise Anguizola Assaf** presented a co-authored paper titled "University

Student-run Agencies on the World Wide Web: Presentations of Strategy, Creativity, and Professionalism" at the PRSA Educator's Academy conference in San Diego in October.



**Jesus Ayala** presented on a panel about bilingual journalism education at the first Latin American conference of the Broadcast Education Association in Merida, Mexico, in November.

**Dr. Roselyn Du** was lead author on an article titled "Are Numbers Not Trusted in a 'Post-Truth' Era? An Experiment on the Impact of Data on News Credibility," published in the journal *Electronic News* in November.

**Dr. Dean Kazoleas** presented a paper titled "Teaching Crisis Communications to Undergraduates: Instructional Exercises to Assist in the Development of Risk Analyses, Crisis Strategy and Professional Quality Crisis Plans" at the PRSA Educator's Academy conference in San Diego in October.



**Micheal McAlexander** had his screenplay *The Last Solution* announced as an official selection of the 2019 Huntington Beach Film Festival in August.

**Dr. Waleed Rashidi** presented a paper to the Ethnography Division's "Soundtracks of Survival:

Writing as a Method of Inquiry" event at the National Communication Association Convention in Baltimore in November. Rashidi's paper was titled "Songs and stories of and from the road: How independent rock musicians survive tours and tour to survive." Rashidi also was a presenter on a panel titled "Popular (U.S. American) Music and the Survival of Identity, Place, Form, and Channel," sponsored by the Critical and Cultural Studies Division. Rashidi's presentation was titled "CDs, tapes, vinyl and more: How physical music formats have tried, thrived and stayed alive in 2019." Also, Rashidi's paper titled "Now available on cassette—again: Record retailer experiences of current cassette tape sales," was published in the Proceedings of the 2019 International Summit of the Music & Entertainment Industry Educators Association.



**Dr. Chelsea Reynolds** published a journal article titled "My zines, so far, aren't as political as other works I produced': Communicative Capitalism Among Queer Feminist Zinesters," in the journal *Communication, Culture, and Critique*. Reynolds hosted and moderated a panel and served as media relations chair for the Society for the Scientific Study of Sexuality conference in Denver in November.



**Dr. Jason Shepard** published two articles in *California Publisher*, "The public has a right to know about police misconduct," in August and "As state privacy law takes effect, advocates seek more protections," in October.

**Dr. Cylor Spaulding** published an article titled "Public Relations or Propaganda: Communication and the Marian Regime" in *The Journal of Communication and Religion* in October. Also, Spaulding participated in the PRSA Educator's Academy conference as an executive board member in San Diego in October.



**Dr. Doug Swanson** presented a co-authored paper titled "University Student-run Agencies on the World Wide Web: Presentations of Strategy, Creativity, and Professionalism" at the PRSA Educator's Academy conference in San Diego in October. Swanson published an article in *O'Dwyer's*, a public relations industry magazine, titled "Mindful Engagement Practices for Disengaged PR Pros." Swanson also served on the judging panel for the Airports Council International Annual Airport Marketing, Communications & Customer Service Awards. Airports submitted entries in ten categories that included advertising, marketing, concessions, risk management and environmental sustainability.



**Dr. Andi Stein's** research on Disney was featured in an article titled, "Disney World's Star Wars attraction should draw bigger crowds than its California twin, experts predict," in the *Orlando Sentinel* in August. ■



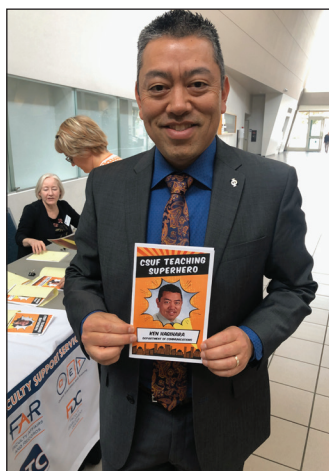
# COMM faculty recognized for outstanding teaching

Three faculty members in the Department of Communications were recipients of the Faculty Development Center Faculty Recognition in Teaching awards in Fall 2019.

The faculty members were recognized at a luncheon in the Titan Student Union.

The FDC's theme was "CSUF Teaching Superheroes" and each recipient received a printed comic book with information about their teaching excellence.

category and his students regularly praise him for his dedication, professionalism, accessibility, and inspiration. His students call him an "excellent professor" and remark that "he cares about his students and their career goals." Ken, who was recently elected into the PRSA College of Fellows, has worked closely with the CSUF PRSSA executive board to establish the chapter as a national leader, increasing the visibility and reputation of the chapter, the department and the university at the national level.



**Ken Hagihara**

Ken Hagihara is a full-time lecturer in the Department of Communications and adviser of the Public Relations Student Society of America (PRSSA) chapter, one of the largest chapters in the nation. He teaches courses in public relations principles and advanced public relations writing, as well as teaching the public relations management capstone class and serving as an adviser for the student-run agency, PRactical ADvantage Communications. Since he began teaching at CSUF in 2015, Ken's teaching evaluations have consistently fallen in the Department's "excellent"



**Michelle Kurland**

Michelle Kurland is a full-time lecturer in the Department of Communications and adviser of the Daily Titan, one of the university's premiere High Impact Practices. She teaches courses in writing for the advertising industry, advertising media sales, and principles of advertising. Every year, Michelle takes a group of her Daily Titan advertising students to an annual student conference where they can learn from other professionals and students in the field, as well as present best practices from



Ken Hagihara, Michelle Kurland and Dr. Chelsea Reynolds were recipients of the FDC Recognition for Outstanding Teaching at an awards ceremony. Department Chair Dr. Jason Shepard celebrates with them.

the Daily Titan. Michelle has been teaching at CSUF since 2005 and became a full-time faculty member in 2016. She is a strong believer that the needs of her students come first and supporting their academic and professional growth is one of her top priorities. Students regularly praise her exceptional effectiveness as a teacher, including praising her passion, organization, preparation and feedback.

## Dr. Chelsea Reynolds

Chelsea Reynolds is an assistant professor and adviser to *Tusk Magazine*, one of the university's high-impact practice student media outlets. In 2019, Tusk was named the California College Media Association's top campus magazine. Reynolds teaches undergraduate courses in advanced magazine writing, magazine editing and production, feature reporting, sexual communication, mass media ethics, and digital reporting as well as a graduate seminar in mass media ethics. She regularly garners excellent student evaluations. Reynolds has recently launched a series of workshops on trauma-informed pedagogy, and she has contributed a forthcoming book chapter about mental health to the Association for Education in Journalism and Mass Communication Master Teaching Series. ■





# Student journalists win slate of awards

Al Día, the *Daily Titan* and *Tusk Magazine* won student media awards during the fall semester.

At the Fall National College Media Convention in Washington, D.C., held by the Associated Collegiate Press (ACP) and the College Media Association (CMA), *Tusk* placed seventh in the best of show, feature magazine category, while the *Daily Titan* placed eighth in the best of show, four-year newspaper category.

Al Día won a slate of awards this fall in several competitions. At the College Media Convention, Al Día's long-form special "A Border Emergency" won the CMA Broadcast Pinnacle Award for Best Television Newscast, won the ACP Best of Show Award for Best Broadcast, and placed second in the 2019 CMA Film Festival. Al Día's website won the Writing Pinnacle Award for Best News Package for a series of more than three stories presented together as a collection.



Top, Al Día students and alumni at the Skirball Cultural Center for the 2019 CSU Media Arts Festival, from left to right, Maricela Perez, Rita La Vau, Viviana Borroel, Dominic Torres, Tania Thorne and Xochilt Lagunas, and Al Día faculty adviser Jesús Ayala. Bottom, Daily Titan staff members visit the Newseum in Washington, D.C. From left to right, Bernadette Steele, opinion editor; Eliza Green, photo editor; Nathan Nguyen, managing editor; Arnie Gonzalez, sports editor; Omar Sanchez, assistant photo editor; Alyssa Lopez, opinion editor; and Madeline Gray, lifestyle editor.

"A Border Emergency" is nominated for a College Television Award, better known as the College Emmys. The show is one of 25 nominees from more than 374 student productions submitted by 112 colleges and universities nationwide. Winners will be announced on Saturday, March 21, at the Television Academy Foundation's 40th College Television Awards ceremony.

The program also won awards at the 2019 CSU Media Arts Festival, including for best in show, best television newscast and audience choice.

At the 2019 National Association of Hispanic Journalists Awards, the program won for best coverage of Latino issues in a student broadcast.

Kudos to student media advisers lecturer **Jesús Ayala** (Al Día), **Dr. Chelsea Reynolds** (*Tusk*), lecturer **Walt Baranger** (*Daily Titan* editorial) and lecturer **Michelle Kurland** (*Daily Titan* advertising). ■

# PRAD produces First Amendment videos

PRactical ADvantage Communications students in **Dr. Doug Swanson's** fall semester section COMM 474 produced and delivered videos on First Amendment rights and responsibilities.

Students collaborated with Department Chair **Dr. Jason Shepard** (subject matter expert) and Titan Communications **Nathan Jeffers** (technical expert) to research, write, shoot and produce the video.

The project was funded through a grant Dr. Shepard received from Middle Tennessee State Univer-

sity's Free Speech Center in conjunction with "1 For All," a national nonprofit educational effort to build understanding and respect for the First Amendment.

The COMM 474 students' video was produced in five segments, one for each freedom guaranteed by the First Amendment. The segments can be viewed individually or in sequence.

COMM major **Justina Sharp** served as the video's on-camera narrator.

The videos can be found on [titanuniverse.org](http://titanuniverse.org). ■



Students in PRactical ADvantage Communications from left to right Brennah Pohlmann Moellendorf, Katherine Reguindin, Sara Quinonez-Garcia, Tatiana Mojica, & Arlene Delamora produced a video about the First Amendment with Dr. Jason Shepard.