



# COMMunique

A Biannual Newsletter Celebrating Faculty Successes of the Department of Communications

Fall 2017

## Walt of *NY Times* returns to COMM

**Walt Baranger** left Cal State Fullerton 31 years ago, armed with a Communications degree and determination to be a journalist.

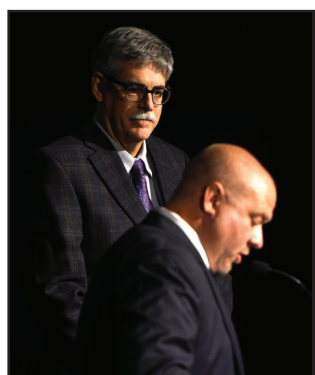
Now, he's returning to CSUF after retiring as senior editor for news operations from the *New York Times* in spring 2017. There, he spent 27 years and traveled to 60+ countries.

President **Dr. Mildred Garcia** recognized Walt in February as a "Vision and Vision-

ary," one of CSUF's highest honors. COMM Department Chair **Dr. Jason Shepard** honored Walt in April as the 2017 Distinguished Communicator.

In Fall, Walt returns to CSUF to teach two courses: Journalism Innovations and Reporting on Politics.

As a student, Walt worked on the *Daily Titan*. He has stayed connected, offering expertise and mentorship to many. ■



Above, President Dr. Mildred Garcia laughs as Walt accepts his award at the Vision & Visionaries dinner at the Summit House, and Dr. Jason Shepard introduces him as the 2017 Distinguished Communicator. Walt Baranger with his daughter (center) celebrate his Vision and Visionaries honor with five former *Daily Titan* advisers, the two editors from 2016-2017, and the acting dean. From left to right are Hayley Slye, Bonnie Stewart, Dr. Jason Shepard, Dr. Rick Pullen, Walt Baranger and his daughter, Jay Berman, Dr. Ed Fink, Micah Augimeri-Lee, and Dr. Wayne Overbeck.

## 55 COMM alumni join Wall of Fame



Department Chair Dr. Jason Shepard welcomes guests to the alumni Wall of Fame reception (top left). Professor Emeritus Dr. Carolyn Johnson smiles with alumni Elliott Almond, David Ferrell and Mark Boster (left middle). Professor Emeritus Dr. Ed Trotter and his wife Sandy DeAngelis are interviewed on the red carpet (left bottom). Alum Henry DiCarlo of KTLA Los Angeles and Karen Devine of KESQ Palm Springs pose (above).

The Department of Communications celebrated its 55th anniversary as an academic department at Cal State Fullerton by inducting 55 new members into its Alumni Wall of Fame.



"Your accomplishments are an inspiration to our faculty and our students," Department Chair **Dr. Jason Shepard** said as he welcomed nearly 200 people to a reception at the George G. Golleher Alumni House on April 27.

Professor Emeritus **Dr. Ed Trotter** called the night one

of the most meaningful in the department's history. Trotter and his wife **Sandy DeAngelis** and Professor Emerita **Dr. Carolyn Johnson** helped sponsor the event.

California Assemblywoman **Sharon Quirk-Silva** attended and presented inductees with certificates. **Greg Saks**, CSUF's vice president for advancement, represented President **Dr. Mildred Garcia**, who sent new inductees letters of congratulations.

Professors **Beth Georges**, **Micheal McAlexander**, **Dr. Henry Puente** and **Keith Kesler** made the event possible with their service to

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## OC News wins BEA award

OC News, the broadcast journalism show produced by **Beth Georges'** COMM 472 class, won an award for outstanding television newscast (three days a week or less) from the Broadcast Education Association in spring 2017. ■



## AAF team takes third place



COMM won third place at the annual advertising competition sponsored by AAF (American Advertising Federation). This year's NSAC (National Student Advertising Competition) was held on the campus of UC San Diego and featured Tai Pei frozen food as the client. CSUF is in the highly competitive Region 15, which includes schools such as UNLV, USC, UCLA, and Chapman.

Professor **Keith Kesler** was the advisor for the team with Professor **Carolyn Coal** providing creative support. ■

## Avni's students win awards

Instructor **Assaf Avni** mentored 30 COMM advertising students at the OneClub & 72&Sunny LA Creative Boot Camp in February.

"This was a once-in-a-lifetime opportunity to experience what it's like to work for one of the best ad agencies in the world and to be mentored by some of the most creative minds in the greater LA area," says Avni.

During the intensive four-day experience, four CSUF advertising students, Mandy Moncure, Vanesa DeVincente, Nicholas Michael and Rakan Alumuawad, won awards.

This was the 5th OneClub Creative Boot Camp Avni has participated in. Winners are considered for internships with 72&Sunny. ■



## Univision News Bureau wins Teamwork/Collaboration Award



President Mildred Garcia presented the 2017 Teamwork and Collaboration Award to Joshua Bagshaw and Matthew Pagano of Facilities Management, Robin Crew, Nathan Jeffers and Eraj Shadaram of Information Technology; Selene Faire, Beth Georges, Inez Gonzales and Jason Shepard of the Communications Department; Kristen Jasko of Parking and Transportation; Katie McGill of University Advancement/Communications; and Nelson Nagai of Contracts and Procurement.

Members of the Department of Communications were part of a team that won the 2017 Teamwork and Collaboration Award at the 2017 University Awards Program in April.

The award recognized the broad team of people who were instrumental in getting a news bureau for Univision opened on the CSUF campus.

The Univision Orange County news bureau is based in the basement of the library, in close proximity to the Department's broadcast journalism facilities, overseen by lecturer **Beth Georges**.

**Inez Gonzalez**, director of the Latino Communications Initiative, played a pivotal role in spearheading the efforts.

President **Dr. Mildred Garcia** presented the award at the annual awards program in April held in the Titan Gymnasium.

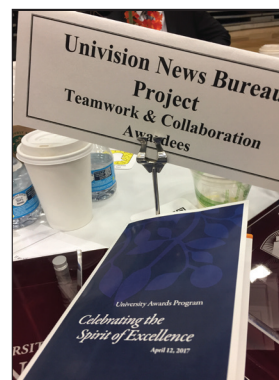
"The award recognizes staff, faculty, administrators, or teams who demonstrate cooperation,

collaboration, and open communication. Those nominated for this award work together effectively on a project or significant effort that advances the University's strategic goals. They build effective collaboration across different groups or departments. They create a

team environment that promotes communication, trust, cooperation, and respect. They contribute to a significant group effort. They seek input and involvement from those affected by their decisions. They accept responsibility

and accountability. And they place team goals above personal goals to achieve a distinctive result," the announcement read.

The CSUF Univision Bureau was opened on December 17, 2016 – just two months after the project began. The Cal State Fullerton Univision Bureau is the only television news bureau on a university campus in the nation. ■



## COMM faculty win awards and present, publish research

Faculty in the Department of Communications gave presentations, published research and won awards during the spring semester.

**Dr. Anthony Fellow** published a co-authored book with Jim Willis, *Tweeting to Freedom: An Encyclopedia of Citizen Protests and Uprising Around the World*, in June 2017 by ABC-CLIO. The work investigates the use of social media and how they are being used to foment revolutions and uprisings in some 36 countries. Willis is professor emeritus at Azusa Pacific University and former chair of the Department of Communications at Bowling Green State University.

**Dr. Brent Foster** hosted an exhibit in the Titan Student Union with COMM alum Sandy Segerstrom called Photography Abroad featuring photos taken in Guatemala and Africa.

**Dr. Brent Foster** was named a 'BEA Ignite Scholar' for a presentation titled Broadcast Armageddon: My Mom Just Posted a Youtube Video, presented at the of the Broadcast Education Association last April in Las Vegas.

**Micheal McAlexander's** feature-length screenplay "Lockdown" received an Award of Excellence in the faculty scriptwriting category at the annual conference of the Broadcast Education Association in April 2017 and was an official selection of the 2017 Beverly Hills Film Festival. McAlexander's story is about a professor who fights to save a Muslim art student from terrorists who assault the campus and plan to execute her over a controversial painting.

**Dr. Penchan Phoborisut** presented her research "The Violence of the Rhetoric 'Returning Happiness': The case of Thailand's Ruling Junta's Attempts to Bring Happiness and Peace to its People" to the Rhetoric and Public Address Interest Group of the 2017 Western States Communication Association (WSCA) Convention, Salt Lake City, Utah.



Dr. Penchan Phoborisut (right) presented her research to the Rhetoric and Public Address Interest Group at the 2017 Western States Communication Association (WSCA) Convention, Salt Lake City, Utah.

**Dr. Penchan Phoborisut** gave a presentation in April 2017 at Columbia University on press freedom in Thailand, "The Thai Junta's Suppression: Deterritorializing Dissident Terrain." The event was organized by Columbia University's Weatherhead East Asian Institute. Her full paper "Public Performances as Assemblages: Contesting the Narrative of Thailand's 2010 Crackdown" was accepted for the International Communication Association (ICA) Conference, Political Communication Division, San Diego.

**Dr. Penchan Phoborisut** presented new research on visual rhetoric and how political participation has exceeded beyond the Habermasian modes and logocentric traditions. Her

work, "Re-configuring conversations in politics with the Facebook-native political cartoon" was presented at the Association for Asian Studies (AAS) in Asia Conference, Korea University, Seoul, South Korea.

**Dr. Chelsea Reynolds** was awarded the Mary Ann Yodelis Smith Award for Feminist Scholarship from AEJMC's Commission on

the Status of Women. The award supports her research on feminist zines in Chicago and Los Angeles.

**Dr. Jason Shepard** gave a presentation titled "Free Speech and Inclusivity on College Campuses" to the Osher Lifelong Learning Institute as part of their Eclectic Lecture Series in April 2017.

**Dr. Jason Shepard** created and moderated a panel titled "The Responsibility and Challenge of Truth: Fact, Fiction and News" at the "Truth, Trust and the Future of Journalism" Conference at the Center of Journalism Ethics at the University of Wisconsin-Madison in March 2017.

**Dr. Jason Shepard** gave a presentation titled "Involving Students in Free Speech" at the Faculty Con-

ference on Free Speech and Open Inquiry, sponsored by the Institute of Humane Studies and the Federalist Society at Chapman University in February 2017.

**Dr. Andi Stein** gave a presentation with two other CSUF faculty members about how they turned their passion for the Walt Disney Co. into academic and professional work at a Feb. 22, 2017 panel discussion for the University Honors Program.

**Dr. Doug Swanson** published "Exploring the Concept of Mindfulness in Public Relations Practice" in *PR Journal*. The article identifies some best practices suggestions that bridge the mindfulness gap and would allow PR people to operate mindfully without sacrificing what they see as the essential 'faster, harder, less mindful' approaches to their work.

**Dr. Doug Swanson** attended the Academic Resource Conference of the Western Association of Schools and Colleges in April 2017, where he conducted an hour-long information and activity session to show educators how to "mindfully" engage students in the classroom and in advising. He gave a second presentation on strategically engage undergraduates in classroom-based academic research.

**Dr. Doug Swanson** served on a WASC team that reviewed the reaccreditation application of Teachers College of San Joaquin in Stockton. The team's work began in 2016, continued with a site visit in March, and concluded with a favorable recommendation to the Commission in May. ■



# Swanson writes the book, literally, on student PR/ad agencies

More than 500 students in the Department of Communications have been a part of PRActical ADvantage Communications since 2011, working on campaigns or events for real-world clients throughout Southern California.

The agency, based at the CSUF Irvine campus and a capstone experience for

students in public relations, advertising and entertainment/tourism, has grown in popularity, and now has three sections each semester.

Now, CSUF's

student-run agency is shaping programs at universities across the country, thanks to **Dr. Doug Swanson's** latest book, "Real World Career Preparation: A Guide To Creating a University Student-Run Communications Agency," published this spring by Peter Lang Publishers.

Dr. Swanson is a founding faculty member of PRActical ADvantage Communications. These days, he is working as interim associate dean for the College of Communications, but is still helping run the business aspects of the agency with instructors **Pete Evanow, Keith Kesler and Ken Hagihara.**

The agency is an optimal learning environment for students because nothing is

pretend," says Swanson. "The clients and their problems are real. Nothing here is hypothetical, and there's no "do over." Because of that, students learn very quickly to master the concepts and skills they need to survive in the professional world."

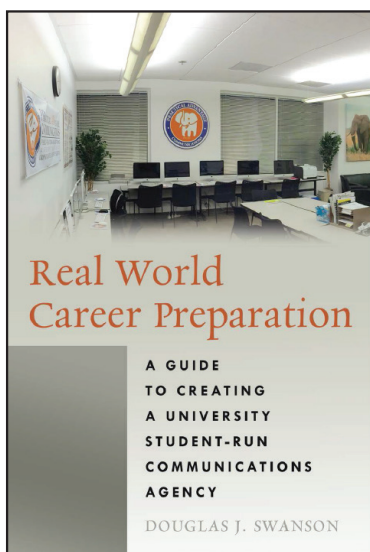
In his book, Swanson examines the three critical roles a student agency must

fulfill in order to be successful. First, the agency must be an exceptional environment for learning. Second, it must be a successful business — because without satisfied clients, the agency could not survive. Third, it must be a

supportive partner with the on- and off-campus community.

Swanson came to CSUF in 2010, bringing with him experience in working with a student agency at Cal Poly San Luis Obispo. He worked with an agency there that was poorly designed and wasn't accomplishing its intended objectives. When he arrived on that campus, the agency's office space had been taken away, and the entirety of the agency's property had been deposited into three cardboard boxes. Over four years, he built the agency into an ideal learning experience — perhaps even a better learning experience than the classroom could be.

After Swanson came to



*Dr. Doug Swanson in the PRActical ADvantage Communications office at the Irvine campus. Dr. Swanson is the founding faculty member of the student-run PR and advertising agency.*

CSUF in 2010, then Dean Bill Briggs expressed an interest in a student-run agency. Swanson knew that if an agency could be successful in San Luis Obispo (a relatively isolated community far from California's commercial and media centers) an agency would certainly work in Southern California, a large urban area with many media outlets and potential clients.

"Nobody's published a book focusing on student agencies," says Swanson. "It's a step-by-step walk through of every part of the process — from planning the agency to launching it,

and dealing with the variety of challenges that come up. So if you want to launch an agency, this book is the guide to do it."

The book includes 22 "best practices" spotlight sections from student agencies and has a directory that lists each of the 158 student-run agencies around the world.

In 2016-2017, CSUF students worked for clients including Bodyboarding Adventures, City of Anaheim, Cox Communications, Del Taco, Invictus Fitness Solutions, Mazda Motorsports/ Project Yellow Light, and Western Association of Schools & Colleges. ■



# Daily Titan wins big in spring awards



*The Daily Titan* won a dozen awards for outstanding journalism during the Spring 2017 semester.

At the annual College Media Convention in New York City in March, *The Daily Titan* took home two Apple Awards, for best overall student newspaper (third place) and for best Facebook page (second place).

A team of editors, along with adviser **Bonnie Stewart** and Department Chair **Dr. Jason Shepard**, also toured the New York Times with retiring editor **Walt Baranger**, a *Daily Titan* alum.

From the Los Angeles Press Club, *The Daily Titan* won second place for best college newspaper, third place for best feature photo, and third place for best news writing and had stories that were finalists in three other categories.

*The Daily Titan* won two awards and had four honorable mentions in the California News Publishers Association Better Newspapers Contest: first place for best sports game story and first place for best

sports action photo.

In the Scholastic Newspaper Awards from the American Scholastic Press Association, *The Daily Titan* won First Place With Special Merit. The paper also won awards for outstanding column and outstanding investigative reporting.

The California College Media Association honored *The Daily Titan* with a third place for best news series.

*The Daily Titan* won first place for best cartoon from the Society of Professional Journalists, Region 11 Mark of Excellence Awards.

In addition to the annual College Media Convention attended by editors, *The Daily Titan*'s advertising staff attended the annual conference of the College Media Business and Advertising Managers (CN-BAM) in Fort Worth, Texas.

Full-time lecturer **Bonnie Stewart** is the *Daily Titan* editorial adviser and full-time lecturer **Michelle Kurland** is the *Daily Titan*'s advertising adviser. ■

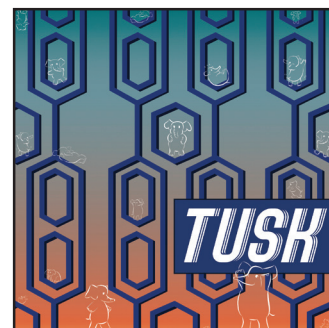
## Kazoleas, Gonzalez host conference



**Dr. Dean Kazoleas** and **Inez Gonzalez** helped host the sixth Hispanic/Latino Media & Marketing International Conference in February, which brought 100+ speakers and guests to campus. ■

## Russell's students publish Tusk edition

*Tusk Magazine* in 2017 featured stories about campus life and weaved the campus's Google architectural design throughout the magazine's design.



This year's editor was Natalie Nuesca. **Dr. Frank Russell** served as the faculty adviser, teaching writing and design classes. ■

## Fellow, King, Kazoleas kudos for hanging on



Department Chair **Dr. Jason Shepard** celebrated years of service distinction at the annual University Awards Program in April with **Dr. Anthony Fellow**, 30 years; **Dr. Cynthia King**, 20 years, and **Dr. Dean Kazoleas**, 10 years. ■



# 55 distinguished alumni inducted into Wall of Fame

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the Department's Awards Committee.

PRactical ADVantage Communications, the department's student-run public relations and advertising agency, helped run the event in conjunction with the Department's Awards Committee.

A booklet of photos and biographies of the Wall of Fame inductees was produced by the Office of Strategic Communications, thanks to the coordination of **Cheryl Inbody**, CSUF's director of brand strategy and project management and a COMM alum.

A committee of faculty reviewed nominations and winnowed an initial list of nearly 200 nominees down to the final list of 55 new Wall of Fame inductees.

New inductees were invited to celebrate the induction, along with past Wall of Fame recipients, at a reception before the Department's annual Awards and Scholarships Dinner.

Distinguished alumni traveled from all over the country to attend the event. Many reunited with former professors and classmates.

The new inductees into the Alumni Wall of Fame are, in alphabetical order:

**Rebecca Aguilar**, 1995, Principal Consultant, Protocol First

**Elliott Almond**, 1975, Journalist, San Jose Mercury News

**Jo Etta Bandy**, 1994, Director, Career and Industry, Chapman University

**Tricia Bigelow**, 1982, Presiding Justice, Second District California Court of Appeals

**Phil Blauer**, 1980, Evening Anchor, Fox San Diego

**Suzanne Brown**, 1988, Director, Media Relations and External Communications Disneyland Resort

**Jerry Caraccioli**, 1990, Executive Director, Communications CBS Sports

**Marci Carlin**, 1983, Vice President, BRC Imagination Arts

**Barbara Chen**, 1999, Senior Director of Communications, Columbia University

**Jackie Combs-Nelson**, 1970, Assistant News Editor (retired), Chicago Tribune

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Above, Mike Mahi, CSUF Director of Social Media and Online Engagement and a COMM alum, takes a selfie with alumni Dan Trotta, Terry Spencer and Walt Baranger. In the middle is Jay Berman, former professor and adviser of the Daily Titan. Right, Professors Emeritus Jeff Brody and Tony Rimmer with alumna Barbara Chen. Below, left to right, retired Dean Rick Pullen with alum Phil Blauer. Center Right, Micheal McAlexander and Jason Shepard greet alum Theresa Harvey and Judge Tricia Bigelow. Below, Professors Carol Ames, Micheal McAlexander, alum Jackie Combs-Nelson and Professor Andi Stein.







From top, left to right: alum Judith Goffin with Assemblywoman Sharon Quirk-Silva; alum Tony Saavadra and Todd Harmonson of the OC Register; Jason Shepard with alum John Ehlenfeldt and George Kiriama.

Immediately above: Alum Vanessa Karlsson with her parents; Tony Fellow and Clara Potes-Fellow with alum John Echeveste.

Left: Alum Ian Crockett with his wife (left) and Holly Ocasio Rizzo.

Below, Keith Thursby, Elliott Almond and Scott Harris.



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**Ian Crockett**, 1981, Founder and president, ICE Advertising

**Karen Devine (Boetto)**, 1989, Anchor, KESQ Palm Springs

**Henry DiCarlo**, 1990, AMS meteorologist and sportscaster, KTLA 5 Morning News

**Chris Dufresne**, 1981, Sports columnist (retired), Los Angeles Times

**John Echeveste**, 1973, Chief Executive Officer, LA Plaza de Cultura y Artes

**John Ehlenfeldt**, 1989, Executive Vice President of Sales and Administration, Visit Huntington Beach

**Marissa Espino**, 1996, Strategic Communications Officer, OCTA

**David Fahey**, 1974, Co-Owner, Fahey/Klein Gallery

**Evan Ferrari**, 2000, Group Strategic Planning Director, Saatchi & Saatchi

**Suzanne Frey**, 1985, Manager of Publications and Public Relations, Toastmasters International

**Carolyn Fromm**, 1981, President/Founder, Magnet PR Group

**Judith Goffin**, 1974, President, Goffin Public Relations

**Sonia Gomez**, 2003, Senior Director - Programming and Acquisitions, ESPN

**Kerry Graeber**, 1984, Vice President, Sales and Marketing, Suzuki

**Todd Harmonson**, 1998, Senior editor, Orange County Register

**Scott Harris**, 1979, Journalist, San Jose Mercury News

**Theresa Harvey**, 1981, President & CEO, Fullerton, North Orange County Chamber of Commerce

**Peter Hecht**, 1979, Senior Writer, The Sacramento Bee

**Monique Hudson**, 1983, VP, Government & Community Affairs, California Science Center Foundation

**Sam Jones**, 1989, Photographer

**Vanessa Karlsson**, 1999, Global Communications, Events, & Public Relations Manager, Dolby Laboratories

**Glenn Koenig**, 1978, Photographer, Los Angeles Times

**Cathy Lawhon**, 1976, Media Director (retired), UC-Irvine

**Widad Leal**, 1988, Vice President Marketing & Public Relations, Azteca America

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**Agnes McGlone Swanson**, 1991, Senior Account Manager, Corporate Relations, American Heart Association

**Heather McLaughlin**, 1997, Vice President of Communications, Apollo Education Group

**Kathleen Miller**, 1973, Communications and Public Relations Strategist, RealPolitech

**Jose Mota**, 1994, Pre and postgame analyst, Color commentator, FOX Sports

**Mimi Newton**, 1988, Executive Director, Marketing & Promotion, CBS Television Distribution

**Valerie Orleans**, 1980, Director, Internal Communications, Cal State Fullerton

**Gene Park**, 2003, Social media editor, Washington Post

**Tony Saavedra**, 1981, Investigative reporter, Orange County Register

**Roman Saienni**, 1993, Vice president post production operations, FOX Sports Media Group

**Sandy Segerstrom Daniels**, 1987, Managing Partner and Owner, C.J. Segerstrom & Sons

**Anita Snow**, 1980, Supervising Editor on Latin America regional desk, Associated Press

**Terry Spencer**, 1988, Miami bureau chief, Associated Press

**Marc Stein**, 1991, Chief NBA reporter, ESPN

**Maria Tesoro Fermin**, 1994, Director of Community & Public Relations, Los Angeles World Airports

**Keith Thursby**, 1981, General editor, College sports, ESPN.com

**Dan Trotta**, 1987, U.S. general news correspondent, Reuters

**Steve Tully**, 1979, President, Neff Headwear

**Leslie Unger**, 1991, Director of Marketing and Communications, Japanese American National Museum

**Michael Weisman**, 1976, Founder/Chief Executive Officer, The Values Institute

**Gus Whitcomb**, 1987, Head Corporate Contingency Planning, Cathay Pacific Airways

**Karyn Wulbrun**, 1990, Director of Talent/National Programming Platforms, iHeart Media. ■



*From Top, left to right: Don Hansen, alum Valerie Orleans, alum Keith Thursby, and alum Dawn Bonker.*

*Upper Center: alum Gene Park with former DT editor Sam Mountjoy; Jason Shepard talks with alum Agnes McGlone Swanson.*

*Lower Center: alum Cheryl Inbody and Mike Mahi of CSUF's strategic communications; alum Phil Blauer and Anita Snow raise their hands.*

*Bottom: alum Steve Tully poses with his family; Katie McGill, Jason Shepard, Greg Saks and Acting Dean Ed Fink.*



# COMM Week brings 71 speakers to campus

**Dr. Waleed Rashidi** oversaw a successful COMM Week conference in April, bringing 71 speakers to campus.

The 39th annual weeklong conference is a signature program organized by students in COMM 497T: Event Planning and Management.

Special events included a Career Connection Expo, and the Department's clubs also organized special events, including the ETC Annual Industry Mixer, AdCon Day 2017, and the PRSSA Gala: A Night Among Graduates.

Some faculty-sponsored sessions included:

**Dr. Jim Collison** hosted Adam Brady, director of publications and new media for the Anaheim Ducks, to talk about social media.

**Anne LaJeunesse** hosted Keith Durlinger, staff photographer for the Southern California News Group, to talk about life as a photo-journalist.

**Jay Seidel** and **Keith Kesler** hosted Natalie Kim, founder of We Are Next, to talk about breaking into the advertising and public relations professions.

**Michelle Kurland** hosted Nickie Hill, senior multi-media sales account manager for the Orange County Register, to talk about effective advertising sales strategies.

**Dr. Frank Russell** hosted a panel on covering political and social issues that included Amy Corral, investigative producer at NBC4 in Los Angeles; Sal Hernandez, breaking news reporter for BuzzFeed News; Julie Patel, freelance investigative reporter; and Brooke Staggs, reporter for the Orange County Register.

**Dr. Carol Ames** hosted Suzi Brown, director of media relations and exter-



*Dr. Waleed Rashidi led a team of students who put together a successful weeklong conference of Communications experts, including 71 speakers and dozens of events.*

nal communications for Disneyland Resort, to talk about Disneyland's diamond anniversary celebration.

**Dr. Gail Love** hosted Tracy Wood, investigative reporter for the Voice of OC, to talk about the importance of journalism in today's political affairs.

**Beth Georges** hosted Kelvin Washington, co-host of Afternoons with Marcellus and Kelvin, a highly rated afternoon talk show on sports radio ESPN 710 in Los Angeles.

**Dr. Waleed Rashidi** hosted a panel on the future of televised entertainment that included John Manzi, president and general manager of KDOC-TV in Los Angeles/Orange County; Lillian Vasquez, director of television for KVCR TV and radio in the Inland Empire; and JR Griffin, vice president of digital marketing and business development and FreemantleMedia North America.

**Jeff Brody** hosted a panel of former Daily Titan and Tusk editors and reporters to talk about how millennials



*LCI Director Inez Gonzalez, career specialist Cassandra Thompson and internship coordinator Amber Chitty helped organize a career connections fair during COMM Week.*

have adapted to the new media landscape.

**Dr. Jason Shepard** and **Dr. Emily Erickson** participated in a panel on the First Amendment and political speech in campaign finance law along with Rick Hasen, law professor at UC Irvine, and Ciara Torres-Spelliscy, law professor at Stetson University.

**Dr. Dean Kazoleas** hosted Stephen Chavez, a public relations consultant, to discuss reaching and targeting the

Hispanic market.

**Bob Quezada** hosted Vanessa Franko, digital director of entertainment and features for the Southern California News Group, to discuss covering music in the digital age.

**Dr. Christina Ceisel** hosted Kathy Thibault, planning director for Beyond Research, to discuss using qualitative methodologies to "find the core truth" of a product, brand and consumer. ■



# COMM celebrates successes at Awards & Scholarships Dinner

Top students were honored and \$40,000+ in scholarships were awarded at the Department of Communications' annual Awards and Scholarships Dinner on April 27.

Nearly 300 guests attended the dinner at the Titan Student Union, held as the last event of the annual COMM Week this year.

Department Chair **Dr. Jason Shepard** was joined by emcee **Phil Blauer**, anchor of San Diego's Fox 5 News and COMM alum. Blauer was inducted into the Department's alumni Wall of Fame earlier in the evening.

In addition to the student awards and scholarships, **Dennis Gaschen** was recognized as the 2017

full-time distinguished faculty member, and **Sue Schenkel** as the 2017 part-time distinguished faculty member.

**Walt Baranger**, retiring senior editor of the New York Times and COMM alumnus, was the recipient of the Distinguished Communicator of the Year.

The event was put together by the Department's Awards Committee, chaired by **Beth Georges**, and included **Michael McAlexander**, **Dr. Henry Puente** and **Keith Kesler**.

A team from PRACTICAL ADVANTAGE Communications helped coordinate.

**Jenny Amaro-Bussey**, the department's administrative support coordinator, helped with every detail. ■



From left to right, top to bottom: Dr. Ed Trotter presents Dennis Gaschen with the full-time distinguished faculty member award. Dr. Anthony Fellow presents Sue Schenkel with the part-time distinguished faculty member award. Dr. Emily Erickson and Dr. Bob Meeds present scholarships. Dr. Dean Kazoleas and Dr. Doug Swanson present the outstanding public relations student award. Dr. Christina Ceisel and Michael McAlexander present the outstanding entertainment/tourism award. Holly Ocasio Rizzo and Davis Barber present the outstanding photocommunications award. Inez Gonzalez presents Dr. Sheryl Fontaine and Dr. Reyes Fidalgo with the campus partnership award. Dr. Jason Shepard poses with emcee Phil Blauer and Vikki Vargas.



# Veteran profs Brody, Ames and Gaschen retire

Three longtime COMM faculty members announced their retirements at the end of the 2016-2017 academic year, leaving behind 58 years of collective teaching experience.

**Jeff Brody** retired after 24 years of service but will remain teaching part-time as a participant in the faculty early retirement program.

During his tenure, Brody served as adviser of the *Daily Titan* student newspaper for nine years and *Tusk* magazine for 15 years. Over the years, Brody taught many journalism classes in addition to the survey course Mass Media in Modern Society.

He led several study abroad trips with students to Vietnam, Cambodia, Guatemala, and Costa Rica.

Brody was a founding member of the Asian American Studies Program Council, overseeing course development and hiring its first faculty. He also served as President of the Orange County Press Club and board member for 10 years.

Prior to joining CSUF, Brody worked as a reporter for the Orange County Register. He has an M.A. in journalism from Columbia University.

**Dr. Carol Ames** retired after 11 years as an assistant and associate professor. Dr. Ames began at CSUF in 2006 and earned tenure and promotion to associate professor in 2012. She has extensive professional experience in entertainment, public relations and journalism in Los Angeles. She earned her Ph.D. at the State University of New York, Buffalo.

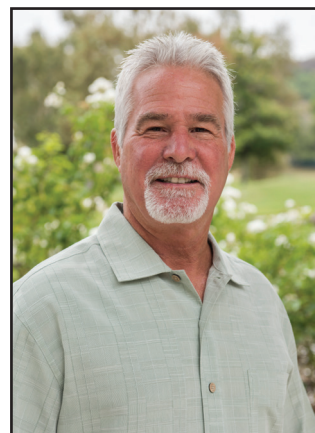
Most recently, Dr. Ames served as acting graduate



**Mr. Jeff Brody**



**Dr. Carol Ames**



**Mr. Dennis Gaschen**



Dr. Carol Ames presents graduate award at the Awards Dinner (top left). Jeff Brody and Cindy King at alumni reception. (left). Dennis Gaschen and his wife Vicki on the red carpet (above).

coordinator and taught multiple graduate courses in public relations and entertainment and tourism communications in addition to overseeing all graduate student projects.

Dr. Ames has served on the Department's Search Committee for the past five years, and has served as member and chair of the department's Elections Committee, member of the Graduate Committee, and chair of the Commencement Committee.

In 2016, Dr. Ames publish-

ing a book, *Entertainment Public Relations: Communicating With Audiences*. She was also recently awarded a National Association of Television Program Executives (NATPE) Faculty Fellowship.

**Dennis Gaschen** retired after 23 years as a lecturer at Cal State Fullerton. During his tenure, Gaschen continually demonstrated his love of teaching and a sincere concern with meeting the needs of his students. Gaschen served as faculty adviser of CSUF's chapter of the Public

Relations Student Society of America and served on and chaired several committees. Gaschen also mentored many part-time faculty members. For many years, Gaschen was adviser of the COMM Week conference.

Gaschen had a 15-year career as public relations director for the United Way, the Medical Center of La Mirada, Saint Joseph Hospital and UniHealth. Gaschen has a B.A. from the University of Rhode Island and an M.A. in Communications from CSUF. ■



## Fellow hosts Florence summer study abroad



**Dr. Anthony Fellow** hosted students in the summer Florence study abroad program. They visited the Basilica of the Holy Cross, the burial place Michelangelo, Galileo, and Machiavelli. ■

## Faculty, staff say goodbye to Lauren Ho



**Lauren Ho**, administrative support assistant, took a job at the Center for Innovation in Education. Faculty and staff said farewell to a great colleague in April. ■

## Faculty, staff welcome Cristina Prado



**Cristina Prado** joined the Department of Communications as administrative support assistant in June. She previously worked at UC Irvine and has a BA in sociology and Chicano and Chicana Studies from UC Santa Barbara. ■

## COMM faculty talk to students, parents at "Welcome to CSUF Day"

COMM faculty volunteered on a Saturday to answer questions by prospective students and parents at the annual "Welcome to Fullerton Day."

The department's faculty dominated the college's booth, including **Davis Barber, Amber Chitty, Carolyn Coal, Pete Evanow, Dennis Gaschen, Inez Gonzalez, Ken Hagihara, Alison Hill, Anne LaJeunesse, Dr. Bob Meeds, Holly Ocasio Rizzo, Ron Romain, Dr. Frank Russell, Eraj Shadaram, Dr. Jason Shepard, Bonnie Stewart, and Bill Thompson**. Each of the Department's clubs also had great student representatives.

**Rob Flores**, assistant dean, ably spearheaded the day's logistics. ■



## Rimmer's gift hosts new faculty luncheon

The Department of Communications has had many new faculty join the Department in recent years.

In January, the Department hosted a new faculty luncheon thanks to a gift from Emeritus Professor Dr. Tony Rimmer.

Dr. Rimmer was a former director of the Faculty Development Center with a longtime interest in professional development. ■



Top, Professor Emeritus Dr. Tony Rimmer with COMM full-time lecturers Michelle Kurland (left) and Beth Georges at the alumni Wall of Fame reception. Above, Lunch for new and "newish" faculty. Pictured clockwise are Dr. Christina Ceisel, Michelle Kurland, Amber Chitty, Dr. Frank Russell, Bonnie Stewart, Dr. Jason Shepard, Micheal Alexander, Dr. Penchan Phoborisut, Linda Lui (from the dean's office), and Dr. Waleed Rashidi.