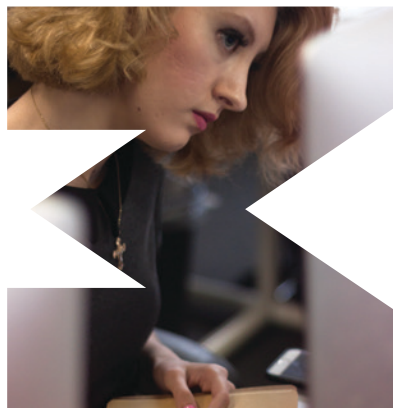
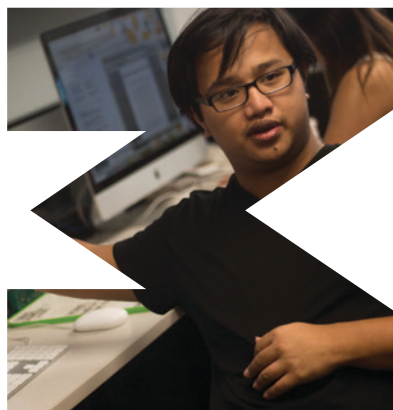


DEPARTMENT OF
COMMUNICATIONS

HIGH-IMPACT PRACTICES



CALIFORNIA STATE
UNIVERSITY, FULLERTON

A NOTE FROM THE CHAIR



The Department of Communications at California State University, Fullerton trains students in the theories and practices of ethical, effective communications. On

campus and across the state and nation, COMM is also a leader in providing “High Impact Practices” (HIPs) for its 2,000+ majors. I am proud to introduce some of these transformative educational programs in the following pages.

At Cal State Fullerton, we know that students who are engaged in transformative learning opportunities inside and outside the classroom learn more and are better prepared for the workforce. CSUF has paved the way in expanding HIPs experiences with the goal of improving student engagement and performance.

At CSUF, HIPs are defined as educational opportunities that provide high-level performance expectations; require significant time and effort; provide meaningful and substantive learning interactions; create experiences with diversity, complexity and change; provide frequent and meaningful feedback; and offer reflective, integrated and experiential learning.

HIPs have been integral to student experiences in the Department of Communications, and for nearly 60 years, Department faculty have provided high-quality, accessible and affordable education to students interested in careers in communications and mass media. The Department has produced 25,000 graduates since 1961, and our alumni are embedded in the communications workforce of the greater Los Angeles and Orange County regions, and throughout the nation and world.

Longstanding successful HIPs include our mandatory internship program, placing more than 800 students a year in internships across Southern California. COMM Week, the week-long communications conference, celebrated its 40th anniversary in 2018.

Award-winning student media provide hands-on, student-led publications that have taken traditional media formats into the digital era. The award-winning Daily Titan, now a multimedia news organization that includes print, web, multimedia and social media platforms, is a consistently ranked national program. In 2017-2018, the Daily Titan won 40+ awards in regional, state and national competitions, including a first-place, best in show win for

overall excellence by the Associated Collegiate Press. OC News, our broadcast journalism program, is seen on cable throughout Orange County and has won awards from the Broadcast Education Association. Al Día, a Spanish-language broadcast news program supported by a growing partnership with Univision. Tusk Magazine is written and produced each year by students and has won multiple awards in recent years. Student-produced Titan Radio is becoming more integrated into the Department’s curriculum.

Event planning classes help run the Newport Beach Film Festival. Study abroad options, from two-week mini courses to semester-long programs, are helping our students become global communicators. Our student PRSSA chapter won a national award this year, and our Entertainment and Tourism Club took home top student club honors two years in a row on campus. And PRactical ADvantage Communications, a student-run advertising and public relations agency at the Irvine branch campus, has quickly become a national model in its first five years of operation.

It’s an exciting time to study communications at Cal State Fullerton. The Department of Communications is

as strong as ever. The Department is the largest mass communications program west of the Mississippi and the sixth largest in the U.S., and we graduate more Latinos with bachelor’s degrees in communications than any other university in the country. In



the last decade, CSUF has awarded more degrees in communications than any other degree, and the Department is a campus leader in graduation and retention rates. These pages show some of the reasons why COMM embodies the saying, Titans Reach Higher!

Jason M. Shepard, Ph.D.
Chair, Department of Communications

place for over 40 years, facilitating experiential learning to give CSUF graduates a competitive edge in the job market.

Students who complete academic internships are more likely to receive full-time job offers in their field and command higher starting salaries compared to those who do not. For this reason, academic internships are required of every Communications major at CSUF.

A photograph of two women standing in a television studio. The woman on the left is wearing a black top and has her arms crossed. The woman on the right is wearing a purple top and has her hands clasped. They are standing in front of a large screen displaying the 'Morning Line' logo and a landscape image. The studio has a modern design with blue and white lighting and a curved desk in the foreground.

A control room with multiple operators at desks with multiple monitors, displaying various data and video feeds. The room is dimly lit, with the primary light source being the screens. The operators are seen from behind, focused on their work. The monitors show a variety of content, including live video feeds, data dashboards, and communication windows. The overall atmosphere is one of intense concentration and technical oversight.

- ▶ Approximately 800 students per year enroll in the COMM 495T internship course
- ▶ During the 2016-17 term, CICE approved approximately 85% of academic internship requests submitted by employers
- ▶ COMM students have completed internships in Puerto Rico, Greece, and Australia



COMM WEEK

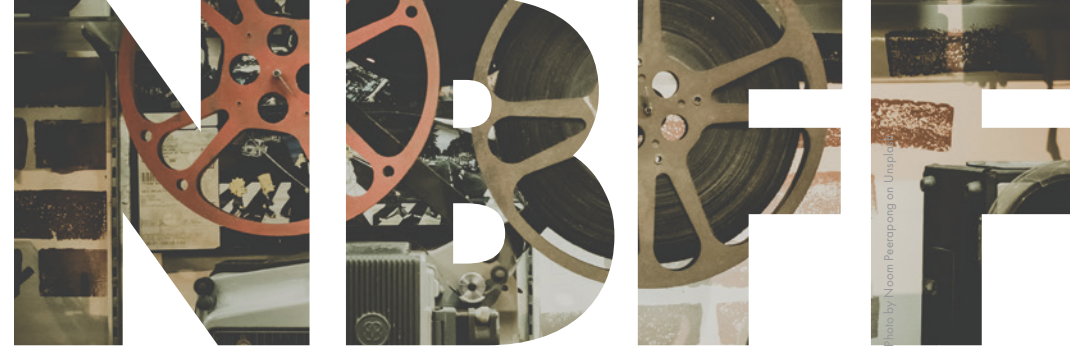
Comm Week is an annual, weeklong communications conference planned and executed by the students in the COMM 497T course (Comm Week section). The conference showcases the variety of interests and opportunities available via College of Communications. All the major student organizations from the College are represented via special events during the week. Speakers are invited to the campus over these four days to share their experiences

and provide advice regarding their respective professions, which have included journalism, speech disorders, public relations, radio and television broadcasting, entertainment, advertising, motivational/public speaking, visual arts, and filmmaking. Most of the events take place in the Titan Student Union; many are also free and open to the public.

- ▶ Comm Week celebrates its 40th year in 2018
- ▶ Over 2,000 students attend Comm Week events each year
- ▶ On average, Comm Week hosts about 60 speakers annually
- ▶ Approximately 20-25 students are responsible for the planning and execution of each Comm Week



- ▶ Companies represented by Comm Week speakers in the past few years include Disney, NBC, FOX, CBS, Columbia Records, Orange County Register, KTLA, Southern California Edison, KPCC 89.3FM, iHeartMedia, TV Guide, KDOC, Wells Fargo, Los Angeles Times, KABC, The Press-Enterprise, PBS SoCal, KNX 1070AM, Yahoo!, KDAY 93.5FM, Time Warner, Bloomberg, Goodwill, Nickelodeon



NEWPORT BEACH FILM FESTIVAL

COMM 497T (Film Festival section) provides the student with an opportunity to apply communication and event planning principles in the development of a real campaign for a real event, the Newport Beach Film Festival.

Students have a unique opportunity to directly interact with international governments and agencies. In the past, students have interfaced with the consulates of Mexico, Chile, Brazil, China, Japan, South Korea, Australia, France, Italy, Sweden, Germany and Ireland. Furthermore, the course allows students to engage and partner with multiple community organizations including the Swedish American Chamber of Commerce, German American Business Association, Italian Cultural Institute, The Japan Foundation, Korean Cultural Center, Orange County Hispanic Chamber of Commerce, Australian American Association, and the Hong Kong Trade Development Council.

Students also produce and promote marketing materials to over 200 interest groups and media outlets, resulting in over 400,000 media impressions and 250,000 social media impressions per year.

Students in this class will:

- ▶ Utilize event planning strategies and practices
- ▶ Identify and establish partnerships, sponsors, media sources and audiences
- ▶ Use marketing techniques to promote Spotlight/Showcase Events
- ▶ Understand and build a public relations and media plan
- ▶ Produce effective, extensive and professional press/media and social media materials
- ▶ Assist in the planning of a major entertainment event
- ▶ Develop a professional, thoughtful and well written Spotlight/Event Campaign Book/Business Plan



DAILY TITAN

The Daily Titan, Cal State Fullerton's independent student news organization since 1960, serves the university's 40,000 students and 4,000 faculty and staff. Any CSUF student may apply to be part of the Daily Titan's news and advertising departments or can enroll in either COMM 471:

Capstone – Daily Titan News or COMM 454: Advertising Media Sales.

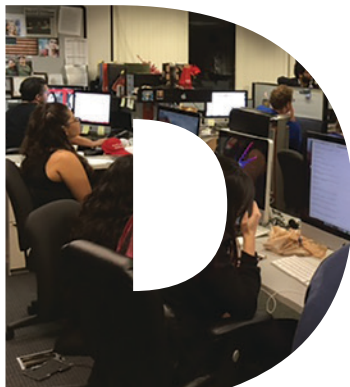


Daily Titan editors and reporters gain hands-on newsroom experience, interacting with the CSUF and Fullerton communities to find and publish

compelling stories for print, online and social media. The Daily Titan's advertising staff develops professional skills by branding and marketing the news products and selling advertising to support operating costs. For all Daily Titan staffers, teamwork and management experiences are unparalleled. Both the editors and the advertising managers receive training at national professional journalism and advertising conventions, traveling to cities around the country, including New York City.

Daily Titan students win awards and build portfolios that give them a competitive edge in an ever-changing media marketplace. The Daily Titan has won a \$2,000 prize for investigative reporting in the national Betty Gage Holland competition. The news and advertising staffs have won numerous awards in regional and national news and advertising competitions sponsored by the following:

- ▶ College Media Association
- ▶ College Media Business & Advertising Managers
- ▶ Associated Collegiate Press
- ▶ Los Angeles Press Club
- ▶ California News Publishers Association
- ▶ American Scholastic Press Association
- ▶ Society of Professional Journalists, Region 11
- ▶ Student Society of News Design



TUSK MAGAZINE

Tusk magazine is the annual student magazine of Cal State Fullerton. Our stories celebrate our campus community. Tusk gives Communications students the opportunity to produce print and online content about the issues that matter to our student body. By offering an editorial window into SoCal culture and academic life, we help define what makes us Titans.

Tusk has existed as a print-first publication for almost two decades, but we have an exciting future ahead of us as a multimedia magazine. In addition to the annual print issue, we use our website and social media to share interactive content. We're always looking for skilled writers, editors, designers, photographers, web producers, multimedia editors, and event planners.

Two COMM courses are responsible for creating Tusk. Students gain valuable experience working in niche publishing while producing evergreen stories without hard news pegs. If you join Tusk, you can expect to develop a professional portfolio that help you land a job in the magazine industry or beyond.

Participating in Tusk requires advisor approval. Please e-mail Dr. Chelsea Reynolds at chreynolds@fullerton.edu for an application.



Advanced Magazine Article Writing: COMM 437 (fall)

Learn how to create engaging editorial content for magazines. From best-of-lists and reviews, to features & profiles, you'll cultivate writing skills and have the opportunity to flex your creativity as you learn about the magazine industry and report on the CSUF community for Tusk.

Magazine Editing and Production: COMM 434 (spring)

Gain valuable hands-on experience in this magazine production course. Whether you are a designer, photographer, videographer, editor, or even an event planner, we have a place for you to use your skills and to learn new ones while producing both our web content and annual print magazine.

- ▶ Tusk won the 2018 College Media Association Apple Award - 3rd place, Best Magazine Spread.
- ▶ Tusk was named among the top two college magazines in the country at the 2016 Associated College Press National College Journalism Convention
- ▶ Tusk won national Associated College Press Magazine Pacemaker awards in 2013, 2014 and 2015
- ▶ Tusk classes train photographers, designers, web producers, editors and writers
- ▶ In a typical year, 2,500 copies of Tusk magazine are printed and distributed on campus

TITAN RADIO

Titan Radio provides students with extracurricular activities in broadcasting and offers hands-on portfolio building experience that supports what they learn in the class-

room. The station is run and operated by student staff and volunteers. DJs hand-pick our music, targeting a broad and diverse audience of students from all disciplines and seek to draw listeners with

a wide variety of tastes. In addition, students produce and deliver talk shows and news programs, organize events and concerts, work on advertising, marketing and promotion of the radio station. Broadcasts can be heard at www.titanradio.org.

Affiliated classes include:

COMM 371 Radio News Production
COMM 375 Live Radio Production
COMM 377 Radio Station Operations

- ▶ Students gain hands-on experience in media creation and production in the radio industry
- ▶ Students learn skills that enhance their academic courses
- ▶ Students build a demo-reel and portfolio for entry-level positions in highly competitive industries

- ▶ Students learn life skills such as work ethic, management skills and leadership roles
- ▶ Students gain experience in marketing and promotions
- ▶ Students learn about event planning and organization
- ▶ Students gain self-confidence and improve their public speaking

OC NEWS

OC News is CSUF's student television newscast. The half-hour show is shot live every Monday and Wednesday during the academic year as part of COMM 472: Capstone – TV News. Students write, produce, direct, report and anchor the newscast. Students enrolled in the broadcast journalism capstone class are required to work on OC News. The production also involves students from other disciplines who want to volunteer on the newscast. OC News gives students a real-life experience in a television newsroom. Students learn what it's like to be an anchor on a live program or a reporter in the field reporting live from the scene of a news event. Alumni of OC News are working in the television news markets such as New York, Baltimore, Oklahoma City, Fresno, Orlando and Portland, just to name a few.

- ▶ Recognized by the Broadcast Education Association as one of the best student newscasts in the country in 2016
- ▶ Airs on the Titan Channel on campus and to approximately 100,000 homes on Time Warner in Orange and Los Angeles Counties
- ▶ Live broadcast every Monday & Wednesday
- ▶ Students produce every aspect of OC News
- ▶ OC news covers campus news and stories throughout Orange County
- ▶ 60 students a semester are involved with OC News

AL DIA

Al Dia is CSUF's Spanish-language newscast. The half-hour television show is completely student-produced. Students enrolled in COMM 304: Spanish Language TV News work on the show. The program is helping students become more fluent in their Spanish speaking and writing. Al Dia is shot live every Tuesday night at 5 p.m. during the academic year. Univision has partnered with CSUF and the



Al Dia production team to provide additional opportunities for students. Univision's Orange County Bureau is located near the Al Dia newsroom.

- ▶ Al Dia is now in its 4th year
- ▶ Airs on the Titan Channel on campus and to approximately 100,000 homes on Time Warner in Orange and Los Angeles Counties
- ▶ Many of the students who work on Al Dia also contribute to OC News, providing an opportunity to work both on their English and Spanish reporting skills
- ▶ Al Dia covers stories important to the Spanish-speaking community on campus and throughout Orange County



AAF & NATIONAL STUDENT ADVERTISING COMPETITION

Established in 1905, the American Advertising Federation (AAF) acts as the "Unifying Voice for Advertising." AAF features nearly 100 corporate members from the nation's leading advertisers, agencies, and media companies; a national network of nearly 200 local clubs representing 40,000 advertising professionals; and more than 200 college chapters with 5,000 student members. The AAF operates a host of programs and initiatives, including the Advertising Hall of Fame, the Advertising Hall of Achievement, the American Advertising Awards, and the National Student Advertising Competition (NSAC).

CSUF competes in the NSAC that takes place in 15 regions across the

country. Past clients include Snapple, Tai Pei, Pizza Hut and Glidden Paint.

COMM 475: Capstone - Advertising/AAF Competition includes students who interview in the fall to be hired as members of the agency (class). The agency meets weekly during the fall along with several times during the winter break. The agency completes the campaign in the spring semester and presents their Integrated Marketing Campaign.

The class is designed as an advertising agency, as the students are split into teams of Account Executives, Account Planners, Creative, Media Planners and Promotions. Students perform all the research – which includes focus groups, online surveys, taste tests, consumption diaries, and video interviews – via primary data gathered from across the United States.

The agency writes and designs the creative concepts, and tests them to receive feedback. The media planners allocate budgets strategically. The promotions team create nationwide events that showcase the product and help drive trial. A 20-page graphically appealing Plans Book is designed and produced by the students. The stand-up presentation and competition takes place at various campuses within each region.

The students participate in a real-world experience, which give them a distinct advantage as they graduate and move into the thrilling world of advertising.

- ▶ Real world advertising experience
- ▶ Judged by industry professionals
- ▶ Some of the participating schools in Region 15 include: UCLA, USC, UCSD, Chapman, UNLV, Cal Poly Pomona
- ▶ This is a repeatable course over two semesters

PRACTICAL ADVANTAGE

PRactical ADVantage Communications, the Department of Communications student-run advertising and public relations agency, is a capstone course option (COMM 474) available to students in the three concentrations of Advertising, Entertainment & Tourism Communications, and Public Relations. Each semester, PR AD COMM students plan, organize, and carry out client campaigns and projects from start to finish. Students work individually as Account Executive, Strategic Planner, Media Planner, Copywriter, Creative Director, and Social Media Strategist and in teams to advance every client project in accordance with our motto: "Under-promise and over-de-

liver." Since its founding in 2011, PRactical Advantage Communications has conducted more than 140 campaigns for on- and off-campus nonprofits and businesses. Recent clients included: Cox Communications, Mazda Motorsports, Disney Examiner, The City of Anaheim, The U.S. Solar Decathlon, Taco Bell and Thomas House Homeless Shelter. The agency organizes and conducts the annual Scholarship & Awards Event for the Department of Communications.

There are only 158 student-run agencies in the world. Of these, PR AD COMM is the only one that has been named an "Agency Elite" by PR News Magazine (2013).

- ▶ Recorded client service hours, calendar year 2016 - 13,627
- ▶ Philanthropic donations from happy clients - \$20,000+
- ▶ Square footage of dedicated lab space - 696
- ▶ Graduates of the agency since its founding - 600+
- ▶ Student enrollment target each semester - 60

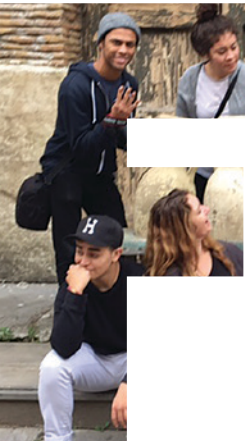




FLORENCE PROGRAM

The College of Communications Summer International Media Workshops and Fall Semester Florence Program are Cal State Fullerton's largest study abroad programs and considered one of the CSU's premiere study abroad programs. Based in Florence, Italy, the program offers courses in Communications, Cinema and Television Arts and Human Communications. Programs are built around hands-on media experiences using Italy as a backdrop for courses such as COMM 334 and COMM 426, which require intensive writing, collaborative assignments and projects, diversity/global learning and common intellectual experiences. Internship experiences were added to the program during fall 2017.

- ▶ The Summer International Media Workshops began 15 years ago with seven students. More than 20 students participate in the program, which starts the last two weeks of May online or in-class at CSUF and the month of June in Florence, Italy.
- ▶ The Fall Semester Florence Program began in 2015 with 19 students. 20+ students participate in the fall program, which begins three weeks online before students travel to Florence for 12 weeks.
- ▶ Six hundred students have participated in the programs since they were established. Approximately three-fourths of the students are from the public relations and journalism concentration.
- ▶ Students plan, write and produce editions of World Press TV show, which won a Telly Award for Best University Television Program in the Nation.
 - ▶ Cal State Long Beach is now a partner in the fall semester program, allowing students to take courses from two universities.



LATINO JOURNALISTS OF CSUF

Latino Journalists of Cal State Fullerton is an organization associated with the National Association of Hispanic Journalists (NAHJ) as an official student chapter, dedicated to promoting diversity in the news media.



The organization's main goal is to help prepare members for their future dream jobs. We do so by providing networking opportunities, panels with professionals, informational workshops and mentorship programs to help improve our members' individual skills and to create an environment where like-minded people can come together.



Despite the "Latino" in Latino Journalists, anyone is welcome to join. Latino Journalists of CSUF is committed to helping Titans from all types of backgrounds excel and continue to grow as professionals.

- ▶ Promoting diversity within the news media
- ▶ Helping prepare members for future career paths
- ▶ Bringing students with similar interests together

ENTERTAINMENT AND TOURISM CLUB

The award-winning CSUF Entertainment and Tourism Club aims to build bridges between the Entertainment and Tourism Communications concentration coursework and the professional activity of the entertainment and tourism industries in the vicinity of the CSUF campus. The student organization links its membership to the industry via monthly panels, networking events, career workshops, television tapings, volunteer opportunities, informational sessions with major media employers, philanthropic and charitable causes, and social gatherings. ETC is one of the largest student clubs in the university. The club's pinnacle event is its Annual Industry Mixer in April during Comm Week, during which scores of professionals are invited — many of whom are CSUF (and even ETC) alumni — to mingle and connect with the current club membership, providing one-on-one

networking opportunities and direct information about both internship and career possibilities.

- ▶ ETC started over a dozen years ago with just one member
- ▶ In 2017, ETC had 160+ members
- ▶ On average, ETC attracts over a half-dozen entertainment and tourism industry professionals on campus every month to connect and interact with its members
- ▶ Approximately 100 students attended each of ETC's monthly industry panels last school year
- ▶ ETC has won the "Titans Choice Award" two years in a row (2015 & 2016) at the annual CSUF Tuffy Awards Student Organization Recognition Celebration



PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

With more than 200 members, the Public Relations Student Society of America (PRSSA) chapter is one of the largest student organizations on campus. PRSSA is the premier organization for students who want to stand out in the highly-competitive communications field, offering students valuable hands-on opportunities to jump-start their careers. Members are given exclusive access to our internship database, extensive networking events, corporate and agency tours, and boot camps. PRSSA offers resume, cover letter, and portfolio critique from professionals in the field.

As one of the largest PRSSA chapters internationally, the CSUF PRSSA chapter is among the highest-demand organizations for communications students to join. Our mission is

to expose members to all facets and intricacies of the communications profession by providing member benefits such as speaker events, conferences, workshops, and more. As members of PRSSA, students are eligible to join Titan PR, the student-run public relations firm that provides hands-on, real-world experience providing support to clients in areas such as social media management, red carpets, event planning, and writing.

- ▶ 1st in the West Coast for largest international Chapter
- ▶ 2nd largest international Chapter worldwide
- ▶ 2nd school in California to offer Certificate of Public Relations
- ▶ 15 National Awards
- ▶ 50 years strong
- ▶ 100 internships distributed per semester
- ▶ 200 members and growing



AD CLUB

Cal State Fullerton's Advertising Club (AdClub) is a high impact program that offers a unique opportunity for students to forge a path from classroom to career. Its mission is to provide students with access to advertising professionals and advertising agencies in order to increase their exposure to industry best

practices, better preparing them for a career in advertising.

AdClub's biweekly events include guest speakers from top advertising agencies who manage prominent brands like Honda, Farmers Insurance, Pepsi, Boost Mobile, Mazda,

Sony PlayStation, Arrowhead Water and Apple. Speakers present case studies and explain what it's like to work in one of the most creative and dynamic careers. All events conclude with a chance for club members to network one-on-one with established industry experts which helps build their professional circle, increasing their chances for internships and jobs. AdClub graduates are frequently recruited to top agencies like

TBWA\Chiat\Day, 72 and Sunny, Innocean, Team One, and David & Goliath, and often provide internship opportunities for current members. The club's exclusive agency tours are another way members gain an intimate understanding of the unique workplace environment that awaits them.

AdClub's annual Advertising Conference (AdCon) is a daylong event, which takes place during CSUF's acclaimed Comm Week. Distinguished speakers from a variety of Southern California advertising agencies share their professional perspectives on themes like multicultural advertising, media convergence, big data and consumer research. This is a great networking opportunity for students interested in gaining intimate access to industry professionals. The conference often includes an "HR" panel where students get a chance to review their resumes and LinkedIn profiles with HR professionals in charge of hiring at regional agencies. The conference's Advertising Competition showcases student work, judged by industry professionals. Awards for this competition typically include internships at sponsoring agencies.



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SOCIETY OF PROFESSIONAL JOURNALISTS

The CSUF student chapter of SPJ is part of a national organization dedicated to keeping the free press as a cornerstone of democracy in the United States. The national organization, founded in 1909, offers students resources to enhance their journalism experience and a network of professionals to propel them into their careers.

SPJ members host guest speakers during COMM week and at their campus meetings. SPJ members identify causes that impact journalists and, when necessary, issue statements or organize events to support a free press. SPJ members may attend national and regional conventions, where they network and attend sessions that bolster their understanding of the issues and practices that impact journalists. They also may volunteer to lead sessions or produce stories, video and photos for the convention organizers.

SPJ members:

- ▶ Support the First Amendment guarantees of freedom of speech and of the press
- ▶ Adhere to high standards and ethical behavior in the practice of journalism
- ▶ Encourage diversity among journalists
- ▶ Promote for the free flow of information



For more information about the Society of Professional Journalists visit: <https://www.spj.org/spjinfo.asp>





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