

California State University Fullerton



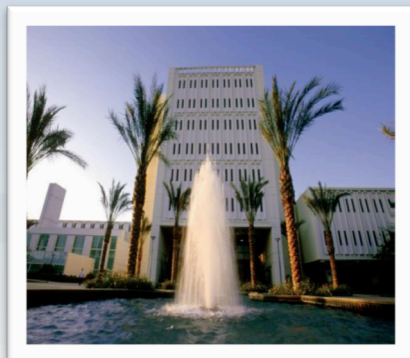
California State University Fullerton is one of the largest universities in the Cal State University system with an enrollment of over 37,000 students. It has been recognized as one of *U.S. News* magazine's top six public universities in the Western U.S. (masters only), and by *Hispanic Outlook in Higher Education* as ranking 1st in California and 4th in the nation among top universities awarding bachelor's degrees to Hispanic students.

The College of Communications



The College of Communications at CSU Fullerton is one of the largest in the U.S. with over 4,000 students, and has been ranked 1st in the nation by *Hispanic Outlook in Higher Education* for bachelor's degrees in Communications and Journalism awarded to Hispanic students.

The Maxwell Center For International Communications and Media



The Maxwell Center for International Communications and Media (MCICM) is committed to creating global awareness, global citizens, and global leaders through international education, research, and collaboration.

Maxwell Center For International Communications and Media

800 N. State College Boulevard, Fullerton, CA, 92831
[Http://communications.fullerton.edu/maxwellcenter](http://communications.fullerton.edu/maxwellcenter)

Project Americas



“Every individual, every culture has a story to tell...and every person should have the ability to tell that story.” Dr. Dean Kazoleas -Director Maxwell Center



Developing Communications and Media Systems Strengthens Democracies

The goal of this project is to increase the strength of relationships between media and communication professionals, scholars, and students in the United States and the countries of the Americas. Communications development leads to stronger communities, societies, and democracies.

Project Americas seeks to work with foreign universities, institutions, and organizations from across the hemisphere to strengthen and develop media and participative systems through the development of communication skills, media systems, curriculum, and/or the facilitation of dialogue and collaboration.

Project Americas focuses on sharing knowledge of the practice of professional communications across a wide variety of professions including journalism, public relations, advertising, and the promotion of entertainment and tourism. Given the shift towards global digital media, a large portion of this project will focus on the sharing of strategies, techniques and the use of digital tools to reach diverse audiences across cities, countries, and hemispheres.



“Information is the currency of democracy”

Thomas Jefferson

Project Americas focuses on the development of media and communications techniques for communications professionals, scholars, and students from across North, Central, and South America. Drawing on the expertise of highly skilled faculty and communications professionals from across the U.S. examples of programs include:

- **Workshops on Digital Story Telling for Journalists, Communication Professionals, and Students**

The Maxwell Center believes that every culture and every person has a story to tell and that in today's global and digital environment many are not familiar with the tools and techniques to tell their stories using digital media. This program will support training in the use of new digital technologies to reach audiences through mass and social medias.

- **Journalism and Media Training for Communications Professionals**

This program provides training on the use of modern journalistic techniques, “safe” reporting techniques, and the use of digital and social media to better tell stories and reach larger audiences. An additional component of this focus area will be collaboration across “American” universities on developing college level curriculum on these topics. Participants will also be offered the opportunity to lecture and speak at California State University, Fullerton.

- **Communications & media training programs for public officials and political participants from across the Americas**

A goal of *Project Americas* is to train and empower women and/or candidates from political or ethnic minorities (such as those in Mexico, Central America, Brazil, and the Andes) in western media and communication techniques to better enable them to participate and compete in political processes.