

Kudos!

Celebrating the Faculty of the Department of Communications



COMM launches Spanish-language TV news show

Broadcast journalism lecturer **Beth Georges** is bringing her TV news experience to a new innovative project in the Department of Communications -- CSUF's first Spanish-language television broadcast show.

Al Día is a new 20-minute news show in Spanish produced largely by students volunteers, many of whom are also enrolled in Prof. Georges' capstone class, COMM 472: Capstone - TV News.



The students are passionate about the show, and they are putting into practice the skills they've learned in

their journalism courses.

The lead producer, Andres Martinez, has already used his experience at Al Día to land a job as a producer for a Telemundo station in Oklahoma City.

Al Día also has a robust social media presence, including @aldiacsuf on Twitter.

The broadcast can be seen on Time Warner's channel 98 and AT&T's U-verse channel 99. The program is among the Department's efforts to support the



Lecturer Beth Georges helps students prepare their broadcast news show in the Titan Communications studios in the Pollak Library. Georges led the launch of Al Día, CSUF's first Spanish-language student-run newscast.

Latino Communications Initiative and provide opportunities for students in growing media markets. ■

COMM: 1 of 39 in the world certified by PR experts

Only 39 universities in the world have programs that have earned the Public Relations Society of America's recognition for excellence in public relations education.

The Department of Communications at California State University, Fullerton is one of them.

Dr. Doug Swanson, APR, Professor and Vice Chair of the Department of Communications, accepted the award Saturday, Nov. 7 in the General Assembly at PRSA's International Conference in Atlanta.

The Department of Communications spent a year preparing a rigorous self-study report and then underwent a CEPR site visit in February. At



Dr. Doug Swanson attends a reception in Atlanta which recognized the Department of Communication's public relations certification.

the conclusion of the visit, the team found full compliance with all PRSA standards. The team made particular note of "excellent service learning... dedicated faculty... diversity of stu-

dent body... outstanding internship program... and excellent use of PR student agency in the curriculum."

Cal State Fullerton's Department of Communications was among the first academic units to go through the CEPR process, and is one of only a handful of the 39 CEPR programs to have been certified three times.

Cal State Fullerton, designated as a Hispanic Serving Institution, was also recognized during the National Assembly for CSUF's efforts to encourage more Latino and African American students to pursue public relations careers. This effort is being coordinated through the Public Relations Student Society of America Foundation. ■

Faculty discuss goals, progress at fall retreat

In between taking new head shots and catching up with colleagues during breaks and meals, the faculty of the Department of Communications discussed accreditation, assessment, curriculum, strategic planning, and academic and career advising, among other things, at a day-long retreat at the Coyote Hills Golf Course.

Dr. Jason Shepard began the day with a presentation and discussion about the department's priorities and goals.

The presentation highlighted key statistics about the department, a review of the department's strengths and weaknesses, and a plan for moving forward on key initiatives.

The faculty worked in small groups to begin a year-long review of digital skills instruction and agreed upon core digital competencies for all COMM graduates.

Dr. Doug Swanson led a discussion on the department's needs for the current three-year assessment cycle, and faculty

worked on concentration-specific curriculum and assessment issues.

Dr. Ed Trotter led a session on operationalizing the department's strategic plan and its diversity and inclusion plan.

Inez Gonzalez gave a presentation on the first two years of the Latino Communications Initiative.

Tammy Rogers discussed advising and retention efforts.

Cassandra Thompson introduced herself as the new career specialist and discussed her plans to help students and faculty.

Sandra Rhoten gave a presentation about academic integrity. ■



Department Chair Dr. Jason Shepard welcomed faculty back to school at the Department of Communications' Fall Retreat at the Coyote Hills Golf Course. At top, former Department Chair Dr. Diane Witmer with Dr. Shepard; middle left is Dr. Kuen-Hee Ju-Pak, Dr. Ed Trotter, and Dr. Jeusun Kim; middle right is Emily Barnes with Dr. Cindy King.

The Department of Communications: Who We Are. Where We've Been. Where Are We Going?

At its fall retreat, the Department of Communications discussed and analyzed enrollment, job placement, curriculum, student success, accreditation and strategic goals. Below are six slides from the 52-page presentation as a snapshot.



The COMM Department

- Largest COMM program west of Mississippi and sixth largest in the U.S.
- 2,222 majors in 2014-2015
 - Graduate more Hispanics in COMM than any other nationwide
- 78 faculty
 - 30 full-time, 42 part-time, 6 early retirement
- Founded in 1961 and first accredited in 1971
 - “Department of Journalism” became “Department of Communications” in 1965
- Est. 22,000 students who have graduated from the Department since 1961 are embedded in SoCal workforce

Who We Are | Where We've Been | Where Are We Going?



Top 10 Undergrad CSUF Degrees, Past 10 Years

Communications	7,189 Degrees Awarded
Finance	4,503 Degrees Awarded
Child & Adolescent Studies	4,139 Degrees Awarded
Psychology	3,999 Degrees Awarded
Accounting	3,564 Degrees Awarded
Liberal Studies	2,790 Degrees Awarded
Marketing	2,770 Degrees Awarded
Management	2,689 Degrees Awarded
Kinesiology	2,648 Degrees Awarded
Criminal Justice	2,568 Degrees Awarded

Source: <http://www.fullerton.edu/analyticalstudies/student/degreesawarded/DeeAward.asp>

Who We Are | Where We've Been | Where Are We Going?



2011 Graduates Working At ...

- alPunto Advertising
- TWBA/Chiatt/Day
- Sega of America
- 20th Century Fox
- Innocean USA
- Angels Baseball
- CBS Radio
- Telemundo
- DGWB
- CBS Television Studios
- Disneyland
- Radio Disney
- KSBW 88.5 Radio
- Clear Channel Communications
- Sirius XM Radio
- NBCUniversal
- Orange County Register
- KTLA Evening News
- KABC-TV
- E! Online
- KSDW Radio
- San Gabriel Valley Newspaper Group
- KEPR-TV
- KFON-TV
- KETK-TV
- Fox Broadcasting
- KCBS-TV
- KFBB-TV
- ABC/FOX Montana
- LinkedIn
- Dim Mak Records
- Warner Brothers

Who We Are | Where We've Been | Where Are We Going?



ACEJMC Site Visit Strengths

- “Recognition as a benchmark program at the university because of its size and importance”
- “An appreciative student body of extraordinary diversity”
- “Retention and graduation rates better than the university’s”
- “A vibrant internship program in a major media market”
- “Capstone courses focusing on professional practice”
- “Multiple international opportunities for students through the innovative work of faculty”
- “A strong, independent student media and a new PR/AD agency since the last review”
- “A reputation in its region for producing capable students”

Who We Are | Where We've Been | Where Are We Going?



My Vision For Us

The Department of Communications shall strive to be the largest, most diverse, comprehensive, student-centric and future-oriented communications department in the country.

Who We Are | Where We've Been | Where Are We Going?



Celebrating 55 Years



- Events/Campaign to increase visibility?
- Involve alumni?
- Showcase programs/clubs?
- Recruit students from HSs and JCs?
- Community service?
- Conference?
- COMM Week?
- Raise money?
- What would you like to contribute time toward?

Who We Are | Where We've Been | Where Are We Going?

ADJUNCT NEWS

Loggia-Kee at Long Beach Comic-Con

Marie Loggia-Kee served on panel for aspiring writers at Long Beach's Comic-Con in September. Marie has written 30 books under pen name Louisa Bacio. Marie teaches sections of COMM 101. ■

Ozminkowski pens law journal article

Mariusz Ozminkowski, who teaches Communications Law, is the author of the forthcoming "Birthright Citizenship, 'Anchor Babies' Rhetoric, and Public Policy," in the *Columbia Journal of Race and Law* published by Columbia University. ■

Hill talks teaching in MediaPost

Alison Hill, who taught Entertainment Public Relations this fall, published a piece on MediaPost about tips for students seeking to break into the entertainment PR profession. Among her tips: be proficient in social media, write well, build relationships, get experience, and find a passionate niche. ■

Quezada partners with CSUF police

Bob Quezada partnered with university police for two class projects in COMM 201, including a multimedia reporting project on the dangers of texting while driving. ■

Tusk Magazine wins Pacemaker 3 years in a row

Tusk Magazine took first place in the Best of Show contest and won a prestigious Pacemaker Award at the Associated Collegiate Press/College Media Advisers National Convention in Austin, Texas.

This is the third year in a row that *Tusk* has won a Pacemaker Award, which is given to the top college media in the country.

Jeff Brody is *Tusk's* adviser. ■



Jeff Brody and student editor Blanca Navarro accept awards at the College Media Convention in Austin.

First Amendment Coalition recognizes Daily Titan

The *Daily Titan* won honorable mention in the First Amendment Coalition's annual Free Speech and Open Government award ceremony.

The First Amendment Coalition recognized the *Daily Titan* for "standing up to official hostility from the school's administration" in its front-page editorial last spring about the university's lack of transparency and antagonism by the former media relations director, who has since resigned.

At the College Media Convention in Austin, Texas in October, Editor



Bonnie Stewart treats *Daily Titan* editors to BBQ and peach cobbler at the College Media Convention in Austin.

in Chief **Rudy Chinchilla**, Adviser **Bonnie Stewart** and Department Chair **Dr. Jason Shepard** gave a presentation about the editorial and its aftermath. ■

Faculty present research, lead student travel

Dr. Dean Kazoleas traveled to Norway in August to visit Volda University to discuss exchange programs and escort exchange students. He also visited the US consulate in Oslo.

Dr. Anthony Fellow spent the fall semester in Florence, Italy as professor for the International Media Workshops (The Florence Program).

Dr. Carol Ames presented a refereed paper at the American Journalism Historians Association conference in Oklahoma City, in October.

Micheal McAlexander visited CSU campuses in Fresno, Stanislaus, Sacramento, Chico, Humboldt, Northridge, Channel Islands, San Luis Obispo and Bakersfield for research for the Entertainment Industry Initiative Needs Assessment in October and November.

Dr. Andi Stein spoke at the International Society of Travel and Tourism Educators conference in October in Charlotte, North Carolina.

Dr. Jason Shepard, Jeffrey Brody and **Bonnie Stewart** attended the Associated College Press Student Media Convention in Austin, Texas, in October.

Jeffrey Brody and **Dr. Brent Foster** took students to Costa Rica in November as part of an international journalism class.

Dr. Doug Swanson attended the PRSA Educators Academy national conference and attended a recognition event to receive CEPR recertification for the Department of Communications. The conference was in November in Atlanta, Georgia.

Dennis Gaschen escorted 20 students to the Public Relations Student Society of America's National Conference in November in Atlanta, Georgia.

Dr. Christina Ceisel presented research at the National Communication Association Annual Meeting in November in Las Vegas.



Dr. Anthony Fellow spent the fall semester in Italy with students. Above, students visited Castello del Trebbio in Chianti where they learned about wine making and got a lot of history. It is here where the Pazzi family plotted their overthrow of the Medici family. It didn't work out well for the Pazzis.

Dr. Vanessa Diaz presented a paper titled: To Live and Die in LA: Space, Place and (Im)mobility Among the Latino Paparazzi of Los Angeles at the 2015 Annual meeting of the American Anthropology Association in November in Denver, Colorado.

Carolyn Coal participated in a conference at the London School of Economics about best practices for content development for video, in November in London, England.

Dr. Carol Ames was selected by the International Radio & Television Society to attend a conference in connection with the Consumer Electronics Show in January in Las Vegas.

Dr. Dean Kazoleas instructed students and worked with CETYS, our partner university in Ensenada, Mexico, as part of COMM 470 International Public Relations course, in January. ■

Foster improving students' first year

Dr. Brent Foster is giving two presentations at national conferences in his role as Interim Director of Freshman Programs.

With Associate Vice President Dr. Peter Nwosu, Dr. Foster will attend



the 35th Annual First Year Experience (FYE) conference in Orlando in February. The presentation selection is high-

ly competitive as nearly 500 entries were submitted for consideration. The title of the presentation is "Lessons from the Redwoods: Scaling FYE at a Large Public University."

Foster will also represent that University in Washington DC at the American Association of Colleges and Universities (AACU) conference in January. President Garcia will be in attendance and is scheduled to speak. Foster will attend with a team of directors from Academic Programs. ■

Stewart wins First Amendment case

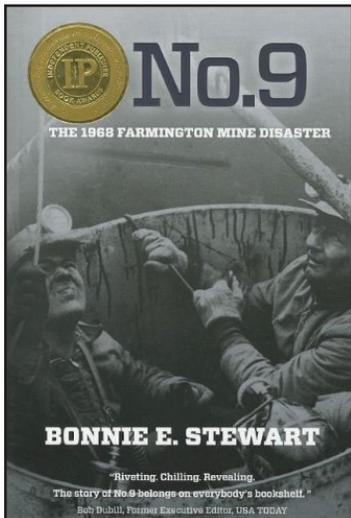
A federal district magistrate judge ruled in December that the First Amendment protects **Bonnie Stewart**, a Department of Communications lecturer and *Daily Titan* adviser, from being forced to turn over her notes and interviews for a book she wrote about a coal mining disaster in which 78 men were killed.

The case had been weighing on Stewart's mind for several months. Stewart book, *No. 9: The 1968 Farmington Mine Disaster*, investigated a 1968 coal mining disaster and helped sparked a lawsuit brought against Consolidation Coal by family members of the killed miners.

The coal company sought all of Stewart's reporting materials, including her notes and unpublished information. While journalists in California have strong journalists' privilege protections, this case began in federal courts, and federal legal protections are far less certain.

The decision is a victory for investigative journalism in general, but also means Stewart is currently no longer facing legal sanctions. If the decision is appealed, it goes to the Ninth Circuit Court of Appeals, which typically has provided stronger protections for journalists' privilege than other federal circuits.

The decision garnered state-wide media attention, including in the Los Angeles Daily Journal



with the headline "A key win for reporter privilege," as well as nationally, including the Reporters Committee for Freedom of the Press.

Stewart was represented pro bono by Jon Segal, an associate at Davis Wright Tremaine LLP in Los Angeles. ■

McAlexander's film featured in festival



Micheal McAlexander's film, *A Lesson of Love*, continues to win accolades.

In October, the film was an official selection at the Queen City Film Festival in Cumberland Maryland. ■

Erickson celebrates tenure



Dr. Emily Erickson celebrated tenure and promotion to associate professor with Department Chair **Dr. Jason Shepard** at a reception at President Mildred Garcia's home in September. ■

Student wins multiple awards

Broadcast journalism graduate Lauren Grose won several student awards this fall.

Lauren won first place in the TV news category of the CSU Media Arts Awards. She won for a wonderful story she did about the legacy of CHP officer Don Burt who was gunned down about 20 years ago right near campus. His son attends CSUF and the campus is naming a street for Don Burt. Don's wife was

pregnant with their son when he died. The story was part of a project for Prof. **Beth George's** class.

Lauren also took home fourth place for the documentary she did in Guatemala while traveling with Prof. **Jeff Brody** and his international journalism class.

Finally, in December, Lauren placed in the prestigious Hearst Journalism Awards competition in the TV features category. ■

COMM graduates new M.A.s



Dr. Andi Stein celebrated with twelve graduate students who completed the Projects class and earned their M.A. degrees in Fall 2015. ■

Zandpour joins emeriti



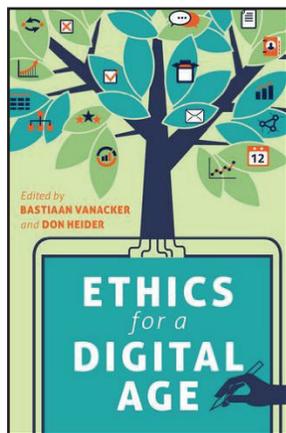
Dr. Fred Zandpour is enjoying his latest professional role as an emeritus faculty member. In September, he attended his first emeriti faculty luncheon, with others, including former university photographer **Pat O'Donnell**,

Dr. Rick Pullen, faculty emeritus and former dean, and **Dr. Tony Rimmer**, faculty emeritus and former director of the Faculty Development Center. Zandpour also served as associate dean of the College of Communications. ■

Shepard publishes chapter on digital media law and ethics

Dr. Jason Shepard published a book chapter assessing recent cases on who is considered a journalist in the digital era.

The new book, *Ethics for a Digital Age*, features research that Shepard first presented at the International Symposium on Digital Ethics at The Center for Digital Ethics & Policy at Loyola University Chicago. ■



Diaz gets grant

Dr. Vanessa Díaz was awarded a Cal State Entertainment Industry Initiative grant to coordinate two panels with top figures in entertainment journalism.

The purpose of the events is to give our students access to advice from a diverse range of entertainment industry professionals. ■

Mazda donates to PR/Ad Agency

Mazda Motorsports has made almost \$5,000 in donations to PRACTICAL ADvantage in recognition of several semesters of campaign work by student teams.

Among the work completed on Mazda's behalf: students assembled a media relations training manual for Mazda Motorsports drivers. The manual includes a fully developed website and a smart phone-based app that drivers can use "on the go."

PR AD COMM students also worked with Project Yellow Light, a scholarship program supported by Mazda to encourage teenage drivers to slow down and drive safely. PR AD COMM students went to area high schools to conduct informational events about Project Yellow Light and encourage high schoolers to produce videos for dissemination through social media.

Finally, PR AD COMM students worked with Mazda driver Kenton Koch to increase awareness



of organ donation and host an event related to that issue. In addition to racing for Mazda, Kenton is a CSUF student and his mom is a heart transplant recipient.

PR AD COMM is grateful to Professor **Pete Evanow** for developing the relationship with Mazda, and for MAZDASPEED Communications Officer Dean Case who has truly gone "the extra mile" to work with our students. Our students have traveled to Mazda headquarters. They've been to races and met the drivers and pit crews. They've worked at the L.A. Auto Show. It's been an unparalleled experience-- ZOOM ZOOM. ■

Faculty wish staff Merry Christmas



The faculty of the Department of Communications presented the staff with early Christmas presents at its final faculty meeting of the year. Above, from left to right, are **Jenny Amaro-Bussey**, department administrative support coordinator; Department Chair **Dr. Jason Shepard**; **Amy Castaneda**, administrative support assistant; and **Lauren Ho**, administrative support assistant.

New scholars, teachers, professionals join COMM

Three tenure-track faculty and one lecturer joined the ranks of the full-time faculty in the Department of Communications in 2015.

Dr. Robert Meeds specializes in advertising and consumer behavior and is teaching COMM 353: Creative Strategy and Execution I, and COMM 410: Principles of Communication Research.

Dr. Meeds joined the faculty after most recently serving as associate professor and acting department head of the Department of Mass Communication at Qatar University.

Prior to working in the Middle East, Dr. Meeds spent two years as associate professor and department chair of the Department of Advertising at Texas Tech University and 11 years as an assistant and associate professor at Kansas State University.

Dr. Meeds has a Ph.D. from the School of Journalism at the University of Missouri.

Among his current research projects are studies on visual design and eye tracking on e-commerce websites.

In November, Dr. Meeds was quoted in the *Los Angeles Times* discussing consumer behavior in purchasing travel insurance.

Dr. Christina Ceisel specializes in entertainment and tourism communications in a global context. Dr. Ceisel is teaching



Dr. Robert Meeds



Dr. Vanessa Diaz



Dr. Christina Ceisel

COMM 346: Introduction to Entertainment and Tourism, and COMM 410: Principles of Communication Research.

Dr. Ceisel will also be working on assessment projects for the graduate curriculum.

Dr. Ceisel joins the faculty after most recently serving as a visiting assistant professor in the Department of Communication at Hamilton College.

Ceisel is working on a book tentatively titled



Keith Kesler

Globalized Nostalgia: Heritage Tourism and the Politics of Belonging. Ceisel's dissertation research took her to Galicia, Spain, where she studied tourism.

Her Ph.D. is from the University of Illinois at Urbana-Champaign.

Dr. Vanessa Diaz specializes in Latino communications and popular culture.

Dr. Diaz is currently teaching COMM 315: Mass Media and Ethnic Groups,

and COMM 437: Reporting on the Entertainment Industry.

Dr. Diaz will also be working to expand curriculum connected to the Latino Communications Initiative, and she will be working on the *Al Día* TV news program in the spring with Prof. Beth Georges.

Dr. Diaz joins the faculty after completing her Ph.D. in cultural anthropology at the University of Michigan. She has also done extensive research in Cuba.

Dr. Diaz is also working on revising her dissertation into book form. Her research focuses on celebrity media production and paparazzi.

Keith Kesler specializes in advertising and marketing. He joins the faculty as a full-time lecturer after 25 years of experience with advertising agencies and marketing work, including at Innocean USA and AMP Marketing.

Kesler teaches COMM 351, Writing for the Advertising Industry; COMM 450, Advertising and Brand Communications Management; COMM 451B, Capstone – Advertising Campaigns.

Kesler will also be serving as the AAF adviser and is working with Prof. Carolyn Coal on advising the popular AdClub.

Mr. Kesler has an M.A. from the Department of Communications at Cal State Fullerton. ■