



COMMUNIQUÉ



A newsletter celebrating success from the Department of Communications

January 2024

COMM launches sports media programs

Students have new opportunities to learn about sports media through a new certificate program and high-impact experiences through a partnership with Titan Athletics and ESPN+.

Dr. Gayle

Brisbane serves as the advisor of new the sports media certificate. The sports media certificate comes at the same time as CSUF's Titan Sports Network has partnered with the Big West Conference and ESPN to air the sporting events on ESPN+.



Timothy Jackson, CSUF's assistant athletic director of broadcast-



ing, facility and event operations, is a key partner in helping COMM students work on ESPN+ broad-

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Left, Communications students conduct broadcasts of Titan Athletics as part of the Titan Sports Network, aired on ESPN+. Above, students visit Fox Sports on a field trip in Professor Brisbane's Sports Broadcast Journalism class, one of several courses part of the new sports media certificate.

COMM faculty create Black CommUnity

A new innovative program led by Department of Communications faculty is aimed to help Black students find a sense of belonging at CSUF.

Dr. Jasmine Phillips launched Black CommUnity in August 2022, with aid from an inaugural \$98,000 grant from the Scott-Jewett Fund for Innovation and Student Success, part of a \$40 million transformative gift to CSUF from philanthropist MacKenzie Scott and her former husband Dan Jewett.

Professors **Amber Wilson** and **Dr. Miya Williams Fayne** were also co-leaders of the program in its first year. Dr. Phillips and Wilson are continuing as co-leaders in 2023-2024.

Black CommUnity aims to assist in the retention and inclusion of Black communications students by creating a stronger sense of community and belonging among Black students within the Department and preparing students to access competitive opportunities to fulfill the required internship for Communications majors.

In 2022-2023, more than a dozen programs were

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Dr. Jasmine Phillips, Dr. Miya Williams Fayne, and Amber Wilson launched and oversee Black CommUnity, a program aimed at improving a sense of belonging for Black students interested in Communications professions.

Department of Communications launches sports media certificate

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casts.

Communications students can work as student assistants and intern with the Titan Sports Network to broadcast CSUF's sporting events on ESPN+.

Because of the uniqueness of the certificate and the Titan Sports Network, Brisbane said CSUF will be the go-to for people interested in sports media as a career.

"I think we're going to have the strongest program now that it's getting going," Brisbane said.

She brings more than 20 years of professional experience in sports broadcast journalism.

The demand is high. Brisbane said when attending an information session for high school and junior college students, almost every student who walked up to the journalism

DEPARTMENT OF COMMUNICATIONS

S CAL STATE FULLERTON

SPORTS MEDIA



The **Sports Media Certificate** allows CSUF students, who are interested in a career in sports media, to complete a set of courses that provides **hands-on skills** for a variety of positions within the profession. Students will learn to write, develop, produce, and **host compelling sports features, sports announcing, and in-studio shows** and learn the **business issues** involved in the **modern sports media world**.

FACULTY ADVISOR: Dr. Gayle Jensen Brisbane | gbrisbane@fullerton.edu

All Department of Communications majors are encouraged to consider completion of one of our pre-professional certificates. The certificates are also open to students from other majors. A certificate takes the place of the collateral requirements on the COMM degree check sheet. To learn more, speak to your faculty advisor or visit the College of Communications Advising and Student Success Center (College Park 650-26). Department of Communications Certificates are open to all CSUF students.

SELECT 3 OR 4 OF THESE 4 COURSES
(Required 9-12 units)

- COMM 336 Sports Broadcast Journalism
- COMM 441 Sports Reporting
- COMM 445 Sports Entertainment
- HOCOMM 370 Sport Communication

YOU MAY SELECT 1 OF THESE COURSES
(0-3 units)

- AMST 346 American Culture Through Spectator Sports
- KNES 381 History of Sports, Games, and Culture
- KNES 384 Sport Sociology
- KNES 481 The Socio-Cultural Study of the Olympic Games: Ancient to Modern
- KNES 483 Sport, Film, and Culture
- MATH 120 Elementary Statistics
- MATH 205 Elementary Statistics Supplement
- MKTG 430 Sports Marketing
- SOCI 467 Sociology of Sport

im booth was interested in sports media journalism.

The sports certificate is also interdisciplinary, allowing students to take classes in other programs.

Brisbane shared how excited she is that she has been approved to take a group of students for the sports media certificate to study abroad during the summer of 2024 to cover the Olympics. Of her 20 years in the industry, Brisbane never covered the Olympics because she did not work for NBC, so by going abroad with students for the summer to cover the 2024 Olympics, she can finally say she reported the Olympics.

"So this is kind of a little bucket list item for me to be able to go to the Olympics," she said.

The two courses reporting on the Olympics are COMM 336: Sports Broadcast Journalism and COMM 441: Sports Reporting. These two classes are two of the four classes required to fulfill the sports media certificate. ■

COMM faculty create Black CommUnity to improve sense of belonging

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held, including a kickoff lunch, a soul food game night, an advising workshop with Communications Academic Advisor Stephanie Malone, a Black Panther movie outing, an internship workshop with Communications Internship Coordinator Amber Wilson, a mental health workshop with CAPS psychologist Dr. Christina Carroll-Pavia, an alumni panel in collaboration with the Ujima Mentoring Program, a student dinner, and a Comm Week panel with communications industry executives.

Funds also allowed students and faculty to attend the International Communication Association conference in Toronto in May.

Early assessment data shows good results: 100% of mid-year respondents (who attended at least one BCU event) feel a sense of community among the Black students in COMM (versus 30% pre-program); 78% feel connected to Communications faculty and staff (versus 21%



Students attend a Black CommUnity kick-off event in Fall 2023. Black CommUnity is a COMM program aimed at helping Black students find a sense of community in COMM and at CSUF.

pre-program), and 50% feel prepared for internship opportunities (versus 30% pre-program).

"As a small minority of the Department's student population, Black communications majors are often isolated from one another in classes and have had little opportunity to make the connections with each other and faculty that would reaffirm their sense of belonging to the

Department," Phillips said.

"I was able to attend my first Black CommUnity event this year and it was exactly as I hoped. Literally at my first event I was welcomed, listened to, and given a life-changing opportunity my department couldn't provide me. It's nice to find support from professors that look like me," one student reported. ■

Amber Wilson wins Pullen Excellence Award

Amber Wilson, the Department's internship coordinator and full-time lecturer, was awarded the Rick D. Pullen Academic Excellence Award in December 2023.

The Pullen Award, established by longtime Dean Rick Pullen, honors a faculty member in the College of Communications who demonstrates "exceptional commitment to teaching and service," based on contributions to "teaching and enhancement of the learning environment."

Wilson has made significant contributions to teaching and enhancement of the learning environment in the Department, College, University and Community.

"Her outstanding teaching and advising of thousands of students completing mandatory internships, as well as her considerable service commitments, make her most deserving of this honor," Department Chair **Dr. Jason Shepard** wrote in his nomination letter.

In her seven years at CSUF, Wilson has helped nearly 5,000 students obtain and complete internships. For many students, this experience is a pivotal bridge between academic and career preparation.

In addition to her internship supervisor duties, Wilson has chaired the University's Internships & Service Learning Committee, helped secure a \$98,000 grant for the Black Community initiative, and now co-chairs the student chapter of the National Association of Black Journalists.

Before joining COMM in 2016, Wilson served as media internship program coordinator for the CSU Chancellor's Office.

The Department's mandatory internship program – a critical component of ACEJMC accreditation – is one of the largest of its kind in the United States.

The Department has long recognized that an internship is the critical element in connecting academic experience to the professional realm, and it serves as the culminating experience for soon-to-be graduates of



the Department of Communications. Coordinating all aspects of this important program falls to Wilson. That Wilson's students thrive despite a demanding workload is a testament to her outstanding performance in all respects.

Wilson's commitment to building on the program's strengths while working on its areas of opportunity quickly made the internship program even stronger as a result of her efforts. Wilson has thrived at making the program more accessible to more students, and she has expanded resources and support to improve student success. Students find Wilson to be caring, kind, helpful, and supportive throughout the process. They appreciate her "cheerful" and "compassionate" demeanor. She is quick to respond to emails and always accessible. She is detail-oriented and highly organized. Her professionalism is noted by all those



Top, Wilson presents at the Department Awards & Scholarships Ceremony in 2022. Above left, Wilson attends Department Retreat in 2019. Above, Pullen presents the award at the College's Retired Faculty and Staff Lunch at the Nixon Library in December 2023.

who interact with her.

As one student noted: "Professor Wilson! I appreciate you so much! Thank you for everything! Every time I talked to you, you helped me feel so much better about the whole internship process! You are one of the best! I know other students appreciate you as well! Thank you for being so kind, patient and helpful!" ■

Erickson and Bunker finalist for award

Dr. Emily Erickson and part-time lecturer **Matthew Bunker** were finalists for Harry W. Stonecipher Award for Distinguished Research on Media Law and Policy for their 2022 article, "Of Circuit Splits, Dictionaries & Legal Es-sences: The Right of Publicity As Intellectual Property," published in the *UCLA Entertainment Law Review*.



The article provides an outline of the right of publicity and analyzes the existing case law interpreting Section 230's intellectual property exclusion. The article offers concluding perspectives on this difficult and vitally important area of the law. ■

Shepard wraps First Amendment Award

Dr. Jason Shepard presented Margaret Sullivan with the 2023 First Amendment Award on behalf of the Association for Education in Journalism and Mass Communication at its annual conference in Washington, D.C. in August.

He led a Q&A with Sullivan, currently a columnist at the *Guardian*, to a packed house.

At the conference, Shepard ended his 3-year term on AEJMC's Professional Freedom and Responsibility Committee and chair of the First Amendment Award.

In 2022, Shepard presented the First Amendment Award to Steven Waldman, co-founder of Report for America. In 2021, Shepard presented the First Amendment award to Omar Jimenez of CNN. ■



COMM faculty earn tenure, promotion

Four faculty in the Department of Communications received promotions in 2022 and 2023.



Dr. Waleed Rashidi

Dr. Waleed Rashidi was promoted to associate professor with tenure in 2022. Dr. Rashidi teaches many entertainment/tourism classes and graduate courses.

Dr. Rashidi's research agenda draws from his teaching focus in entertainment communications, including experiences of music media users, media production, and technological challenges of media formats.

He has served as advisor to the Entertainment and Tourism Club and advisor of Comm Week.

Since 2016, he has served on the Board of Directors for the Journalism Association of Community Colleges as University Representative. Dr. Rashidi's service includes volunteer broadcaster at KSPC 88.7 FM in Claremont, service on the Citrus College Communications Program Advisory Board, and with the Entertainment Studies Interest Group (ESIG) of the Association for Education in Journalism and Mass Communication (AEJMC), including newsletter editor, social media editor and secretary.



Dr. Penchan Phoborisut

Dr. Penchan Phoborisut was promoted to associate professor with tenure in 2022.

Dr. Phoborisut teaches broadcast and multimedia journalism and communications technologies.

Dr. Phoborisut's research agenda centers on social and systematic justice and what has been normalized through media practices, language, or people in power. Her research examines issues in media studies, visual rhetoric, social justice, and social movements.

She also serves as advisor of the Asian American Journalists Association.



Dr. Roselyn Du

Dr. Roselyn Du was promoted to full professor with tenure in 2023.

Dr. Du teaches research methods, global media, and several

graduate courses.

Dr. Du's research agenda focuses on new media journalism studies and global communication.

Notably, she published the book *Algorithmic Audience in the Age of Artificial Intelligence*, in 2023.

Dr. Du's service includes serving as associate editor for the journal *Media Asia*.



Dr. Cylor Spaulding

Dr. Cylor Spaulding was promoted to associate professor with tenure in 2023.

Dr. Spaulding teaches public relations and graduate courses.

Dr. Spaulding's research agenda focuses on public relations and its intersections with religion, history and the LGBTQ community.

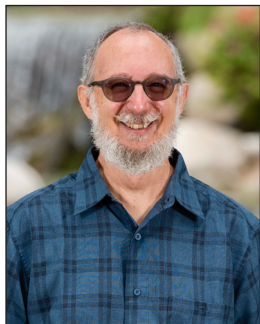
Dr. Spaulding is an active member of the Public Relations Society of America (PRSA) and the Association for Education in Journalism and Mass Communication (AEJMC), including with the Religion and Media Interest Group.

Dr. Spaulding has been a member of the leadership team for the PRSA Educators Academy, including serving as secretary and chairing the membership committee. ■

Romain, Favela named distinguished faculty

The faculty named **Ron Romain** as full-time distinguished faculty of the year and **Richard Favela** as part-time distinguished faculty of the year.

Ron Romain joined COMM in 1984. For almost 40 years, Ron has helped thousands of COMM students become better visual communicators while being a consummate team player and collegial mentor. His success in the classroom, coupled with his wit, humility, and friendly demeanor, garnered him universal respect



from his students as well as colleagues.

Richard Favela's love for teaching is obvious. His students find him "outgoing, enthusiastic, and engaging." He joined the COMM faculty as a part-time lecturer in 2015, but his



time as a Titan started in 2000. He received both his B.A. and M.A. from CSUF. He has been an invaluable part of the faculty, teaching a variety of courses. In 2017, he was first elected as COMM's part-time faculty representative. ■

In memoriam: Dr. Paul Martin Lester

Dr. Paul Martin Lester, passed away November 12 in Dallas at the age of 70, after a long illness.

Dr. Lester was a long-time faculty member in the Department of Communications, joining the Department in 1990 and retiring in 2017.

He began his career as a photojournalist, and he taught photography and visual communications classes at CSUF for more than 25 years. He was a prolific and eclectic scholar. He was the author of a leading textbook that COMM still uses in our COMM 300: Visual Communications classes today.

Drawing on his experiences as a photojournalist and his deep empathy for the news photographer's subject and the impact of fame on their personal lives, Dr. Lester was a strong advocate and teacher of journalistic ethics.



Dr. Paul Martin Lester passed away in November 2023. He taught COMM classes for 27 years.

From 2006 until 2011 he was editor of the *Visual Communication Quarterly*, a publication of the Visual Communication Division of the AEJMC published by Taylor & Francis. And from 2011-2014 he served as the editor of the AEJMC publication *Journalism & Communication Monographs*.

For several years, he co-wrote a monthly column, "Ethics Matters" for *News Photographer* magazine for the National Press Photographers Association (NPPA). In

2015 he was honored by the NPPA with the Kenneth P. McLaughlin Award of Merit.

In 2022, he was honored by the NPPA with the John Long Ethics Award for "an individual who has, through his or her efforts, upheld, shaped, and promoted ethical behavior in all forms of visual journalism."

He is survived by his wife xtine burrough, their two sons, Parker and Martin Lester, and his daughter Allison Lester. ■

Reynolds wins mentoring award

Dr. Chelsea Reynolds was recognized with the Writing Across the Curriculum Award in 2023.

With its Student Writing Mentorship Award, the Writing Across the Curriculum (WAC) Program honors faculty who go above and beyond their normal job duties to mentor their students in disciplinary writing.

The award noted that Dr. Reynolds has mentored many students over several years, has received and provided mentorship training, and has helped students publish or present their writing in a variety of genres and venues, all of which contribute to students' integration into their fields. In her mentoring of marginalized students, Dr. Reynolds "empower[s] young writers to find their voices and advocate for themselves." Using writing in her classrooms and at Tusk magazine, she strives to build students' confidence as they learn the "unwritten norms" of their future professions in communication. ■



Marisa joins COMM as ASC

Marisa Del Castillo joined the Department of Communications in May 2023 as its new Administrative Support Coordinator, replacing Jenny Amaro-Bussey who retired in December.

Marisa brings nearly 30 years of office and administrative experience, including 25 years at Disneyland and the Walt Disney Company, as well as experience at several other companies. Her work experience spans scheduling, training, onboarding new hires, payroll, invoicing, purchasing, budget, IT, and HR. ■



Beloved *Daily Titan* adviser remembered

As nearly 150 mourners from around the world converged in Titan Theater in October 2023, it was hard to know which facet of **Stephen Jay Berman** was being remembered.

Was it Jay Berman, retired lecturer and *Daily Titan*'s news adviser for a record 11½ years? Many of the alumni and faculty in attendance thought so: Dean **Dr. Bey-Ling Sha** and Communications Department chair **Dr. Jason Shepard** attended, and so did the college's founding dean, **Dr. Rick Pullen**.

Or was it savvy 1970s L.A. political operative Jay Berman, spokesman for a district attorney, election press secretary for Mayor Tom Bradley, and campaign manager for Rep. Yvonne Brathwaite Burke? Or Jay the longtime editor and reporter for *The Daily Breeze*, *The Los Angeles Times* Syndicate and other local news outlets? Or Jay the statistician for U.S.C. football broadcasts? Or Reserve Officer Jay Berman of the Hermosa Beach Police Department, honored by the city for bravery?

Or perhaps Jay the international smuggler, who furtively ferried banned baseball books and academic papers to and from a professor in Cuba?

Journalism was in Jay's DNA. An editor's editor for nearly 50 years, Jay photographed The Beatles in 1964 and edited at *The Daily Breeze* until 2009. Jay had even been introduced to his wife of 44 years, Irene Machuca Berman, by legendary L.A. *Times* reporter Bill Farr, who was jailed for contempt during Charles Manson's 1970 murder trial.

Alumni eulogists traveled from as far as Connecticut and Calgary, Alberta. Led by Irene, the memorial had a baseball flavor – Jay was a life-long Angels fan who witnessed their futility as a reporter. Several alumni in the theater wore baseball jerseys; Dodger jerseys were banned, naturally.

Jay's *Daily Titan* era was 1981-92. He taught at least two students who

joined Pulitzer-winning teams, a reporter regarded as one of the top N.B.A. journalists, the senior editor of news operations at *The New York Times*, a dean of journalism, the night editor of *USA Today*, an NBC News reporter, several Associated Press correspondents, and a president of the Baseball Writers' Association of America.



It was *Daily Titan*'s "golden age," Jay said. The students covered so many major stories that an accreditation committee was annoyed that virtually all of the senior editors were also employed part-time by Los Angeles area newspapers. The

committee opined that outside gigs were detracting from work on *Daily Titan*'s 113 (or more) issues per year.

Not to worry: In spring 1985, *Daily Titan* swept virtually every top statewide student journalism award, covering two homicides, the football team's undefeated season, and Leon Wood's run to Olympic basketball gold. Nearly every year was like that.

After retiring from CSUF in fall 1992, Jay freelanced until just before his death from cancer at home in Manhattan Beach, age 83. Hundreds of *Daily Titan* veterans globally, many of whom became close friends, are his legacy.

The Jay Berman *Daily Titan* Scholarship is a memorial to a journalism career that in no small part was happily lived at CSUF. In 2023, in honor of Jay's life and legacy, individuals gave \$16,925 to the scholarship.

The Department is grateful to **Walt Baranger**, one of Berman's former students and recently retired *Daily Titan* adviser, for organizing the October celebration of life. ■



Top, More than 60 of Jay Berman's former students and friends gathered in March 2023 in El Segundo with Jay and his wife Irene. Above, nearly 150 people attended a Celebration of Life for Jay Berman at the Titan Theater in October to honor his life and legacy.

Retired faculty give back to COMM programs

Three retired faculty from the Department of Communications are having lasting legacies in COMM long after their retirement.

Tom Clanin

Two-time COMM graduate and lecturer of 22 years, Tom Clanin, has pledged a \$246,000 gift to the *Daily Titan* and the Department of Communications.

The Tom Clanin Endowment will help financially support student editors and alleviate some of the stresses of working additional hours at an outside job to pay for school.

A former newspaper journalist, Clanin served as *Daily Titan* adviser from 2002 to 2008. During this time, Clanin experienced first-hand the *Daily Titan's* powerful impact on his students, who graduated to pursue careers in journalism, public relations, law, writing for advertising, and numerous other professions that require exceptional writing skills and critical thinking.

Clanin started as a part-time instructor in COMM in 1994 and moved full-time in 1998. He was named outstanding part-time faculty member in 1998 and was recognized for outstanding service to the university in 2006. In 2008, he was named Journalism Educator of the Year from the California Journalism Education Coalition.

Dr. Ed Trotter

Dr. Ed Trotter and his wife Sandy have established the Edgar Trotter Communications Department Endowment.

The endowment will support evolving Department of Communications needs for faculty engagement with Department strategic priorities, including but not limited to funds to support retreats and workshops, faculty conference travel, faculty mentoring, research, creative activities, curriculum and assessment, student recruitment,



Top, Tom Clanin talks with colleagues at the Department's 55th Anniversary Alumni Wall of Fame Induction in 2017. Above, Tony Rimmer catches up with former students who later became COMM faculty, Michelle Kurland and Beth Georges. Right, Ed Trotter and his wife Sandy DeAngelus on the red carpet.

alumni engagement and external partnerships.

Trotter's endowment will eventually grow to \$100,000, which will aim to generate about \$4,000 annually in support.

Trotter began his career at CSUF in 1975. He served as chair of the Department of Communications for seven years from 1983 to 1990, and then served in several administrative roles, including Director of the Learning Technology Center and retiring as an associate vice president of undergraduate programs.

Dr. Tony Rimmer

Dr. Tony Rimmer and his wife Anne have increased their monthly auto-deduction giving to several Univer-



sity programs.

In addition to giving to the University Library, the Faculty Development Center, and the College of Communications, Rimmer has directed three ongoing monthly donations to the Department of Communications, the Journalism Concentration, and the Graduate Student Maxwell Fellow program.

Rimmer began his career at CSUF in 1987, and he taught many journalism, broadcasting and graduate courses in COMM. He served in many roles across the university, including as director of the Faculty Development Center.

In retirement, he has been active in the CSUF Emeriti Association. ■

Four beloved lecturers retire from COMM

Four full-time lecturers in the Department of Communications retired in May 2023, taking with them decades of experience and commitment to CSUF and the Department.

Walt Baranger is retiring from COMM after serving as the *Daily Titan* editorial adviser for five years, while working as a full-time lecturer teaching journalism courses. Academia was Baranger's second career, following 27 years at the New York Times, from which he retired in 2016 as the senior editor for news operations. Baranger graduated from CSUF with a B.A. in Communications-Journalism. He has received numerous alumni awards over the years, including being inducted in COMM's Alumni Wall of Fame in 2001 and being recognized with a CSUF Vision & Visionaries Award in 2017.

Beth Georges is retiring after 21 years as a full-time lecturer in COMM. A Titan herself (she earned her M.A. from COMM), Georges has taught and mentored thousands of CSUF students. She leaves a rich legacy of expanding COMM's broadcast journalism programs, including creating OC News and AI Dia, and helping countless graduates get their first jobs in television news. Prior to teaching, Georges spent more than 15 years working in television, including anchoring and reporting for five years for the Orange County Newschannel and five years as a senior show producer for E! Entertainment Television.

Keith Kesler is retiring after nine years of teaching in COMM's advertising concentration. Kesler's teaching is informed by nearly 30 years of advertising agency experience. At CSUF, he taught sections of almost all of CSUF's advertising courses, including the student agency and the American Advertising Foundation's National Student Advertising Competition class. He is also a Titan, having earned his M.A. in Communications from CSUF.



Above, Faculty hold retirement party for retiring faculty. From left to right, Walt Baranger, Ron Romain, Beth Georges, and Department Chair Dr. Jason Shepard. (Keith Kesler was not able to attend.) Below, retiring COMM lecturers share their final Commencement ceremony in May 2023. From left to right, Beth Georges, Ron Romain, Department Chair Dr. Jason Shepard, Keith Kesler, and Walt Baranger.

Ron Romain is retiring after a nearly 40-years as a part-time and full-time lecturer. During his part-time teaching years, Romain also worked as a professional in graphic design and advertising/marketing. Since joining COMM full-time

in 2017, Romain was essential on many of the Department's digital media efforts. Romain was coordinator of the Digital Communications Media certificate, and the primary instructor of COMM's advanced digital media courses. ■

Faculty recognized for outstanding service

Three faculty members in the Department of Communications were recognized with the University's Outstanding Recognition for Service this year.

Along with colleagues across the University, the faculty were honored at a reception in December sponsored by the Faculty Development Center held at the Titan Student Union.

Dr. Gayle Brisbane

Dr. Gayle Brisbane goes above and beyond when it comes serving the department and the broader academic community.

When NBCUniversal awarded the Department of Communications a \$500,000 gift, Dr. Brisbane played a critical role in coordinating opportunities for students, such as the Next Level Summit, NBC Sports Workshop, and the NFL Experience.

Dr. Brisbane leads efforts to link the department's curriculum and programs to Athletics by working as a producer for pre-season sports shows airing on ESPN+. She introduces her students to the work and internship opportunities with the Titan Sports Network.

Dr. Brisbane is also promoting COMM's new sports media certificate, which she coordinates.

Dr. Brisbane has also taken on university service roles as chair of the Faculty Development Center Board and national service as secretary of the Sport Communication Division for the International Communication Association (ICA).

Ken Hagihara

Ken Hagihara, APR, Fellow PRSA, provides extensive service to the external community at regional and national levels.

As National Faculty Adviser for the Public Relations Student Society of America (PRSSA), he provides insight and support to the student-



Ken Hagihara, Dr. Gayle Brisbane Jansen and Dr. Waleed Rashidi were recognized for Outstanding Service. Department Chair Dr. Jason Shepard celebrates with them at the Faculty Development Center event on Dec. 5, 2023.

run National Committee and provides guidance to faculty advisers from over 380 chapters around the world.

As a member of the Universal Accreditation Board, Hagihara helps oversee the accreditation program for public relations professionals and the Certificate in Principles of Public Relations program. Ken also serves on the board of the PRSA Educators Academy, representing PRSSA to improve collaboration between the two national organizations.

As a member of the PRSSA Faculty Adviser Council, Hagihara works one-on-one with the advisers of 50 chapters in the western United States, South America, and the Caribbean.

Locally, he serves as an APR panel chair which helps determine applicants readiness to move forward to the final stage of the APR accreditation process.

Dr. Waleed Rashidi

Dr. Waleed Rashidi engages in numerous and impactful service

roles for the department, college, university, and academic community.

Dr. Rashidi is in his 12th year as the faculty advisor for Comm Week, the annual communications conference produced by his Event Planning and Management students and held on campus.

He continues in his 13th year as Advisor to the Entertainment and Tourism Club.

He is a member of both Graduate and Undergraduate Curriculum Committees for his department, and more recently became Advisor to the CSUF Afghan Student Association.

External to campus, Waleed has elevated his participation with AEJMC, now as Vice Chair of its Entertainment Studies Interest Group, and is on the advisory boards of both the Journalism Association of Community College (as University Representative) and the Citrus College Communications Program.

Outside of academia, he's serving his 26th year as a volunteer broadcaster with community radio station, KSPC 88.7FM. ■

PRSSA and advisor Hagihara rack up impressive wins

At the 2023 PRSSA International Conference in Nashville, the Department's PRSSA chapter was presented the Chapter Diversity Award in the PRSSA Dr. Frederick H. Teahan Chapter Awards Competition. This was the fourth straight year that CSUF PRSSA has received a national PRSSA award.

In October, **Ken Hagihara**, APR, Fellow PRSA, attended the conference, in his dual role as PRSSA National Faculty Adviser and faculty adviser for CSUF PRSSA. While at the conference, he was a panelist at the PRSA Educators Academy for a session titled, "Congratulations, Godspeed but not Goodbye: How Sustaining Strong Ties with Former Recent Students Builds Community, Chapters, & Future Classrooms," where he shared best practices for maintaining connections with recent graduates to keep them engaged and in support of the College after they graduate.

In his role as National PRSSA Faculty Adviser, Hagihara also hosted the PRSSA Advisers Session which brought together all PRSSA professional and faculty advisers in attendance at ICON to discuss chapter challenges and share best practices in the areas of membership, board management, fundraising/sponsorship, member engagement, student-run firms, and PRSA/PRSSA relationship.

As the CSUF PRSSA Faculty Adviser, he arranged and accompanied the six chapter delegates to two exclusive meetings. Tennessee Senator Jon Lundberg provided the students with a personal behind-the-scenes tour of the Capital building. The students also met with CSUF alum, Damon Whiteside, CEO of the Academy of Country Music, who provide a tour of the ACM headquarters and discussed public relations careers in the entertainment industry. ■



ETC Wins Club Award

The Entertainment and Tourism Club Executive Board receives its award for Outstanding Program in Member Development at the Tuffy Awards in the Titan Student Union on May 4. Kudos to advisor **Dr. Waleed Rashidi**! ■



Daily Titan wins awards

The *Daily Titan* advertising team brought home 11 awards from the annual CMBAM (College Media Advertising and Business Managers) Convention held in Minneapolis in October.

Michelle Kurland, *Daily Titan* advertising faculty adviser, accompanied seven students to the convention where they attended workshops on topics such as the ABCs of Selling and Telling Your Brand's Story. Kurland also led a workshop entitled, Events, Engagement + Effectiveness. On the final evening, awards were presented, and The *Daily Titan* earned: 1st Place, Best Out-of-Home Promotion; 2nd Place, Best Social Media Promotion; 2nd Place, Best Self-Promotion Multimedia Ad Campaign; 2nd Place, Best Digital Self-Promotion Ad; 2nd Place, Best Sales Proposal (Entry 1); 3rd Place, Best Self-Promotion Audio Ad; 3rd Place, Best



Digital Display Ad - Animate; 3rd Place, Best Sales Proposal (Entry 2); 3rd Place & Honorable Mention, Best Rate Card or Media Kit; and Honorable Mention, Best Multimedia Ad Campaign.

Daily Titan editorial students won eight awards in the 2023 California College Media Awards and at the 2023 Associated Collegiate Press Spring Conference, including four first place awards for breaking news, best editorial, best news photo, and best illustration. ■

Quezada hosts Civil War actor



R.E. Peterson, reporter for Harper's Weekly, talks to students about how he covers the Civil War. He had just returned from Gettysburg after speaking to Union officers. He hopes to speak to Gen. Lee before he sends his story to Harper on one of its private telegraph services.

"Peterson" is Peter Sacks, a Civil War re-enactor. He used to portray soldiers but now plays the role of war correspondent. Students, prepped to treat him as if he were a real reporter from that time, asked questions about

how he did his job and life on the battlefield. Sacks also treated students to squirrel jerky and a bread made of bacon grease, blueberries and flour. He brought replicas of Harper's Weekly ("Bergman's Cocaine" was a favorite ad for the class) and showed his tools of the trade: telescope, writing board, sketch pad and canteen.

The visit augmented lecturer **Robert Quezada's** lecture on newspapers and the Civil War in COMM 370: Principles and History of American Mass Communication. ■

Faculty present, publish research in 2023

Faculty in the Department of Communications published and presented research during 2023. Highlights include:

Dr. Elise Assaf participated in a presentation titled "Readying your classes for ChatGPT" — with other faculty and staff convened by the Writing Across the Curriculum (WAC) Program for a "ChatGPT Boot Camp," as part of the the Pollak Library Noontime Talks in September.

Dr. Gayle Brisbane published "What does morality have to do with it? What Haidt and Moral Foundation Theory reveals about white evangelical Christian women in the United States who advocate for politician Donald J. Trump" in the *Howard Journal of Communications*.

Dr. Roselyn Du published a book by Peter Lang, titled *Algorithmic Audience in the Age of Artificial Intelligence: Tailored Communication, Information Cocoons, Algorithmic Literacy, and News Literacy*. She also gave a virtual talk at Hong Kong Baptist University and the HKBU-based David C. Lam Institute for East-West Studies and Center for Media and Communication Research about her book in November. Dr. Du served as a panelist for a session titled "AEJMC/Peter Lang Scholarsourcing Series: Book Roundup with the Scholarsourcing Authors" and served as panelist for a session titled "Responsible AI in Media and Journalism," at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), held in Washington, DC. in August.

Dr. Emily Erickson and **Dr. Matt Bunker** published "The Jurisprudence of Tradition: Constitutional Gaslighting and the Future of First Amendment Free Speech Doctrine," in the *Widener Law Review*.

Dr. Jiwoo Park presented a lead-authored refereed research manuscript titled "A Portrayal of Neoliberal Capitalism within South Korea: The Microcosm of Squid Game," to the Cultural and Critical Studies and Communication Theory and Methodology Divisions at the AEJMC conference in Washington, DC. in August.

Dr. Penchan Phoborisut led an online workshop, "READING JUSTICE/ Dispossession and Dissent in Thailand," organized by Justice in Southeast Asia Lab at the University of Wisconsin-

Madison, in April. Dr. Phoborisut presented a paper, "The complexities of AAPI's identities amidst the surge of anti-Asian hate incidents," at the AAPI Symposium organized by Southern Methodist University in Texas in April.

Dr. Waleed Rashidi moderated the Entertainment Studies Interest Group's Refereed Research Top Paper Session, moderated a research paper session titled "Advancing Entertainment Research in Communications," and served as a discussant for a refereed research paper session, at the AEJMC conference in Washington, DC. in August.

Dr. Chelsea Reynolds served as a panelist for "A Discussion on LGBTQIA+ Voices in PR and Communications," hosted by the Institute for Public Relations and the Public Relations Society of America in January. Dr. Reynolds delivered a presentation, "Connecting Art and Activism: The Political History of Zine-making," at the Frida Cinema in Santa Ana during the OC Pride Festival. Part of Dr. Reynolds's sabbatical research, "'This is Not a Slippery Slope' vs. 'The Queer Sex Panic is Just Beginning': Discourse about FOSTA-SESTA in ideologically diverse U.S. mass media, 2017-2023" has been accepted for publication in *Journal of Communication Inquiry*. At the AEJMC conference in August, Dr. Reynolds moderated a pre-conference session "Fostering Financial Literacy for Media Scholars," served as a panelist for "Don't Say Gay: How States are Silencing Expression About Sexual Orientation and Gender Identity," served as a panelist for "It's About Power, Stupid! (Re)Exploring Critical and Cultural Studies," and moderated a panel titled, "Moderating Online Sexual Expression: From Employment Termination to Section 230."

Dr. Frank Russell published an article co-written with students, titled, "#BREAKING local news: Twitter use in a large media market" in the *Newspaper Research Journal*.

Dr. Jason Shepard published a co-authored research article, "Student Activism vs. Student Journalism: Racial Justice, Free Speech and Journalism Ethics in College Newspapers," in *Journalism Practice*. At the annual AEJMC conference in Washington, D.C., in August, Dr. Shepard served as moderator and interviewer for "The First

Amendment Award: Margaret Sullivan," in his role as chair of the First Amendment Award; moderated a research paper session titled, "Special Joint Call: Research at the Intersection of Communications Law and Critical-Cultural Studies;" served as a panelist for "Don't Say Gay: How States are Silencing Expression About Sexual Orientation and Gender Identity;" and served as a panelist for "Moderating Online Sexual Expression: From Employment Termination to Section 230." Dr. Shepard published four articles in *California Publisher* in 2023: "Fox News faces tough libel suit over its Dominion lies," (Spring 2023); "Social media: Courts reject stricter liability" (Summer 2023); "Access to online pornography a new issue for states' rights," (Fall 2023); and "Case over misinformation on social media tests limits of government 'jaw-boning'" (Winter 2024).

Dr. Cylor Spaulding moderated a refereed paper session titled "Politics, Scandal, and Strategic Frames: Mediating Marriage, Gender, and the Church," at the AEJMC conference in Washington, DC. in August.

Dr. Ricardo Valencia published a research article "Global narratives of ecological modernization: The construction of climate change op-eds in *China Daily* and *The New York Times*" in *Journal of Communication Inquiry*. Dr. Valencia served on a research panel titled "'I Would Much Prefer Not to Be Visible': Ethical Drawbacks of Visibility for Marginalized People," at the AEJMC conference, in Washington, DC. in August.

Dr. Jess Vega Centeno gave a presentation titled "Race in the Marketplace as Pedagogy" at a special session at the 19th Cross-Cultural Research Conference in Panama City, Panama in December.

Dr. Mark Wu gave a co-authored presentation titled "Demystifying the Privacy-Personalization Paradox: The Mediating Role of Online Trust in Websites/Apps with Personalized Ads and Attitude Towards Online Personalized Advertising," at the 25th International Conference on Human-Computer Interaction in Copenhagen, Denmark in July (virtual). ■



The faculty of the Department of Communications congratulates its 2023 award and scholarship recipients.

AWARDS

Outstanding Students

Vanessa Amber Siguenza, Journalism
Xochitl Rodriguez, Public Relations
Vanessa Amber Siguenza, Journalism
Samantha Ashley Tulabing, ETC

Professional Promise Students

Alexis De La Cruz, Journalism
Priyanka Jain, Public Relations
Chloe Lau, Advertising
Gabriel Valenzuela, ETC

James Jordan Award for Outstanding Scholarly Achievement

Amelia Rahi Alim, Advertising

J. William Maxwell Outstanding Communications Student

Vanessa Amber Siguenza, Journalism

Gerhard Friedrich Award for Exceptional Professional Promise

Priyanka Jain, Public Relations

Outstanding Graduate Students

Bayla Gomberg, Graduate Student Teaching/ Research Assistant
Dina Saad, Research and Theory Graduate Student
Hamilton Schmid, Professional Communications Graduate Student
Lauren Sosa, Tourism and Entertainment Graduate Student

Distinguished Part-Time Faculty Member

Richard Favela

Distinguished Full-Time Faculty Member

Ron Romain

Department Chair Leadership Awards

Anissa Charles
Bayla Gomberg
Chloe Lau
Spencer Otte
Hugo Rios
Dina Saad
Isabela Veloro

NBCU Academy Fellows

Ferry Gene Baylon
Crystal Bender
Andrea Casillas
Precious Castellanos
Anissa Charles
Jessica Choi
Brenda Elizondo
Alexis Johnson-Fowlkes
Joshua Jurado
Rebeca Loyola
Kirsten Maglunog
Dominic Samaniego
Vanessa Amber Siguenza
Luis Vizcaino Cortez
Andres Webster
Kristen Wilcox

SCHOLARSHIPS

John and Jessie Maxwell

Fabian Acosta
Amelia R. Alim
Kathryn F. Alves
Stacy Arriaza
Valeria Banuelos
Hritu Parna Barua
Brooke Alexandra Borges
Faith Jordan Bray
Andres Webster Cabrera
Emily Castro-Luis
Mariana Carrizosa
Catherine Cervantes
Luis Esteban Vizcaino Cortes
Miranda N. Davis
Brenda P. Elizondo
Samuel A. Enriquez
Jonathan C. Espinoza
Jakob Michael Gil
Yelka Gonzalez-Vargas
Gabriela Gradillas
Charles B. Graham
Gianna Luisa Horvath
Jenin Jomaa
Htet Myet Ko
Haley Lopez
Malia K. Medina
Mia Mendoza
David Nunez
Aspen J. Olsen
Eddie Alexander Flores Orozco

Seleney Yveth Orozco
Taylor Payne
Gabriel D. Perez
May T. Pham
Noah A. Ramos
Christian M. Rebottaro
Paulina L. Reyes
Vanessa Rodriguez
Jorjette Alexandria Rosales
Xzachary Rositas
Jessica A. Ryan
Dominic Samaniego
Julian E. Sandoval
Skylr Scott
Emily M. Sinon
Evelyn N. Soriano
Kaylee Gabriela Tateno
Nghi Nha To
Bernadette Velasco
Ava D. Villalobos
Cesar Barreto Villanueva
Nathan Evan Villaseor
Mingyu Wu
Michael M. Yoshinaga

Alfred and Louise Hewitt

Andres Webster Cabrera
Barbara K. Rickard-Riegle
Skylr Scott

Bergstrom Family

Lucero Bustamante
Aarionna Dnae Cox
Mia Mendoza

Chris Dufresne Sports Journalism

Christian Rebottaro

COMM/Titan Shops

Xzachary Rositas

David Little

Nathan Villaseor

Denise Harrison

Rebeca de la Cruz

Echeveste Family

Francisco Molina

Edgar P. Trotter

Mia Mendoza
Leslie Olivo

Gary Granville

David Nunez
Dominic Samaniego

Guadalupe Austin

Brandon Caudill

Hennessy Family Scholarship

Nghi Nha To

IAAPA Foundation/ Themed Advisors

Brooke Borges
Bernadette Velasco

Ingrid and Jordan Smart

Mia Perez

James Alexander

Emily Castro-Luis

Jay Berman

Dominic Samaniego
Luis Vizcaino Cortes

John Stewart

Andres Webster Cabrera
Luis Vizcaino Cortes
Gabriela Gradillas
Kirsten Maglunog

Laura Min Brooks

Valerie Castrillon
Gwynnevere De La Cruz

Lucio Villa

Brenda Elizondo

Miven Venture Partners

Gianna Horvath

Mona A. Baset

Dominic Samaniego

Myles Atlas

Brandon Caudill

Sha-Aeschelmann Scholarship

Mariel Danganan

Society of Professional Journalists

David Nunez

Terry Hynes

Brandon Caudill
May Pham

Tien Family

Bernadette Velasco

Tom Pasqua

Dulce Flores

V.J. Lovero

Jaelynn Wright

Viet Dzong Human Rights

Ami Kristy Suzui
Htet Myet Ko

Vikki Vargas/NBC4

Skylr Scott

HONORS

Cum Laude

Trisha Claire Abu
Luna Alsamman
Samantha Anderson
Sinclair Andruska
Haley Arendt
Summer Armstrong
Sean Ayale
Olivia Barger
Ferry Baylon
Erin Belanger
Samantha Balmudes
Aaron Benitez
Tanner Bootow
Jeremae Calma
Huu Tin Cao

Candace Castillo
Tessa Chavez
Gwynnevere De La Cruz
Alexis De La Cruz
Jeffrey Dang
Cameron Eacobellis
Carrie Estela
Cynthia Estrada
Brooklyn Fears
Cokeals Feliciano
Natalie Franz
Gillian Frey
Shahrouz Tagha Gallo
Camila Garcia
Crystal Garcia

Desire Gomez
Jordan Gonzales
Jonathan Gonzalez
Jared Hansen
Samantha Horrocks
Sara Howell
Alexis Hyer
Ryan Jensen
Alexis Johnson-Fowlkes
Joshua Jurado
Lydia Kelley
Kaitlyn Kennedy
Sean Kim
Donya Kishawi
Mackenzie Koch

Sydney Kowalski
Chloe Lau
Wen Hao Law
Brianna Lister
Danielle Lopez
Emily Lopez
Jason Lopez
Averi Lozinski
Isabel Guerrero Lubarsky
Ethan Luong
Saffron MacDonald
Lauren Mann
Henry Martinez
Mayra Martinez
Alexandra Mayorga

Anna McIntosh
Kristofer Medina
Anna Melendres
Emily Melgar
Candace Mendoza
Ariana Nava
Huy Nguyen
Ryan Oentojo
Marisa Palmerin-Flores
Haeun Park
Noah Peyton
Theo Pologeorgis
Randall Ramirez
Alan Ramirez
Kelly Yap
Camille Yocum

Brenda Rubio
Jena Keesha Salcedo
Ana Sanchez
William Sargenti
Taylor Scofield
Nicole Trinidad
Megan Vien
Joshua Villafraanco
Nathan Wee
Lauren Whitehurst
Elizabeth Whitebark
Mariah Williams
Andrea Woods
Kelly Yap
Camille Yocum

Joann Yoo

Liezli Zulueta

Magna Cum Laude

Gabriela Angel
Eileen Arriaga
Andres Webster Cabrera
Emily Castillo
Megan Colbacchini
Emily DePoorter
Kaitlyn Elpedes
Siyun Guo
Heidi Gutierrez
Dalmy Hak
Caitlin Hay

Priyanka Jain
Karen Kim
Hoang Khanh Linh Lam
Amanda Mendoza
Lauren Nadal
Matthew Nelsen
Trinh Nguyen
Farhaan Pathan
Timothy Petersen
Carli Ruiz
Allison Ruiz
Taylor Stewart

Summa Cum Laude

Amelia Alim
Jan Ashly Cheng
Michael DeAngelo
Omar Garcia
Faith Lee
Juan Lugo
Megan Paet
Xochitl Rodriguez
Maria Julia Raegina Rayos Sanchez
Vanessa Amber Siguenza
Samantha Ashley Tulabing
Clersie Yumil