

This semester has brought amazing accomplishments by our students and faculty.

Our COMM and MASS students continue to participate and win in the CSUSM Student Media Festival. Tiffany Boyd (COMM) has been elected to ASI President. Our faculty members are also busy earning awards and recognition: witness Prof. Kendra Rivera's "double header" win of two awards in one night. At the GEO Persuasive Forum, more than 200 students in the audience heard speeches in favor and against the state ban on plastic bags. And winners of various student research competitions also showcased their work as part of Media and Communication (MaC) Days, organized by Prof. Kendra Rivera and facilitated by Prof. Vincent Pham.

Speaking of MaC Days, in addition to the aforementioned undergraduate research showcase, students also took a field trip to Sony Pictures. They were in the audience of pilot for a new show titled "Dr. Ken." COMM alumnus and Hollywood producer Josh Sandoval (2007), one of our most frequent participants, returned to the MaC Days Alumni Panel on Careers on April 14, joined by Angela Alvarado (2007), Marilino Bitanga (2002), Alyssa Jacey (2007), and Meghan (Shaw) Freeman (2011). These new participants offered current students encouragement about their job search and excellent advice about career prospects. Seeing the alumni and hearing Alyssa Jacey perform one of her own compositions was another highlight of the panel.

For this and many other reasons, we are delighted to stay in touch with our alumni. To those of you who are reading this and would like to be part of MaC Days in the future, I ask that you please get in touch so we can recruit you. At the very least, we'd love to hear from you so we can Spotlight you like we've done for Christina Albers (COMM, 2003) and Alyssa Jacey.

Every ending is also a new beginning. For our COMM and MASS graduates, I hope the future is bright wherever your new adventures lead you. For my right-hand, Tiffany Boyd, the newsletter just won't be the same without you! For Prof. Bud Morris, we wish for you a calendar full of your own whimsy. We hope that, whatever you do in the future, all of you think of your time at CSUSM with fondness.

As an old Norwegian proverb says, "The road to a friend's house is never long."

~ Liliana Castañeda de Rossmann, Ph.D.



What Gives YOUR Life Meaning?

By Jodi Zalanka

The signs all around campus as well as the buzz are ubiquitous. Well what is this all about?! WGYLM is a campaign by the CSU Institute of Palliative Care housed in our campus. The idea is to get students to think about what would happen to them if they had a serious illness or accident, that left them unable to tell people how they wanted to be cared for. The goal is for them to communicate their wishes in advance to friends and family. By spreading the information about an advance directive and palliative care, people will become better prepared if something were to happen to them in the future.

The topic isn't an easy one to discuss for many, but it is important for obvious reasons.

This campaign is meant for students to not only think about end of life issues but also to be able to approach their life from the perspective of identifying with what is meaningful to them. After discovering that, it is about making good decisions in line with those and living your life with meaning. In regards to healthcare, it is important that one has a say in who they want surrounding them in a time of trouble, and what comforts them most.



This campaign has made a huge impact here at CSUSM and is going to continue spreading the word to other universities. Our school's involvement with the campaign even made the news on KPBS. Check out the video for more information at ow.ly/MkJtW and ask yourself.. what gives MY life meaning

Standing-Room-Only Audience at the GEO 102 Persuasive Forum on Plastic Bags Ban

By Caroline E. Sawyer

Civic engagement through public discourse is the cornerstone of our democracy. It is also the cornerstone of the academic premise for teaching oral communication in higher education. The GEO Persuasive Forum is designed to engage students in the community through the use of oral communication skills by making this connection. It did just that this semester.

On Tuesday, May 5, 2015, approximately two hundred five currently-enrolled GEO 102 students filled ARTS 240 to standing-room-only to attend the Spring 2015 GEO Persuasive Forum. Jessica

Caley and Sharlene Ishikawa spoke for the PRO side and Stephanie Cazares and Amy



Arias spoke for the CON side on the topic of the Single-Use Plastic Grocery Bag Ban. Elizabeth Rist and Kendal Lopez served as alternates and introduced the speakers. These students spectacularly showcased their persuasive speaking skills. This event was

developed by Prof. Caroline E. Sawyer.

The foundation of the event is the library workshop developed by Terri Metzger and Allison Carr. After being exposed to the forum topic in the workshop, all currently enrolled GEO 102 students were given the opportunity to audition for a position on a speaking team. Faculty judges from GEO 102 and CSUSM Library ranked those who auditioned. This event is part of a collaborative partnership between the GEO 102 Faculty and the CSUSM Library Information Literacy Program.

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Prof. Morris Contemplates Full Agenda in Retirement

By Liliana Rossmann & Swara Chandran

Camping, gardening, and playing pool and guitar top the list of Prof. G.H. “Bud” Morris’s activities in retirement. Others include hiking and visiting his grown children in the East Coast. He arrived on campus in 1997 to serve as program director and then became chair as we grew into an academic department. During his 3-year term and the subsequent 15 years in the department, he contributed to the expansion and vision of the Communication department through the hiring of several faculty members, developing curricula, and attending to student needs.

His curricular contributions to the department ran the gamut from required courses (e.g., Introduction to Communication, Persuasion and Argumentation, Theories of Human Communication, Communication Research Methods and Design), to electives (Group Interaction and Problem Solving, Intercultural Communication, Interpersonal Communication, Organizational Communication), to innovative courses he proposed (Discourse Analysis, Interviewing Principles and Practices, Language and Social Interaction, Organizational Communication, and Narratives in Organizations).

One thing to which he has held on firmly throughout his years of teaching has been his emphasis on face-to-face interaction (one of his research areas of expertise), and his refusal to get on the technology bandwagon for the sake of novelty, but rather in ways that would enhance student engagement. To illustrate, he asked students in his COMM 444 – Narratives in Organizations classes to record their own organizational narratives, upload them to YouTube, and then re-



spond to each other’s stories. In this way, he was judicious and deliberate, always maintaining the focus on the genuine impact that human communicators have in creating generative possibilities while in the presence of each other.

Dr. Morris’s research spans almost three decades of scholarly contributions to the area of Language and Social Interaction in the Communication discipline. He published his first academic article, “Remediation and Legislation in Everyday Talk” as a graduate student in 1980 in *The Quarterly Journal of Speech*, the premier journal in the discipline. As lead author, he advanced the notion that communicators must achieve consensus about rules in order to communicate successfully. A cursory look at the rest of his scholarship shows: two books, one co-authored and the other co-edited; 21 articles or book chapters; three abstracted conference proceedings; three invited book reviews; 26 competitively selected conference presentations; 18 panels in which he was the proposer, chair, or respondent; ten invited research talks; four research grants totaling \$7,025; in addition to 15 reviews of manuscripts, articles, and conference papers.

Throughout his career, he served in many different leadership roles, demonstrating his dedication to the academic community and the University at large. His involvement and service span a broad range of areas and include foundational contributions to university life, from strategic planning to implementing new programs, from policy making

to community outreach, from improving the student experience and faculty working conditions, to recruiting and recognizing outstanding faculty.

Prof. Morris has created a legacy for his students; his academic contributions are of the highest quality and high impact in his field; and he has endeavored to serve his department, three CSUSM colleges (CoAS, CHHS, and CHABSS), the university, and his profession selflessly. Other things that are less-known about Prof. Morris include:

- He graduated from high school in Hawaii, where he was an avid surfer.
- He was a commissioned officer in the U.S. Army.
- His first tenure-track job was in the town of Morris, Minnesota.
- He is an avid hiker, pool player, and gardener who grows plumerias.
- He comes from a family with a long tradition of storytelling.
- There is one degree of separation between him and the cast of “Orange is the New Black.”
- He has a YouTube video of a song he composed and performed.
- His drink of choice is beer.
- One of his commercial inventions was a lens for mature suffers called the “Surfer Geezer Monocle.”

At his retirement reception on Thursday, May 7, he received a guitar pick puncher from his department colleagues. “This is very thoughtful and useful gift,” he remarked.



COMM and MASS Students Share Spotlight at 10th Annual CSUSM Student Media Festival

A decade of collaboration between the Communication and the Visual and Performing Arts departments yielded awards for seven COMM and MASS students last Friday, May 8 at the 10th Annual CSUSM Student Media Festival. The festival recognizes outstanding work by students in VSAR 306 – Video in the Community and VSAR 304 – Advanced Video Production.

Martin Szillat (MASS, 2015), won the USU Heartbeat Award (Sponsored by the USU), and shared the Best Public Service Project (sponsored by the Communication Department) for the New Haven Youth and Family Services with VPA students Liyan Shu, Christopher Allen, Emely Corona, and Julian Richter. **Armand Gutierrez** (COMM, 2015), won the Most Original

Talent Award for Innovation in Media Arts.

Other COMM and MASS students whose videos were featured in the festival (names in **BOLD**) include:

Puppet Practice (**Armand Gutierrez**)

Semper Fi Fund-Kionte's Story (**Cassie Jenness, Jade Matsumoto, Joshua Ray, Darrell D'Amico, and Austin Taylor**)

New Haven Youth and Family Services (**Martin Szillat, Liyan Shu, Christopher Allen, Emely Corona, and Julian Richter**)

Puppets in Love (**Armand Gutierrez**)

North County Intergenerational Council (Victor Sandoval, **Xóchitl Balderas, Mario Im, Lucero Martinez, Austin Albright**)

Puppet Practice 2 (**Armand Gutierrez**)

Silent Refuge (**Briana Flores**)

Snoozefest (**Ryan DiPiero**)

Mass Media professor Cecilia "Lia" Uy-Tioco, who presented the award for the Best Public Service Project, stated, "All the videos were excellent and truly deserving to be in the festival!" Professors Lia Uy-Tioco and Fredi Avalos attended the festival in support of our students.



Alumni Spotlight: For Christina Albers, All Roads Lead to Communication

By Jodi Zalanka



Christina Albers in one of her many "front yards" - this one in Thayne, WY

While many students struggle to envision life after college in their senior year, some others are fortunate to have a crystal-clear vision of their future. That is, until the next turn in life brings them to a fork on the road. After graduation, Christina Albers (COMM 2003) was accepted into multiple graduate programs, with the goal of becoming a psychologist. However, her experience in her chosen master's program was not what she imagined it to be and she decided it wasn't a good fit for her.

Albers then decided to try something new: she got involved in real estate. At first, she found it rewarding and enjoyable, but then started to feel that she was lacking deeper fulfillment and a contribution to society. Combined with missing the educational setting, Albers decided she would follow her instincts and try becoming a teacher. She attended a private university, fast-tracked her way through her Master's program, and loved her first year of teaching. She even met her future husband and they moved to Idaho together in

2009 to help start a new charter school.

Since that was a temporary arrangement, Albers and her husband wondered what they would pursue next. Once again, opportunity struck and she and her husband Chris were able to work real estate online. Since they were now location-independent, they knew they could pick up and move wherever they desired. After joking around that they wish they could just buy an RV and roam the country, they actually did just that and have been traveling the country since 2010.

When asked what she learned from her courses here at CSUSM, Albers says that an education in Communication applies to all facets of life, professional and personal. "I feel it is important always to put out your best image, and if you are lacking communication skills, it is hard to do that effectively." Albers mentions was one big lesson she learned was from Dr. Rossmann's COMM 437 – Intercultural Communication course. "It's not just about treating people the way you want to be treat-

ed, but to treat people the way *they* want to be treated." As she travels, she constantly keeps this in mind when she is around different cultures. Overall, Albers says that she doesn't think there is a single class that she took at CSUSM that didn't have an impact on her life and that they all helped her grow as a person.

Some advice she would give current Communication/Mass Media students is to slow down and enjoy life. "Don't rush through your courses and college experience and don't jump right into a career or settle for a mediocre existence." She believes that we should all set big goals, explore our passions, and be open-minded to new experiences. Life has provided Albers with many different opportunities along the way and she has taken every single one of them. Who knew she would now be traveling the U.S. with the one she loves, working and being inspired on a daily basis? She is proof that college can set you up for all kinds of success under the most unusual circumstances.

Alumni Forum on Careers Inaugurates MaC Days 2015

By Jodi Zalanka

A Hollywood producer, a successful real-estate agent, two professional recruiters, a marketing specialist, and a singer-songwriter. These were the current occupations represented on this year's Media and Communication Days (MaC) Alumni Panel on Careers last April 14. The panel was one of three events scheduled during April under the MaC Days banner that also included a field trip to Sony Studios and a panel on undergraduate research by majors in our department (see related stories in this issue).

Panelists discussed the benefits of having a Mass Media or Communication degree, not just for their current occupation but for the road they have taken in getting there. All alumni agreed that both degrees provide adequate writing, reading, and analytical skills for a wide range of career choices and reiterated the idea that communication

is the key to any activity in personal and professional development, including interviews, networking, exploring, and self-branding. The alumni shared moments and memories that proved the potential of their Mass Media and Communication degrees, which lead up to finding their jobs.

The panel was facilitated by Katelyn Andersen (2015) who asked questions such as "Do you feel your communication major gave you an up in

applying for jobs?", "During your college and current career experience, who was your mentor or who were your mentors that guided you along your journey?", and "What is the best form of advice you can give to undergrad communication majors?"

"It was a pleasure meeting alumni with such diverse occupations! It gave me the inspiration I needed to set



MaC Days 2015 Alumni panelists after the Q/A. Back: Katelyn Andersen, panel facilitator (2015); Alyssa Jacey (2007), and Meghan Freeman (2011). Front: Angela Alvarado (2007); Catherine Armas-Matsumoto (2000); Carmen Gonzalez (2002), Marlino Bitanga (2002), and Prof. Liliana Castañeda de Rossmann, MaC Days organizer. Not pictured: Josh Sandoval (2005).

out to finding a job after graduation and explore options I hadn't thought about before," said Andersen. "I thoroughly enjoyed that the panel gave me the chance to bond with the alumni. As I talked to the alumni, I got to know each of their stories and how they got to where they are now," she added.

Over a dozen years ago, the CSUSM Communication department already had organized alumni panels on careers, graduate study, and internships,

although not on a regular basis. "One semester, back in 2001, I had one-too-many questions from students about the available jobs for COMM grads," said Prof. Liliana Castañeda Rossmann. She continued, "I had recently heard that faculty in the department now known as Modern Language Studies were organizing a workshop for their students on applying to grad school, and I thought, 'I

bet our students would really like something like that!'" She continued, "So, I contacted some alumni, invited them to come for a 2-hour panel on internships, careers, and graduate school. It was a hit!" Prof. Rossmann organized three such panels in subsequent years.

It wasn't four years ago, when the department of Communication and Journalism from Palomar College requested to partner with the departments of Communication at CSUSM and at Mira-Costa College that the alumni panels became a regular event. During Palomar's Media Days event, media professionals came to the Palomar campus to share opportunities for students in various media fields such as print and broadcast journalism, and radio and television production. Palomar's initiative, with the help of a grant

This year's alumni panel

Angela Alvarado (2007), Regional College Recruiter at GEICO.

Marlino Bitanga (2002), Marketing Specialist for Independent Financial Group and Owner and Branding Consultant for Huemanly.

Alyssa Jacey (2007), Singer-Songwriter/Alyssa Jacey's Artist Development, Media Coaching and Booking Agency.

Meghan (Shaw) Freeman (2011) ATR International.

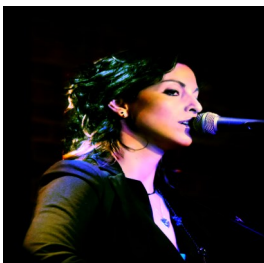
Joshua Sandoval (2007) Hollywood Producer.





Alumni Spotlight: Alyssa Jacey, Accidental Folk Music Star

By Jodi Zalanka



Country music's next big star did not always see "professional musician" as her top career choice. Her previous stage appearances had been as a dancer and dance instructor. Singing, it turns out, came as a dare from her friends to sing karaoke. That is how Alyssa Jacey (2007) found out that she had a voice that would propel her to a professional singing career.

As Communication major, Jacey was a very studious student. While maintaining her full-time course load, she spent her weekends driving up to Los Angeles to record and work on her music career, on top of having a part-time retail sales job. Jacey constantly was recording and pursuing her dreams as a singer/songwriter. As a way to honor her fellow graduates, she sang at the 2007 LPE induction and graduate

recognition ceremony.

When asked about how her time here at CSUSM has impacted her life, she raves about how she had very encouraging professors who made learning fun. She appreciated school because of them and was driven to work hard and graduate. "One of my favorite classes I took was Interpersonal Communication. You use everything learned in that class on a daily basis!" Jacey says. She returned to CSUSM last month to take part in the MaC Days Alumni Panel on Careers (see related story), and one of the questions the facilitator asked was "What advice would you give to current communication/mass media students?" Jacey exhorted current students to "find your passion, live it everyday, and never give up!"

Today, Jacey keeps a busy schedule living out her dreams in Nashville, TN. She is touring nationally, song writing, and working as a co-producer/recording artist. Jacey has sung the National Anthem in big stadiums and is a live-music host at various venues. In her spare time, she hosts two Internet shows and is a motivational speaker at local schools in her community. She has become a regular performer at the San Diego County Fair. If that were not enough, Jacey also is the founder of Image Twelve28, an agency focusing on artist development, media coaching and mentoring located in the heart of Nashville's famous "Music Row." Jacey and is an example of a young woman who found what she loved – albeit accidentally – and ran with it.

Professor Rivera Wins Awards in Two Same-Night Ceremonies

By Tiffaney Boyd

A good deed should never go unnoticed and, in Professor Rivera's case, her hard work and contribution to this university was recognized on April 29th, 2015 in back-to-back award ceremonies. This year, Professor Rivera was not only nominated by students and colleagues as a Civility Champion/ICON (Initiating Civil Opportunities Now) and the Outstanding Service Learning Professor but she won the top award in both.

Professor Rivera has demonstrated throughout the past years that she truly exemplifies and lives out the values of CSUSM's definition of Civility "conducting oneself with **care, respect, and empathy** while acknowledging the **culture and humanity** of others." Prof. Rivera serves as a role model for the campus and surrounding community where she displays and emphasizes critical reflexivity, cultural humility, and an ethic of civic engagement and social justice in all her courses.

Going above and beyond the call of duty is Prof. Rivera's practice as a professor, as she is actively involved on campus and encourages students to become equally engaged in the campus community. Prof. Rivera is the adviser of the student organization, Communication Society and is heavily involved within the Communication Department – where she has coordinated and supported a number of co-curricular activities such as talks, panels, poetry and workshops. To augment, Dr. Rivera serves as a mentor in the Facul-

ty Mentoring Program (FMP) where she also aids students outside of the classroom and encourages students' completion of their degree.

Prof. Rivera is unique in her approach, and works hard to ensure the progress and production of her students. In Prof. Rivera's COMM 390 – Research Methods, COMM 440 – Organizational Communication and COMM 435 – Communication & Gender, she uses service learning to provide her students with practical experience so they can apply course concepts in the context of their service learning site.

Hard work and positive energy in her courses and in her mentoring are infectious, leading her students to succeed as well. Her FMP protégé and former student, Nick Lacy was nominated for the Outstanding Service Learning Student and her student-leader in Communication Society, Heaven Quiban, received a Civility Champion award.

When asked about receiving her awards Dr. Rivera expressed "I was humbled to receive the awards, particularly the Outstanding Service Learning Professor award. I teach a variety of service learning classes, because I hope students will be able to apply what they are learning in



Dr. Rivera with some of her supportive students at the Service Learning Celebration. From left: Rolando Ranada, Kristin Grassi (COMM, 2014), Kendra Rivera, Nick Lacy, Lynana Vizcarra, and son.

class to a 'real world' setting, while also giving back to the community." She added, "But every semester, I am amazed because I find that my students are teaching me too, and I'm grateful that they appreciate my work as much as I appreciate theirs!"

Students Take Field Trip to Sony Studios, Join Audience of “Dr. Ken” Pilot Taping

By Caroline E. Sawyer

If the laugh track on the pilot of Sony Pictures’ “Dr. Ken” sounds familiar, it’s because some COMM and MASS students were in the audience. On April 15, 2015 Prof. Caroline Sawyer gave students the opportunity to attend the screening for the pilot episode of “Dr. Ken,” a show slated to air on ABC. Here’s a first-person account of the experience by Tiffany Yang and Dillon Parkford:

It was interesting to be at the pilot episode, because the cast had not started the filming routine, and the cast and crew were learning to work together. The show was filmed at Sony Studios in Culver City, CA. Walking onto the studio grounds, we had no idea what to expect, we knew that we would have to participate in the filming because the show is filmed in front of a live studio audience. We were told to leave our phones in the car (scary) and escorted to the studio. We got to watch every aspect of filming, we were able to watch the actors physically being filmed during most scenes, and we were also able to see the different camera angles on screens located in front of us.



The atmosphere was much more relaxed than we thought it would be. All of the actors were very relaxed and worked really well with each other. There was also

a very strong, but relaxed dynamic between most of the cast/crew and the actors. This screening gave me a real perspective on what working at a film studio could potentially be like. Since there are not very many production classes available to Mass Media majors, it was great to see a real life application of what a production job could look

like. One thing that we did notice was the differentiation between how the media portrays working in a film studio compared to the actuality we saw during the Dr. Ken screening. The life that you see media professionals living in movies and on television is not quite representative of what we noticed. The screening took about five hours to complete, and that was with everything running extremely smoothly. We were told that this is fairly abnormal, and the screenings usually run longer than planned. We also learned how important the live studio audience is during a screening. The production team was reliant on the audience to provide laughter (that was recorded) in order to complete the sitcom process.

Overall this was a very fun experience, if anyone has any interest in working in the television or film industry we would highly recommend attending screenings, and anything else you can to get a better idea of the inner workings and to clarify that this is something you want to do.

Student Research Featured in MaC Days 2015

By Liliana Castañeda de Rossmann

Presenting research to one’s peers is one of the staples of academic life. This year’s MaC Days included a showcase of student research where students experienced a taste of such life.

Prof. Kendra Rivera organized the event, which was held during U-Hour on Thursday, April 30. Prof. Vincent Pham facilitated the discussion. “It’s great that the department makes this opportunity for all students,” said Janet Brotherton, a Political Science major and Communication minor. Her paper was titled “Textual Carpentry: How Framing of Female Candidates Constructed Narrative and Reinforced the Political Glass Ceiling in the 2008 Campaign.” Other presenters include Tiffany Boyd who presented on “Creating Safe Spaces,” Nick Lacy, whose paper was titled “Coming of Age in After School Programs,” and Maria Valencia Torres, who won Top-Paper Award at the Western States Communication Association conference in February (see Vol. 2, issue 3) for her paper titled

“Generic Criticism of the 2012 Presidential Remarks on the Aurora Shooting



Student Research Showcase presenters (l-r) Maria Valencia Torres, Janet Brotherton, Tiffany Boyd, and Nick Lacey.

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★ Congratulations to all our
COMM and MASS
Spring 2015 Graduates! ★

Below is the list of graduating students with Latin Honors:

Communication Majors:

| | |
|------------------|---------|
| Adamo | Kira |
| Blakemore | Ashley |
| Bonett | Courtne |
| Chapman | Karissa |
| Helms | Hayley |
| Holmeide | Ingrid |
| Jaffe | Lindsey |
| Limburg | Kristy |
| Mekenye | Robina |
| Nailon | Shelby |
| Olivarez Padilla | Yasmin |
| Valencia Torres | Maria |
| Vasquez-Cordada | Ricardo |
| Vizcarra | Lynana |

Mass Media Majors:

| | |
|--------------|-------------|
| Cuenca | Maximiliano |
| DiPiero | Ryan |
| Hernandez | Carlos |
| Holland | Emily |
| LaCavera | Joseph |
| Mora Gaxiola | Mirsha |
| Nowakowski | Ian |
| Pinto | Richard |
| Soldoff | Natalie |
| Sternberg | Ian |

In Other News:

Congratulations to COMM major Tiffany Boyd, new ASI President! Visit her in USU 3700

