

The COMMunity Buzz

Volume 3, Number 8
May 2014

News for the Department of Communication Studies



Chair's Corner

This is the time of year that I am so filled with pride when I look at the graduating seniors who have worked so hard to accomplish their goals. The best thing about



USD is the relationship that faculty can have with students and it is rewarding to watch a student who was in your preceptorial development new ideas, improve writing skills, and become a more powerful critical thinker during the four years they have spent at USD. I am confident that students are well prepared for their post-graduate experiences whether that is starting a career, entering graduate school, or embarking on new adventures! Please keep in touch with the department...maybe you'll be the next alumni feature in the Buzz!

Communication faculty will keep busy this summer. Dr. Bowman will take a group to Paris and Dr. Pierson will teach about British Media in London. On campus students can choose from "Interviewing and Negotiating" with Dr. Chung, "Sports and Media" with Dr. Sullivan, or "Mass Media Effects" with Dr. Bond. Summertime offers unique opportunities to have smaller class sizes and a quick turn around for 3 units! All the classes still have spots available.

Faculty Updates

Congratulations to Dr. Jonathan Bowman and Dr. Roger Pace of the Communication Studies Department, whose article "Dual-Tasking Effects on Outcomes of Mobile Communication Technologies" was published in the April-June 2014 issue of the journal *Communication Research Reports*.

Dr. Diane Keeling will be presenting research on rhetorical constructions of "human nature" in discourses surrounding feral children and the "human/animal boundary" at the Rhetoric Society of America Biannual Conference in San Antonio, TX later this month. Additionally, she has become an affiliate faculty member with the Women's and Gender Studies program here at USD and completed her training as a Safe Space Ally. She will spend the majority of her summer researching and writing in Wisconsin, while visiting friends and family in Maine and Arkansas.

Dr. Kristin Moran has a forthcoming article in *Mass Communication & Society* titled "If they're trying to say something about my culture...I'm confused." Recognizing & Resisting Authenticity in Latino-themed Television. Caitie Mace ('11) worked as her research assistant and helped conduct the initial interviews with participants. The project investigates Latina/o audiences' reception of culturally themed programming.

**Departmental Honors
2014 Awardees**

Academic Excellence Award

Quinten Shenk Bernhold
Nicklos H. Bristol

**Award of Excellence in Research or
Creative Work**

Benjamin Lee Compton

**Award for Excellence in
Departmental Service**

Jay Michael Muller



Departmental Honors

Stephanie Barker • Quinten Shenk Bernhold
Jade Bingham • Nicklos H. Bristol
Michelle L. Campbell • Shannon N. Campbell
Christen M. Cardasis • Benjamin Lee Compton
Cassidy S. Corcoran • Kayla M. Costello
Margaret M. Crampton • Edward M. Cruz
Valerie Marie Dean • Serena Elise Famalette
Kaitlyn L. Finegan • Katie K. Frey
Melissa Anne Georgi • Brittany Nicole Gignac
Gabrielle Alexandra Houze • Amy Elise Kame
Cynthia Ann LoPresti • John R. McCallie
Bridget Ann Meschen • Katelyn M. Montero
Jay Michael Muller • Francesca L. Panullo
Siena O. Park • Kathryn Elizabeth Parker
Katherine Rose Pfof • Allison L. Pruitt
Mary Virginia Richardson • Sandrine C. Urias
Hayley M. West

Lambda Pi Eta



**Congratulations to the 2014-2015
Executive Board!**

President

Gabrielle Perez

Vice President

Hannah Nicholson

Secretary

Tatum Hohl

Treasurer

Ashley Titus

Philanthropy Chair

Elizabeth Nelson

Celebrating 100 Years of the NCA

By Cristina Ramos

The year 2014 marks the 100th anniversary of the National Communication Association's (NCA) founding. *Spectra*, the official magazine of the Association, examines some of the striking moments of the NCA in May's issue. The issue offers a broad sample of NCA's rich historical background, impacted by the fascinating people, events, social moments, and disciplinary developments that have shaped what the Association is today. It includes important aspects of their history, from the founding by a group of Speech teachers; to the unanimous approval of the first woman president, Henrietta Prentiss, in 1931; to the tremendous growth under leaders whose professional lives centered on ensuring the ongoing viability of the Association. There is still more to be accomplished in the Association. As the current president, Kathleen J. Turner, writes, "We need to continue to articulate the centrality of communication to academia, to families, to the workplace... not only for our students but also for administrators, parents, citizens, employers, and policy-makers."

The magazine includes the perspectives of many current and former Association members.

Advanced Journalism Students Visit Channel 10 News



Students from Professor Gina Lew's COMM 421, Advanced Journalism course stepped out of the classroom and into the newsroom. They got an up close and personal view of ABC's Channel 10 News Anchors Steve Atkinson and Kimberly Hunt delivering the news live. Besides watching the pros at work in the studio, the students also sat in the production control room. Academic learning collided with real world experience.



Take a look at the new website!
<http://usdtv.org/>

The Five Flirting Styles



By Madison Pope ('14)

This month students had the opportunity to challenge their ideas about flirtation with a visit from Dr. Jeffrey Hall from the University of Kansas. Lambda Pi Eta and the Honors Programs cosponsored this visit for Dr. Hall to discuss his popular book, The Five Flirting Styles. When most of us think about flirting we imagine Ryan Gosling in Crazy, Stupid, Love using clever pick up lines to convince Emma Stone to go home with him. While we often think of ourselves as either "good flirts" or "bad flirts," Dr. Hall's research to the contrary demonstrates that there are in fact five styles of flirting. Whether our style is traditional, polite, physical, playful, or sincere, we can all be successful flirts. Traditional flirts believe men should pursue and women should be coy, polite flirts pull back when they are interested, physical flirts are confident and forward, playful flirts enjoy the flirting for the game, and sincere flirts look for deep conversation. After working with EHarmony.com and conducting his own research at KU, Dr. Hall was able to create a test that demonstrates your personal flirting style. Dr. Hall's fascinating research leads helps us to rethink our conventional views of flirtation and consider our own approach.

Four Sisters Film Screening & Panel



The department was thrilled to host Caley Cook for her San Diego premiere of her documentary, *Four Sisters*. The film captured the stories of four women who have lost their brothers to suicide. Caley was able to provide some insight into the film making process by highlighting that 400 hours of footage turned into a 26 minute documentary. Caley graduated from USD with a degree in Communication Studies in 2002 and studied journalism and earned a Master's Degree from University of Southern California in 2007. As a journalist, she is committed to telling stories that move people to action. She has published investigative pieces in the *LA Times* and the *San Diego Union-Tribune*, among many others. In 2013, she was given the Nevada Press Association Outstanding Journalist of the Year award and the Freedom of the Press Award for investigating law enforcement corruption. She now lives in Seattle and is a journalism lecturer at the University of Washington and continues to do write, produce and tell stories. When asked what her goal was for producing such a powerful documentary, Caley answered "to promote conversation about suicide." A conversation ensued.

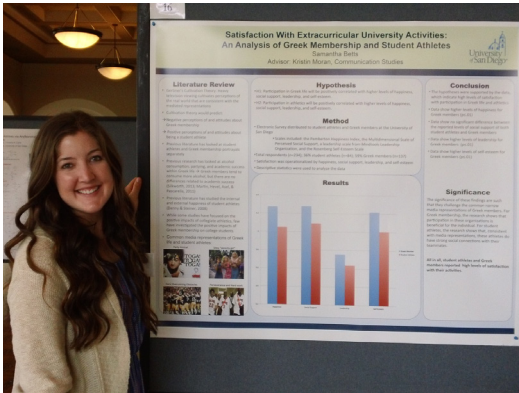
After the film, Caley was joined by Steve Sprinkle, Director of the Counseling Center, Melissa Halter, Director of the Health and Wellness Promotion and Diana Bull, Curriculum and Training Coordinator in the Center for Health and Wellness who answered questions from the audience.



To learn more about the film or to purchase a copy visit: <http://foursistersdoc.com/>



2014 CREATIVE COLLABORATIONS UNDERGRADUATE RESEARCH CONFERENCE



Samantha Betts



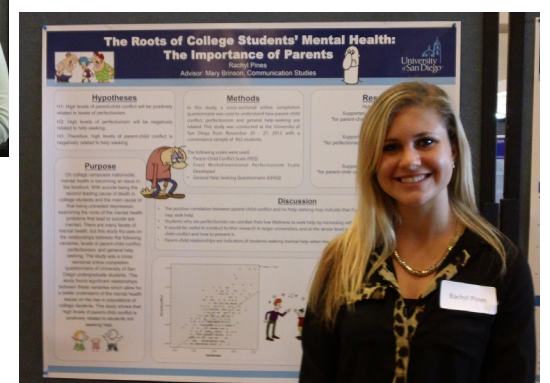
Kat Pfof



Leeza Earl



Megan Gray



Rachyl Pines

Pictures and text by
Cristina Ramos &
Sharon Varshay

Walking into the UC Forums on April 14, 2014, it was amazing to see the hard work and effort the students put into their presentations for their undergraduate research. Over 200 posters were presented at the 24th Annual Creative Collaborations. This conference gives undergraduate students the opportunity to engage in extracurricular research in a discipline of their interest and offers the ability to present it to fellow students, faculty, and staff. As I looked around to observe the different posters and different types of research, it was incredible to see just how far students can go into their field of study. The students participating in the conference were more than happy to present to everyone walking around. Listening to the passion and dedication to their work inspired me and I can't wait to see the presentations for next year and hopefully one day I could be on the other side, showing my hard work to students and faculty.

An Exploration of Social Comparison on Facebook: A Qualitative Study, by Mary Richardson (Dr. Susannah Stern)

Children's Television and Educational Initiatives by Megan Gray (Dr. Mary Brinson)

Comparative Analysis of Global and Glocal Marketing Campaigns, by Michelle Campbell (Dr. Kristin Moran)

Gender and Race in the News, by Michelle Ables and Hailey Delay (Dr. Mary Brinson)

Mental Illness in the Media: Where is the Silver Lining? by Katherine Pfof (Dr. Kristin Moran)

Nonverbal Behavior in Initial Interaction Among Cross-Sex Partners, by Benjamin Compton (Dr. Jonathan Bowman)

Problems of the Perfect Student: Is Perfectionism Related to Anxiety and Depression Inability to Receive Help by Leeza Earl (Dr. Mary Brinson)

Satisfaction with Extracurricular University Activities: An Analysis of Greek Membership and Student Athletes by Samantha Betts (Dr. Kristin Moran)

The (Collegiate) Pursuit of Happiness by John McCallie (Dr. Mary Brinson)

The Roots of College Students' Mental Health: The Importance of Parents, by Rachyl Pines (Dr. Mary Brinson)

Alumni Highlights

Brett Wiseman ('03)

When I graduated from USD in 2003, I was unsure of what I wanted to do career-wise. Fortunately, as a Communication graduate, I was well equipped to take risks before finding my path. I worked initially as a site manager for an online retailer, which was a valuable first stepping stone. Still searching, I ventured into a start-up company with a family friend. Working in small business allowed me to wear many hats, doing everything from managing a staff to marketing and production. I enjoyed working with people. This was the moment I realized I had made the right decision in choosing Communications as my major.

After proposing to my wife (Paige Woodward Wiseman, USD '03) I realized that being adventurous in job choices doesn't necessarily provide what I needed: enduring stability for my future family. I was fortunate to be accepted into a Fortune 500 company. Gone were the days I looked at work as a mere job, but now as a career.



I worked at Boeing as a Procurement Agent, purchasing parts for The Space Shuttle program, the X-51 WaveRider (Hypersonic Jet), micro satellites, and cyber security programs. I was proud of my work and its impact on the world, and sure, I exercised bragging rights sometimes too.

I took advantage of Boeing's Employee Development opportunities like rotation programs and process improvement teams. If there was an optional training program offered, I was there, eager to sharpen my skills and network my field. My degree in Communication provided a strong foundation for networking that I hadn't even realized until then. I even took advantage of a program offered through Boeing to return to USD. I earned my Masters in Supply Chain Management from USD in 2008, the year my daughter Sophia was born.

I took roles in Material Program Management, Project Management, Strategic Work Placement, as well as New Business Acquisition. Additionally I was encouraged to lead

a variety of process improvement teams, which I did enthusiastically. Finally, I was asked to be the Site Lead responsible for transitioning the Annapolis Junction, Maryland site to a new procurement system. I believe that my education from USD's Communication program directly correlates with my strong communication skills. I am not perfect and surely have room for improvement, but in every one of my quarterly evaluations, I received top recognition for excellent communication skills. These are the skills that build a long-lasting career.

In my Communication classes, I learned how to effectively deliver my message, whatever that message may be. If Communication seems like a broad major, it is, but not necessarily how one might assume. The skills I learned help me reach my target audience, whether that may be a stubborn colleague or a moody wife (she gave me permission to say that). These skills act as a key to getting the most out of the people I interact with daily- my superiors, colleagues, family members, friends, and that random stranger at the coffee shop. In connecting with humanity, even just within my world, I am able to listen and use peoples' feedback to improve projects and relationships. And anyone in business can agree that networking relies on building successful relationships.

In 2010, just after my son Oliver was born, I joined Southern California Edison, where I work as a Program Manager. I plan and assess workloads for field personnel, and communicate with cross functional teams. One of my current goals is to improve processes and tools in the Substation and Construction Program Management group. As always, my skills continue to serve me on a daily basis.

Since my time at Boeing, if there is ever a "difficult personality" within my work setting, I am assigned the challenge. Typically speaking, the "difficult" co-workers in any job are the ones who are not getting their message heard. They are misunderstood. Their needs are not being met. Without my Communications degree, I would not be able to hear their problems, assess valuable viewpoints or understand colleagues' motivations. In my experience, everyone desires to be a valuable asset to their organization. I am able to see beyond frustrations, which helps solve problems and breaks down barriers.

I know I am an effective leader because I am able to help others be successful.

Eleven years ago I hadn't imagined what my life would be like today. Undoubtedly, all areas of my life are richer because of what I learned at USD. Students of all backgrounds will be fortunate enough to call themselves graduates from the University of San Diego. Diverse interests and talents should be celebrated, individual lessons learned. For those undergraduate students who are as-of-yet undeclared, I would highly recommend taking a closer look into the Communication major.

You never know what doors it may open.

Living out my dream as a local San Diego journalist

Bianca Bruno ('13)

A year after graduating from USD in 2013 with a double-major in Communication Studies & Ethnic Studies, I'm living out my dream as a local San Diego journalist. This time last year, I didn't have a plan for what I'd do after graduation. I entertained the idea of volunteering for a year with AmeriCorps but I knew that didn't make sense for my long-term career goals. I was eager to get on the ground and start reporting! Through an assignment with Professor Gina Lew's Advanced Journalism class, I met with professionals in the field and conducted interviews with them. I met with journalists whose work I admired and hoped to emulate

After meeting with *Speak City Heights* reporter Megan Burks, I asked if she'd be interested in taking me on as an intern, and she did! Through Gina's class I landed an internship that put me in both the *KPBS* and *Voice of San Diego* newsrooms for six months last year. Working at *Speak* exposed me to the changing model of what a successful news organization could be. I worked at a non-profit, collaborative news organization between multiple local media outlets. Because of this, my stories were published on three different news sites, giving me a lot of exposure as brand new reporter. I pitched and wrote my own stories focused on *Food Justice* issues, which center around access to healthy, affordable food. Through my experience at *KPBS*, I discovered I loved radio and even *producing TV news packages*, something I had written off and never considered. My days as a print snob were over! I loved learning multimedia skills and *hearing my voice on the radio* was a huge moment for me. My dentist even told me a week later he had listened to my story.

My internship at *Speak City Heights* ended in December. In between jobs, I did freelance writing, producing and tape synchs for *The Voice of Orange County*, *The Center for Investigative Reporting*, *NPR* and *BBC*. In February a new opportunity with *Voice of San Diego* arose. I'm currently the *News Literacy* program manager doing outreach in my hometown of *Chula Vista*. I never thought I'd wind up back where

I started but it's great to give back to my own community. I help those who've been underrepresented leverage news to have their voices heard by elected officials and community leaders. I've helped parents and high school students start a blog and become citizen journalists- they'll even moderate a debate between school board candidates this fall.



Finding my sense of community at USD was difficult- at one point I even considering transferring. Once I decided to expand my studies to include Ethnic Studies I was much happier and having a double-major has served me well. It's not enough for journalism students to just know the mechanics of the craft- you need to have a specific subject you're knowledgeable about that you can report on well. That's where Ethnic Studies comes in. My long-term goal is to be a health reporter with an emphasis in food justice. I've been able to work towards that goal both through my work as a reporter and through community outreach for News Literacy.

The classes I took focused on journalism, media and gender with Professor Lew, Dr. del Río and Dr. Pierson were all influential in deciding the type of stories I believe are valuable and important to report. I hope that other Communication students pursue journalism- it's a valuable and important public service that is highly satisfying.

BIRDHOUSE

a short film



Written & Directed by Kat Pfost.

This short film follows a day in the life of six teenagers with mental illness as they go through the process of recovery.

For more information visit www.facebook.com/birdhouseshort

Screening and Q& A with the director, cast, and crew

Thursday May 15, 2014 4:00 pm

Warren Auditorium in SOLES

Presented by the USD Honors Program and Comm Studies