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The COMMunity Buzz

News for the Department of Communication Studies



Chair's Corner

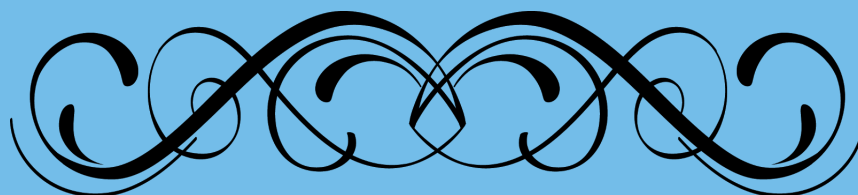


Welcome Back to the New Spring 2015 Semester!

As we usher in the Lunar Year of the Ram, the Spring semester brings growth, opportunities, challenges and an upcoming graduation. Most communication students are returning to campus after a long winter break. The Communication faculty have had a busy intersession teaching courses on campus, in Hong Kong, and Park City Utah! Reentry back to USD is much different than the Fall at USD. Spring is exciting because you are comfortable participating in college life. You know how to crash classes, where to get the best lunch, and where to get the late night Thai food down the street. In Spring you are more comfortable, more confident, and ready to learn.

As we look forward to this new semester, I want to highlight some changes that have occurred while on break. First, transfer petitions are now online! Please find the form in the portal and send the form to your communication advisor for approval. Second, Dr. Moran and Dr. Pace are on sabbatical conducting research. Both will return for the Fall 2015 semester. If Dr. Moran or Dr. Pace is your advisor, you can simply see anyone who advises in the department for signatures, questions, and advising. Finally, the department is proud to announce a new hire! Dr. Jillian Tullis (University of South Florida) accepted our position to teach Health Communication. This truly is an exciting time for Communication Studies!

So...welcome back. Make the most of this semester by making each moment count.



WELCOME BACK FOR 2015 SPRING SEMESTER!

FACULTY FU PDATES

Dr. Keeling will be attending the Western States Communication Association annual convention February 19-22 in Spokane, WA where she will serve on the executive council for the Organization for Research on Women and Communication (OR-WAC). She will also be a respondent for research panels in Media and Gender Studies. *Go Zags! Not.*

Dr. Pace is on sabbatical, working on various research projects, including a project that is focused on documentary films in Thailand. He will travel to Bangkok to spend time at the Thai Film Archive in Salaya, Nakhon Pathom, about 30 miles outside of Bangkok, to research this new wave of films, many of which are unavailable outside of Thailand. *Bring back some mango sticky rice!*

Dr. Moran is also on sabbatical, engaging in a research project to identify Spanish-language advertising trends on Univision in 1998 and 2014 to highlight changing persuasive strategies, cultural codes, and other elements that contextualize shifting socially constructed norms associated with being Latino the United States. *She misses us dearly. Not :)*



UPCOMING EVENTS

Alcala Bazaar

Tuesday, February 3, 11:30 a.m.-2:30 p.m.

UC Forums

Learn about clubs, organizations, campus resources and USD departments all in one place!

Senior Career Success Kick-Off Party

Thursday, February 5, 12:30-1:30 p.m.

KIPJ Room EF

An event sponsored by Career Services specifically for Communication Studies and English majors. Lunch will be served.

APA the Easy Way

Thursday, February 19, 4-5 p.m.

Tuesday, February 24, 12:15-1:15 p.m.

Copley Library Seminar Room

Hugh Burkhart, Reference Librarian

How do you write a paper in APA format? Walk away knowing how to write a paper in APA style and how to incorporate cited references.



Avoiding Plagiarism: Citing and Writing

Saturday, February 21, 10:30 a.m.-Noon

Copley Library Seminar Room

Amy Besnoy, Science Librarian

Hugh Burkhart, Reference Librarian

In this engaging and interactive workshop, we will define plagiarism, and review resources available to assist you with citing your research. Discussion will include unintentional and self-plagiarism and ways to prevent it. This workshop will also cover when to use direct quotations and when to paraphrase, as well as how to do both correctly and effectively.

Abroad to Hong Kong
Picture provided by Dr. Chung



Over intersession, Dr. Chung returned to Hong Kong with 16 Comm students to study intercultural communication. They were able to experience culture come alive through interactive and experiential activities around Hong Kong and Mainland China. Students worked with HKBU students, spent time in minority communities, and watched a Hong Kong film together.

Sundance Experience
Picture provided by Dr. Pierson



At the Sundance Film Festival, students were able to engage with films and filmmakers firsthand through a series of lectures, screenings, panels, and small group discussions. The class, along with Dr. Pace and Dr. Pierson, enjoyed the two weeks spent in Park City, Utah.



Welcome Back Professors
Herman and Hu



Professor Herman is teaching Intro to Media Writing this semester. He spent more than 40 years at The Wall Street Journal as a reporter and senior special writer. From 2006-2012, he taught at Yale and still teaches a seminar in the fall semester at Columbia University's Graduate School of Journalism in New York City. While at the Journal, he received several journalism awards.

Professor Hu is teaching Asian Cinema this semester. He is the artistic director of Pacific Arts Movement, presenters of the San Diego Asian Film Festival. His writing has appeared in numerous academic books and journals, and he is the co-chair of the Asian Pacific Caucus of the Society for Cinema and Media Studies.



ALUMNI AU PDATES

Pamela Ross ('05)



In 2003 after graduating high school from Notre Dame Belmont, I was off to University of San Diego. A few months later I married my high school sweetheart (Michael Lumsden who attended USD between 2004-2005 before

transferring to UT Arlington). I enjoyed my time at USD; the great curriculum and the beautiful campus always felt right. I mostly took evening classes, so I fondly remember grabbing dinner at La Paloma and then heading behind the brand new science building to eat while surrounded by bunny rabbits and watching a beautiful sunset. However, working full time, attending classes full time, and family life left me little time for socializing. I rushed through college and at 20 years old, I graduated from USD in December of 2005 having double majored in Communication and History.

In January 2006 I moved to Dallas, Texas where I worked for Purchasing Management International (PMI), an international purchasing firm for hotels and casinos located all over the world. Between January 2006 and July 2012, I specialized in properties in Las Vegas and Atlantic City. This job was challenging and exciting. I could walk down the Vegas Strip and tell stories of construction drama for almost every major Casino. Part of working for PMI included spending time at our Cancun office and living in Vegas a few months at a time during installations.

As time consuming as the purchasing world is, I still made time for graduate school, receiving a Master's Degree in English Literature in 2007. Although the degree is called English Literature my real focus was on film studies, a passion that was partially sparked by communication classes with Dr. Pierson and Dr. Sullivan while attending USD. In fact, my thesis was actually an extended version of a paper I had written about sexism

in Disney films in a class with Dr. Sullivan.

Also while working for PMI, I attended law school thanks in part to the glowing recommendations I received from Dr. Moran and Dr. Sullivan. In May of 2011 I graduated from Southern Methodist University's Dedman school of Law. A week later I gave birth to a beautiful baby girl name Joy. I decided to wait to sit for the bar exam until February of 2012. This was due to having the baby, still working full time, and a planned move back to California in October 2011. In February 2012 I sat for the bar exam and thankfully passed it the first attempt. Bar results came out in June of 2012 and in July of 2012 I opened up the doors for All for the Family Legal Clinic, a nonprofit providing low cost legal assistance to the main Bay Area counties in the areas of family law, landlord-tenant law, immigration, and estate planning. I started the firm because I saw a gap between those that qualified for free legal assistance and those that could afford traditional attorney rates. The clinic is currently 100% self sustainable and does not depend on grants. Including myself there are three attorneys working for the clinic providing this valuable service to San Francisco Bay Area. Thanks to my computer engineer husband, I can focus on public interest work instead of making partner.

In addition to serving as CEO/Lead Attorney of All for the Family, I also currently serve as the Chair of the Alameda County Bar Association Family Law Section Executive Committee. I have been part of the committee for three years now. In March of 2014, I was honored by Assemblyman Bill Quirk's office as the District 20 Woman of the Year in Law for my work in the community. My passion for family law started as a teenager when working with the Center for Domestic Violence Prevention of San Mateo County (now CORA) and the Dallas District Attorney's office Felony Family Violence division. My interest in landlord-tenant stems from years in property management and working in the SMU Dedman School of Law Civil Clinic providing pro bono legal assistance for landlord-tenant and homeowner association issues. My background also includes acting as a visiting professor at Westwood College in Dallas where I taught courses in English Literature and Ethics.

It is hard to believe that it has been almost 10 years since I graduated from USD. I am not sure what the future will bring for me and my family, but I do know that my education at USD and other fine establishments has prepared me for anything.



Liz Biebl ('03)



Has it really been more than 10 years since I graduated USD? Time flies, as they say! So where has all that time gone? During my senior year at USD, I worked in the Office of Communications and Publications where I wrote and distributed press releases – some by fax! I also wrote a few articles for USD Magazine and supported photo shoots for the publication. It was an incredible way to delve into the things I had learned in my classes, particularly writing for media and understanding the function and role of mass media in society. To this day I can still hear distinct snippets of lectures about mass media around the world or the essentials of a proper story playing through my head.

Not long after graduating in 2003, I was hired by Cohn & Wolfe to work in the San Francisco office, which at the time consisted of about 10 employees. I really dug into the fundamentals of PR, spending nearly 100 percent of my time on a tech account conducting media relations and managing a speakers' bureau for the technology giant. The work was intense and demanding, and I still carry with me many of the lessons I learned at Cohn & Wolfe.

To make a long story shorter, I decided to leave while I was still young and join my cousin out in Vail, Colo. She seemed to be living the life skiing five days a week for a small paycheck, meeting new people and just plain having fun. I took a leap and joined her. I could come back to the career thing, right? I did, eventually. In fact, I flip-flopped back and forth between small Colorado agencies and Cohn & Wolfe back in California. I managed to take on a higher level of responsibility for a wider variety of clients from community affairs, real estate development and travel to non-profits, philanthropy, pharmaceuticals, social media and technology. Fast forward to the fall of 2008. Things were good.

I was truly in the right time at the right place with the right combination of public relations experience and a solid knowledge of Vail Mountain. My rather undecided lifestyle was halted and I was given the tremendous opportunity to really sink my teeth into something. I found myself managing the external communications for what one of the largest ski resorts in the world and an icon of the industry. There was no playbook and I was left mostly to my own devices to figure out what the job entailed and how I would survive. More than six years later, I'm still with Vail Resorts as the senior manager of communications for Vail Mountain.

As many people in the public relations field often say, no day is ever the same as the last and things you've planned for tomorrow often go out the window by the time your morning cup o' joe has been poured. As is the goal with most public relations efforts, my primary focus is sharing stories about Vail with media to garner favorable coverage in outlets that will resonate with Vail's primary demographic. I build and maintain relationships with some of the most well-traveled and fascinating people in the world from outlets you know from watching the morning news to reading their words in your favorite magazine or newspaper. I show and tell them about what sets Vail apart from other ski areas, from the legendary skiing across more than 5,200 acres of developed terrain to world-class dining, shopping, lodging and spas. I manage photo and film shoots with models, athletes, and news organizations. I share relevant news from investments to events to new technologies or approaches in operations. I have the pleasure of working with Olympic gold medalist and the winningest woman in World Cup history, Lindsey Vonn, who has officially represented Vail and Vail Resorts since 2009. I develop and execute communications plans for major events like the 2015 FIS Alpine World Ski Championships in Vail and Beaver Creek and the Burton US Open Snowboarding Championships in Vail. I host events in major media markets to share what's new and exciting in Vail and build media relationships. I participate in print and broadcast interviews. I train spokespeople, create talking points and messaging to help them provide the most valuable information to media during print and broadcast interviews. I manage community relations, employee communications and crisis communications. I also work hand-in-hand with Vail's online and offline marketing teams to ensure we're focused and aligned on the same messages, albeit through different channels. For those of you who thought I had escaped math in this field, guess again – I do have a budget and I do have to maintain it.

With all of these things, I constantly look back to my classes at USD and put myself in the position of the journalist or media outlet. How can I make the job of a writer or producer easier by providing timely, accurate information in a form that is appropriate for their audience and also communicates Vail's brand and key messages? Without learning and understanding the many facets and functions of mass media, I could not do what I do today. There is no doubt that the breadth and depth of my education at USD, combined with an incredibly passionate group of professors, has significantly contributed to where I find myself today. For all of this, I feel tremendously fortunate and hope that others are able to find that same passion and knowledge and take it to places they could not have imagined.

People, Power, & Problems in a Global World



Stanley Deetz, Ph.D.
**Professor Emeritus
and President's
Teaching Scholar at
the University of
Colorado at Boulder**

- Micro-practices of power in organizations
- Designed interaction processes
- Collaborative decision-making.

**Tuesday, February 17th
6:00PM, refreshments at
5:30PM**

**Warren Auditorium in
Mother Rosalie Hill Hall
University of San Diego**

Sponsored by the Department of Communication Studies, the Provost's Office, and the College of Arts and Sciences

