

MARCH MADNESS



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The COMMunity Buzz

News for the Department of Communication Studies



Chair's Corner



Are you ready for some March Madness?! March is a month packed with so many crazy days, such as the unusual spring holiday (Really?! - March 6), annual spring forward—daylight savings time (yay for more sun, boo for losing an hour sleep - March 8), Ides of March (Ok, not really a thing but cool to say - March 15), Saint Patrick's Day (beer + corned beef Yum! - March 17), first day of Spring (summer is around the corner - March 20), Palm Sunday (March 29), and last but not least, the favorite USD week plus one day #springbreak (March 6 & March 30-April 6). Goodness! Please don't forget the registration deadline to study in Paris with Dr. del Rio (March 4), or in the fall (March 11).

In 2010, the *US News and World Reports* conducted a national survey about student engagement by asking, "how can a college campus better engage students?" The answers are:

- ~ make a class presentation
- ~ ask questions in class/contribute to class discussion
- ~ tutor other students
- ~ participate in a community based project
- ~ have a serious conversation with a person of a different ethnicity

Getting involved, challenging yourself and connecting with people who are different are part of the college experience. I hope each and every one of you has created your own USD bucket list to add to your memories as a communication major. What is on your bucket list?! Let us know :)

UPCOMING EVENTS

Spring Holiday

Friday, March 6

Communication Studies office will be closed.

Citation Clinic

Tuesday, March 10, 12:15-1:15 p.m.

Copley Library Seminar Room

Hugh Burkhardt & Martha Adkins, Reference Librarians

Are you in need of citation triage? Your library specialists are prepped to diagnose problems with APA, MLA, Chicago Style, and more.

Get Research Ready

Thursday, March 12, 12:15-1:15 p.m.

Copley Library Seminar Room

Lisa Burgert, Refere Librarian

Learn to search effectively, find the information you need for your assignments, and save time. Bring questions!

Extreme Google Scholar

Thursday, March 26, 4-5 p.m.

Copley Library Seminar Room

Laura Turner, Head of Technical Services

How well do you Google? Learn how to locate scholarly articles, link to articles through Copley Library, find out how many times the article was cited, and more.

Spring Break

March 30-April 6

Communication Studies office will be closed.



STUDENT UPDATES

Matt Hose ('15)

This past semester, I was able to fully apply the things I learned at USD in the real world. After experiencing Professor Lew's incredible Advanced Journalism class and spending two years on the school newspaper, I got an internship at Voice of San Diego as a reporting intern. There, I took a deep look into a small aspect of San Diego society, but I applied that look to a much bigger picture. I covered bike policy in the city, and, working with professionals, I was able to spend months working on a project that involved bike policy in a city as it applies to development in general in San Diego. My final project was an analysis of development in Mission Valley that has led to hectic amounts of traffic and has made it difficult to put in bike-friendly or pedestrian-friendly infrastructure.

Here is a link to my final article:

<http://voiceofsandiego.org/2014/12/15/mission-valley-keeps-getting-more-roads-and-more-traffic/>

In the end, I realized that by taking a look at one small aspect of San Diego politics, I was able to learn and report on development in San Diego on a much grander scale. I thank the things I learned at our little campus for the ability to find stories everywhere I look in San Diego.

FACULTY UPDATES



Dr. Pace, Dr. Keeling and Dr. Pierson enjoy cheering on the Toreros at home!





Gyno Pomare ('09)



Oh **March Madness**, where do I start?! During my 5 years playing basketball for USD, I worked with 2 coaches: Coach Holland and Coach Grier. Coach Holland recruited me, coached my first 3 seasons at USD, and helped develop and **polish** my inside game. Coach Grier came aboard for my final 2 seasons and we literally **hit the ground running** in his first year. Despite the fact we had a **crazy** and **tough** season, the combined experience of Brandon Johnson and myself made this our most successful season. Our team won **incredible** road games at Kentucky, Mississippi State, Hawaii, and managed to **defeat** several ranked top 25 teams. The day before our conference championship, our women's team won the WCC tournament and qualified to go to the NCAA Tournament. This huge win gave us the confidence and extra boost of motivation to send Gonzaga back to Spokane

so we could qualify for the NCAA Tournament. We were in...I remember thinking this feeling is **UNBELIEVABLE**.

Ever since I started college, my dream and goal was to make it to **March Madness**—the NCAA Tournament and now I was living the dream, giving me a sense of achievement I had not felt in my previous years. So off we flew to Tampa Bay to face UCONN, the #4 Seed in the West Bracket. We were seeded at #13 with everyone predicting a big loss for USD. Haters. But we won!!!!!!!!!!!!!! We **won** 70-69 on a **last second buzzard beater** by De'Jon Jackson. This was literally the **greatest feeling** and every bone in my body was filled with **excitement** and **adrenalin**. It felt very **surreal** that little USD defeated a **powerhouse** AND it was the first time a University in the city of San Diego got a bid to NCAA and won! The buzz after the game was **frantic**; cameras and newspapers from all over wanted a piece of us and we loved it. I remember watching **ESPN** with my teammates and seeing our **victory** together. Making **top 10** and being mentioned on **ESPN's Sportscenter** is a clear memory that will never leave me.

Coach Grier told me the overall NCAA experience would be the one thing I would remember throughout my life and it's very true. In my professional career, I have won a **championship** in a second division league in Argentina. For the first time I made the all-star team in Japan. However, nothing will ever compare to the NCAA Tournament experience. The media days, selection Sunday, chartered flights, police escorts to and from the games; it was very **unreal** for me. But the other important experience I also have is being a communication major and really learning how to work in different teams. I have been successful in my basketball career partly due to learning how to negotiate and adapt with personalities. I am now in my sixth season playing basketball professionally overseas; one year in Argentina and the last five in Japan. Learning how to work with different teams has remained critical, especially now mixing in new cultures and overcoming language barriers with other players.



Photo reprinted courtesy of USD Magazine

Morgan Henderson ('10)

Photo reprinted courtesy of USD Magazine



MARCH MADNESS. These 2 words make me want to lace up my old sneakers, tie my hair up in a big ole bun, shove my mouth guard in, and throw on my headband. March is the month that every basketball player prepares for...the month that all **hard core fans anxiously** await...the month that undoubtedly evokes more **MADNESS** than all the other 11 combined.

March Madness is here, and the time has come to reap the rewards for all the blood, sweat, and **tears** lost in the months before. During the 4 years that I played at USD, it's what took place in **March** which are still the most **unforgettable**.

I still get **CHILLS** thinking back when we beat top-seeded Gonzaga on our home court to clinch the conference championship in 2008. The **final buzzer** sounded and the crowd **rushed the court**. We **jumped** and **screamed for joy**, knowing this moment would last well beyond our playing days. If this was not **thrilling** enough, the next day we all witnessed our men's team **upsetting** Gonzaga, protecting our house, and earning their own tournament championship. Bulldogs of both sexes were sent back to Spokane empty handed, and our little school on the hill stood even taller, **radiating** spirit and pride. I always had **dreams** about accomplishing this kind of **magic** and I was lucky enough to take the court



with some of my best friends, and experience the **true madness** that accompanies March.

After graduating with a communication major and playing in Germany, I'm back as an assistant coach for the Toreros. Although I've traded in my high tops for heels, and headband for hair clip, I am acutely aware that certain things simply never change. The desire to be **#1** as WCC champions in Vegas remains the **driving force** behind our squad. Our team has a ridiculous amount of **passion**, focus, and talent so Vegas is the 1st stop on our **wild post season ride**. I can't wait to see what kind of **madness** is in store for these **Lady Toreros**, and you better believe I'll be ready to storm another court when the time comes. **Now excuse me while I practice sprinting off the bench in my heels and pant suit...**

ALUMNI AU PDATES

Nicole Balgemino ('13)

It has been a bittersweet few years since graduating from USD, but there is no doubt in my mind that the USD Communication Department groomed me and provided me with the most valuable opportunities that helped me kick start my career.

A few weeks after graduation, I started as a Communications Specialist for the Disney/ABC Television Group Internal Communications team, where I wrote articles, produced videos, and planned events that generated buzz around our latest initiatives for ABC, Disney Channel, and ABC Family. In my role, I had the opportunity to work with Company executives, including the President of the Disney/ABC Television Group, Ben Sherwood and The Walt Disney Company CEO, Bob Iger, and interface with some of my favorite talent from my



favorite TV shows. Scandal gladiators, yes...Olivia Pope in the flesh!

In my role, I was also able to learn so much about the business side of the Disney/ABC Television group, which was a great opportunity to adjust from a college mindset to a corporate one, while being able to determine which of the three net-

works I was most interested in. With guidance from my leaders, I was able to make a shift in the direction I wanted to pursue a career.

I am currently a Publicity Assistant in the Disney Channels Worldwide Media Relations department, working on publicity efforts and securing press coverage for Disney Channel, Radio Disney, Disney XD, and Disney Channel Original Movies, where I continue to use skills I learned at USD. I grew up watching and loving so much content on the Disney Channel, from *Lizzie McGuire* to *Kim Possible* and *Even Stevens* to *Proud Family*. I am so excited to be involved in the same legacy that drew me into working for television.

You might think, "when will I ever need AP Style writing?" but trust me, it has come in handy more times than I can think of when I write articles and press releases. My Introduction to Media writing class with Professor Bonn taught me how to write my first press release, create an eye-catching article lead-in, and even more importantly, the proper usage of "Lie" vs. "Lay." The qualitative interview skills that I learned in Dr. Stern's Interpretive Research Methods class taught me to be unafraid of probing my interview subjects, whether our cast talent, Executive Producers, or show creators, for more, and how to ask questions that elicit authentic and deep responses.

Dr. Moran's International Media class taught me about the fundamentals of press, including the difference of picking up leads from the Associated Press to managing distribution of information, which are concepts we apply when pitching stories and ideas to various media outlets.

I am so grateful for the opportunities that I not only experienced while at USD, but the ones that were made available to me because of the immense amount of support I got from faculty. Graduating is a scary, scary time. Figuring out next steps, making huge life decisions, and leaving familiarity behind are all tough. But USD is an incredible place to grow, develop your skills, and create lasting relationships. I would never trade my time at USD for anything in the world. It has just made life after college that much sweeter.

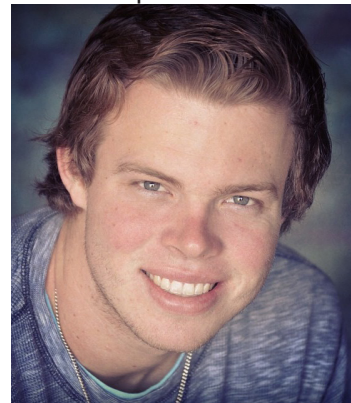


Robbie Hill ('14)

It seems like just yesterday that I began my journey as a Communication Studies major at USD. I will never forget Professor Chung telling our Communication Theory class that life is more than just memorizing facts from a textbook. My hope is that every student at USD realizes

this. I have learned a lot during my four years of college. I learned that office hours are very important, studying in groups helps with test preparation, and there is not a substitute for hard work.

Recently, I got a job with the San Diego Padres as an inside sales representative. I started on January 6th and could not be more excited. Working in sports is something that many people want to do, and I am truly blessed to have this opportunity. Growing up in San Diego and having a dad as a baseball coach might make it seem like getting this job was easy. However, I had to learn that persistence has to become a habit when going



for your dream job. Going for five months was hard without a job, but I did not give up. A lot of my peers would tell me that it was impossible to break into the sports industry, or that I should try going for a more "safe" job. I did not listen to these people or voices in my head, and

kept moving forward. While it was a long process to get this job, it is all worth it now.

My biggest piece of advice to those wanting to work in sports is to network, network, network! Professor Lew always made this very clear to our Media Writing class. I loved how she brought in professionals from the field to our classroom. Networking is a tool that all college students need to be doing everyday. In the Communication Studies department, there are so many professors and people that want you to succeed. That is one of the many reasons that I am very proud of this department. It prepared me to work with people on a daily basis, to be an effective communicator, and to persist during challenges. Employers in the sports field want to hire people who never give up, are competitive, and are positive thinkers.

My education at USD prepared me for job interviews, but most importantly taught me how to be creative. While my job will be a grind everyday, I know that I will be prepared to handle anything that is thrown at me. I encourage all Communication Studies majors to take risks and be bold. Start meeting with professionals in your desired field now, because competition is real out there. Always be humble and thank people for helping you get to your dream.





2001



2007



2011



2009



2013



2014



2003

2015?

PAST CHAMPIONS



2008



2006



2010



2005



2004



2012



2002