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# COMMUNITY BUZZ

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Department of Communication Studies

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# Faculty Updates

Dr. Chung is featured on the USD Homepage discussing change making at USD. Click [here](#) to watch the video!



Professor Lew went to N.Y. with two USD Radio students to attend the IBS convention. Professionals around the world involved in radio gave tips on radio programming, building staff, building your brand, and discussing the history and future of radio. A news crew interviewed Professor Lew during snow flurries and she told them how this was her first brush with winter!

Dr. Bond presented a paper on technology in the classroom at the second annual international conference on iPads in higher education with Dr. Jerome Ammer from SOLES, and Shahra Meshkaty and Cyd Burrows from Information Technology Services.

"I REALLY wish I hadn't posted that: Teens' regrets on social media" During a 5 minute talk, Dr. Stern argued that regretted experiences can be valuable, because they help teenagers figure out who they are and how to be the kinds of people they aspire to be. When posting online, teens are faced with the online image they've constructed and the feedback others offer, and those feelings of regret encourage further identity work. To conclude, she showed pictures of Dr. Pierson, Dr. Pace and Dr. Bowman as teenagers (see below), much to the pleasure of the other faculty. 😊



Steve Breen, Editorial Cartoonist for the Union Tribune, was able to come and talk to COMM Studies during his "Lunch with a Cartoonist" event. Students learned about editorial cartooning, journalism, politics, and more!

# Student Updates



Lambda Pi Eta inducted new members into the honor society on Thursday, March 10. They are (from left to right in photo): Samantha Voge, Cristina Ramos, Krista Pinyan, Danielle DeVries, Tyler Henry, Helene Johnsen, and Ashley Joshi. Also pictured on far right are Sara Butler, LPH President, and Caroline Eversman, LPH Vice-President. New members not pictured are Jami Bouras and Edi Utribe.

Congratulations to Marguerite Lehman! She presented a revised and extended version of her communication criticism paper at the undergraduate research conference and attended a workshop by the Organization for Research on Women and Communication.

## Upcoming Events:

Don't miss out on this unique event being hosted by the Orange County Torero Club! The evening's panel will feature four O.C. professionals who have had successes in a career in entertainment. They will be sharing their personal stories, tips & tricks for navigating the entertainment market, and what the future looks like in this area.

### Confirmed Panelists:

*Steve Demko '95:* Vice President at Sony Pictures Entertainment  
*Tim Lynch '95:* Co-Founder/Executive Producer at Farm League  
*Matt Reccow '95:* Media Producer

*Matt Young '95:* Executive Director - Creative Media/Publicity Photography at Sony Pictures Entertainment

This event costs \$10 per person which includes light hors d'oeuvres, beer, and wine. Bring business cards to share with other attendees for networking purposes as well as to enter into our raffle to win USD gear.

**Date:** April 14, 2016 from 5:30 PM to 7:30 PM

**Location:** Aliso Viejo Country Club, 33 Santa Barbara Dr., Aliso Viejo, CA 92656

To celebrate Women's Her-story month, the UC Exhibit Hall will be open with an interactive art exhibit that highlights the "Evolution of Feminism." In addition,  
**March 29th:** "Let the Women Speak" from 12:15-2pm in UC 113. This event will provide space for the development of allyship.

**March 30th:** "Feminism and Politics Roundtable" from 6-8pm in SLP 412. This event highlights women in politics and the value of female leadership on a national and international level.

# Dr. Mercado

## What is the meaning of.... social justice?

It is identifying and understanding structures that create discrimination and marginalization. Then develop a commitment to undermine these structures and level the playing field. Economic and social inequalities are reflected in unfair representation of people on the media, and lack of equal access to a voice and a place in public deliberation.



## Why is this important to you?

Through media that we learn about world problems and about the lives of different others. My role is to make students aware of mediated representations of themselves and others, and how these representations affect the way they see the world around them and perceive their own position in regards of oppressive social structures. I believe communication pedagogies and scholarship can make the world a better place, fostering access to both a dignified media representation and access to material resources to disenfranchised people.

## How would you describe your research?

I study communication and citizenship practices and transnational indigenous migrant movements in Mexico and the U.S. I am especially interested in deepening my knowledge on transnational indigenous movements, since we can learn alternative forms of social organization, cosmopolitan citizenship, and sustainability from indigenous philosophies and communal forms of organization, universal versus pluriversal thought, collective action, civic participation and cooperation.

## When did you realize you wanted to pursue a PhD?

I grew up in a working class family in Mexico and am the first person in my family to attend college! I moved to the United States and started to work in media relations. Pursuing a PhD was in my mind then, but I was already working professionally and considered myself too old to go back to graduate school. I was working as a freelance journalist in Los Angeles, when I decided to apply to graduate school and give it a chance. I have not regretted this decision.

## Best part of your job?

I love interacting with students, and see them learn and develop their own interpretations of the world. That is very fulfilling.

## Where would your career be if you did not go into academia?

Working in a non-profit sector, as community organizer or in some field related to writing.

## What are two countries on your bucket list?

China and India! I want to experience these countries in person, not by a book or second-hand accounts

## Are you a morning or a night person?

Most definitely a night person!



# Double Trouble

## JaNielle Tredway (Studer) ('05)

After graduating, I started with News America Marketing. News America Marketing a division of News Corporation that offers advertising solutions in stores, at home, and online. I worked with clients such as Nestle, Visa, Safeway, Proctor & Gamble, Kimberly Clark, Kraft, and General Mills. I then moved from an Account Associate in LA to a Senior Director in San Francisco over my eight year career with News America.

Next, I moved to a health start-up called SoloHealth. SoloHealth provides health screening kiosks in stores like Safeway and Walmart. Again, I helped advertisers find marketing solutions that encouraged consumers to lead a healthier and more balanced life. After having my daughter in October of 2014, I decided to pursue a new career. I am now currently finishing my Masters in Education. I'm expecting a second child in May and will start teaching in the fall of 2016. I live with my husband, daughter, golden retriever, and four chickens in a small beach town south of San Francisco.



## Carly Creighton (Studer) ('10)

Since graduating five years after my sister, I have worked at Roambi a data visualization company based in Solana Beach. I started out as Executive Assistant then Sales Development Representative and finally am now a Customer Success Representative. I help manage customer's onboarding experience and deployment of Roambi. I am total responsible for over \$2M in annual revenue. Recently Roambi was acquired by [SAP](#). SAP is the 4th largest technology company in the world with 293k customers, in 130 countries, 75,600 employees, 20.8B euros in revenue and #25 in brand value worldwide. March 7 was my one year wedding anniversary! We are going to Ireland in May to celebrate. In my spare time I surf, garden, cook and knit.

# Sibling Madness

## Christina Graziano (Woodward) ('09)



Since graduating in 2009, I went on to work as an Executive Assistant for the GM of CBS Mobile Interactive & am now working as the Director of Events & Global Conferences for Pro-maxBDA; a member association for promo marketers & creative agencies in the television/digital industries. I majored in Communication studies with an emphasis in Media & Culture & I think the two most beneficial classes I took at USD were public speaking (yay Ghio!), as I have to do a lot of presenting & persuading to my executive team & board members as well as interpersonal comm (yay Chung!), which helps me tremendously with the various personalities I work with when producing these massive events. I was married in October & am currently living in Los Angeles with my husband. My advice to fellow USD comm majors is: Get out there and MEET people, connections are everything!

## Jack Woodward ('13)

I arrived at USD in 2010, the year after my sister graduated. Did I pick communication because of her? No way! I just enjoyed the my preceptorial in communication and the rest is history. Since graduation, I moved back to L.A. and started working at Paradigm Talent Agency in the talent department. Paradigm was a great entry into the entertainment industry and I was responsible for assisting actors and actresses land jobs in tv and film. After some time in this position, I made the decision to do something that I could connect with so I made a transition into the digital world. I am in the Business Development department for Fullscreen in L.A. which is an up and coming global youth media company that develops online creators and produces multi-platform entertainment experiences. This experience has been amazing and every day is a new challenge and the communication major definitely prepared me for the real world of media. Right now I am living it up with my 2 close friends and my dog Murphy. Here is my Advice to fellow USDers: BE A YES MAN/WOMAN. Half of life is showing up...you never know what opportunities will arise.

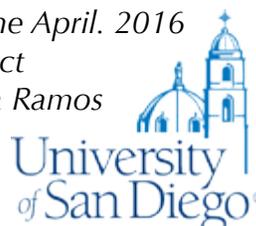


*To submit any items for the April, 2016  
COMMunity Buzz, contact*

*James Bartoli and Cristina Ramos*

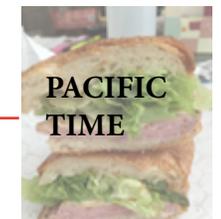
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# M@RCh M@dNESS: FOOD EDITION

USD VS. LINDA VISTA



**WHO'S YOUR WINNER?**

**FUN FACT:**  
Dr. Chung's winner is  
SA BE LEE!