Join us for the 5th Annual Communication Career Day!

On April 27, from 12:30 – 4:00pm, distinguished Communication alumni will return to campus to share their valuable career advice with Communication undergraduates. The afternoon will consist of ten panels, covering a variety of topics, like marketing, advertising, law, and entertainment. Throughout the afternoon, students will have the opportunity to mingle and network with speakers, forming valuable connections that could lead to a future internship or job. The event is generously supported by four gold-level donors—Target, Mission Wealth Management, PlanMember Financial, and Loyola Law School—as well as one table sponsor, Fisher Investments.

5 Ways to Improve Your Résumé
Mariana Davis, Class of 2013

Molly Steen, Acting Associate Director at Career Services, suggests five tips for Communication students to boost their resume this summer.

1. Explore and edit your resume. Look at what you are generally aiming to do, and research the different ways to get experiences related to the field you like. After reading and editing your résumé, have it edited it for clarity and typos.

2. Get experience. Even if you do not get experience related to your field, all experiences will help you understand yourself better. Plus, they will be more talking points on your résumé.

3. Assess your career interests. Career Assessments will help you discover characteristics about yourself that you can put to work, and will provide you with possible job titles to explore. You can find Career Assessment programs through UCSB’s Career Services Center, community colleges, private career counselors, and career-related websites.

4. Travel. Put yourself in an unfamiliar environment and show your flexibility and adaptability.

5. Look for ways to sharpen these five valuable skills.
   - Written communication
   - Oral communication
   - Critical thinking
   - Problem solving
Career Advice from Alumni

Jordan Gomez, Class of 2013

Many junior and senior Communication majors are getting ready for life after graduation, which means figuring out which courses to take, which organizations to join, and how to apply course knowledge to a specific occupation. Although this process can be overwhelming, several UCSB alumni shared career advice from their college experiences that they would like to pass along to current undergraduates.

David Bork
Class of 1994
CEO & Founder
Short Burst Sports

During your time at UCSB, you participated in several organizations. What about those organizations prepared you for work after graduation?

As a member of Sigma Phi Epsilon, and working in the Faculty Club and in the Development Department, learning how to network and negotiate was extremely beneficial for my preparation. For example, my time at the Faculty Club was crucial for skill development. Working twenty hours per week plus a full load of classes taught me time management, discipline, and provided me with a great place to do that networking. Professors, department heads, and administrators visited the Faculty Club on a regular basis, and it is by talking with them and widening my social network that I obtained my first paid internship. Deft social negotiation is a lifelong skill that I learned at UCSB and I use it everyday in business.

If you could do it all over again, what would you have done during your time at UCSB that would have better prepared you for work after graduation?

Although I find studying extremely important, I wish that I spent more time working. That’s right, more working. Employers don’t like to take risks on unproven people as it takes significant resources to hire and train a new employee. When hiring managers get it wrong, it affects their reputation within the organization and sets them back from reaching their goals. As a student, you can improve your odds of getting hired by having actual work experience and references.

Christopher Lincoln
Class of 1984
Flying Fish Productions

How important has communication been for your career?

You must be able to communicate efficiently and network with people first and foremost. Do not underestimate the power of reaching out and asking for help. I truly believe that if you do not communicate with or put yourself in front of people, these same people will not

Laural Porter
Class of 1979
Anchor
KGW-TV

What advice would you give UCSB juniors/seniors who are getting ready to explore the job market?

Be prepared! Study up on your prospective employer, because you want to know all about them. Your work experience and course work during your attendance at UCSB can be very important in landing you your first job. My experience in broadcasting at the campus radio station and KTYD Radio was very essential in landing me my first job at a TV news station. Also, my experience in English and other writing intensive classes was critical. My first job, as well as the job I have today, requires a significant amount of writing. I believe all classes that make the student a better writer will help later in ANY field they choose to pursue.

Leslie Klonoff
Class of 1980
Community Leader/Organizer

What advice would you give UCSB juniors/seniors who are getting ready to explore the job market?

For those undergrads who are getting ready to explore the job market, I would advise you to create a list of possible industries you’re interested in, as well as network into informational interviews. Try to sign up for all relevant UCSB LinkedIn groups, and build online relationships with Gauchos who are willing to help you. Also, plan on attending the All Gaucho Reunion, which takes place towards the end of April. There, you will be able to meet with alumni and discuss the many facets of the current job market. Remember, Gauchos want to help fellow Gauchos move ahead professionally. If you have what they are looking for, they might be willing to help you land that first professional position.

Whether it is looking for work, a career move, or even a raise in position, you need to realize that it is always about communication.

What are the benefits of networking while in college, as well as after graduation?

Networking is extremely important! I use the networking model to garner advice from colleagues that are currently in the same industry, as they are my best sources for the next piece of work. For example, I happen to freelance and work on contract. No two years or two weeks are ever the same. In my nearly twenty years of this contract work, my best resources are these colleagues who I support, and support me in return. I do a good amount of hiring around the county and at times, overseas. So many times I will hire someone based solely on the “word” or recommendation of a colleague. Use your contacts to explore and comb the world for opportunity. The more people that you know, the more opportunities you will have.
According to Professor Walid Afifi, undocumented immigrants face constant uncertainties such as fear of discovery, social rejection, and the possibility of deportation. In a special topics course offered this past fall, Afifi asked students to leave their comfort zone to gain an appreciation of the lives of undocumented immigrants. Through testimonials from community members, as well as lectures given by members of La Casa De La Raza (a nonprofit focused on assisting the Hispanic population in Santa Barbara) and UCSB’s Improving Dreams, Equality, Access and Success Organization (group organized to encourage, promote, and further the education of immigrant students), the class offered first-person accounts from individuals who deal with the undocumented immigrant Hispanic population of Santa Barbara on a regular basis. In addition, Afifi claims that in order to gain a better understanding of the struggles undocumented immigrants face, students must interact with them in their world, under their circumstances. To gather data for the project students volunteered in food banks and participated in community service with the undocumented immigrant community. This provided the students with a real-life understanding of the uncertainties these immigrants face, as well as the coping strategies used to manage these struggles.

“U.S. citizens need to be informed, and it is our duty to give these people a voice,” Afifi says. “This course allows us to conduct research in a community relatively unknown to many of the U.S. population, and we are going to do our very best at giving back to that community in a positive way.” The research project was designed to uncover the coping mechanisms utilized by these undocumented immigrants in times of uncertainty, and that data was based upon five different focus groups consisting of students, parents, detainees, and day laborers. A videographer helped them put together a documentary of the community experience, assisting students in the presentation of their findings.

The findings revealed a wide range of uncertainties in the undocumented immigrant community. “These issues range from the sort of things we all deal with (e.g., uncertainties about relationships, health of our parents, well-being of our kids, and finances) to things that are unique to their situation (e.g., getting ticketed for jay-walking that may result in deportation, being stopped at a traffic check and being detained, being discovered as undocumented and losing their job),” Afifi claims. “Even the typical uncertainties, though, are made many times worse because of the unique situation of their undocumented status.” Another related finding was that when facing these struggles, many of the community members are unable to utilize effective coping mechanisms. “Most did not want to talk to others in their community about their uncertainties because they did not want to burden others. Most kept it inside, worked harder, or even cried,” Afifi says. In general, they do not have sufficient community resources available that they trust, and this is part of the reason that they utilize such ineffective coping mechanisms.

Afifi and his team will continue to collect data and talk with the undocumented immigrant community. “It is clear that the community needs more informational assistance and vocal support in the community,” Afifi states. “It appears that the opportunity to talk to supportive members outside of their community was very helpful, which is something we might expand.” It looks as if this is going to be a lengthy process, but this research is part of Afifi’s plan to enlighten students while giving back to the community.

Get to Know Dr. Dana Mastro
Angel Chan (Class of 2013)

Professor Dana Mastro joined the faculty in fall 2012.

Chan: Where are you from?

Chan: Why did you want to become a professor, especially in Communication?
Mastro: I’ve been interested in the subject for a long time. I could certainly see relevancy to own life and family. I studied History at UCLA, then Communication in graduate school. In grad school, I focused on stereotyping and the perception of news on contemporary urban issues.

Chan: Can you tell me a little more about your research?
Mastro: I analyze how different groups are portrayed, especially on primetime TV. I’m interested in how their portrayal influences attitudes or perceptions of their own groups or out-groups and the potential outcomes of these stereotypes.

Chan: What classes will you teach?
Mastro: Media Theory in winter; Media and Ethnicity in spring

Chan: You were most recently a professor at the University of Arizona. What made you want to come to UCSB?
Mastro: It was a very easy decision. UCSB is known for its Communication department and the faculty is great. I also wanted to be back in California since my family lives in the state, mostly in the Los Angeles area.

Chan: What are some activities that you’ve done thus far around town?
Mastro: We’ve gone to the farmer’s market, Lake Cachuma Recreation Area, and we’ve also enjoyed going to the beach with our daughter, who is three years old. We’ve also spent a lot of time fixing the house.

Chan: Any favorite restaurants so far?
Mastro: Via Maestra, Seagrass, Los Arroyos, and Jeannine’s.
9 Tips for Landing an Internship
Jennifer Gruenke, Class of 2014

Looking for internships can be stressful and intimidating. After all, employers consider them essential and you should have at least one before you graduate. Dr. Anna Laura Jansma, Communication professor and internship advisor, has some tips for you.

1. Network – Tell everyone you know that you’re searching for an internship. Someone you never expected could be the key to getting that job.
2. Get a LinkedIn account – Employers won’t hire you if they can’t find you.
3. Work on excellent face-to-face self-presentation – Dress professionally and have a great elevator speech (this is more important than your résumé or cover letter).
4. Know your skills – Don’t worry, prior work experience isn’t important, but you need to know your strengths.
5. Sell yourself – Let the employer know what you can do for them.
6. Don’t underestimate the power of volunteering – help feed the homeless or work for a dog shelter.
7. Before an interview, do your research – know the company and the person you’ll be interviewing with.
8. Be well-prepared – Go into an interview having practiced the questions you’re likely to be asked, knowing behavioral examples of how you’ve handled situations, and carrying your résumé.
9. Focus on what you really want – applying for internships is a lot of work.

Keep in mind that UCSB does not offer academic credit for internships. For more information, visit comm.ucsb.edu/undergrad/internships.

Get a “Taste of UCSB”.

To conclude this year’s Career Day, the Department of Communication will host a gathering at the Taste of UCSB event. If you are a Department of Communication graduate, we invite you to join us at the “Taste of UCSB” as our guest. Our event will start at 4:00 on Saturday, April 27. At the door, please check in for the Department of Communication event.

Please RSVP by Thursday, April 25 at: https://www.surveymonkey.com/s/2JYZNLF

For more information, visit: http://allgauchoreunion.com/events/detail/third_annual_taste_of_ucsb_presented_by_montecito_bank_and_trust

See you there!

What Are Communication Majors Doing This Summer?

Austin Hacker, first year
“I’m most likely going to be doing summer school here, and getting ahead.”

Nicole Soto, second year
“Hopefully I will be getting an RA position, so I will be here training.”

Mackenzie Burnett, fourth year
“If I get into the Aspire Teacher Program from the University of the Pacific, I will be getting ready to move to Palo Alto, Sacramento, or Los Angeles. If not, I will keep my job at the Gainey vineyard, and continue to look into grad school.”

Melanie Monifi, third year
“This summer I’m probably going to look for an internship either at UCSB, or in L.A.”

The Gaucho Communicator – Spring 2013, Issue 8
Alumni Profile: Chelsea Jimenez
(Class of 2009)

As a 2009 graduate with a double major in Communication and Spanish, I’ve found myself living and working abroad in Barcelona, Spain for the past 3 years. When I was a junior, I had the opportunity to study abroad in Madrid, where I fell in love with Spain and decided to return after graduation.

Having a degree in Communication has proved very helpful when applying for jobs in Spain; though the education system here is quite different, my degree has gotten me into the marketing side of the Internet industry in Barcelona. When I first moved to Spain, I started working as Country Manager for the United States and Canada for a search engine start-up. After two years at the start-up, I was able to move on to an industry that was even more intriguing for me: travel and tourism. Now, I am working in the marketing department for Europe’s most successful online travel agency, eDreams. My job includes search engine optimization, content creation, and blogging. My degree in Communication has definitely prepared me to be successful in Spain.

New—UCSB Marketing Association!

In fall 2012, a new student organization focused on providing marketing insights, experience, and professional connections was launched. Christina Collins and Aaron Cohen originated the idea and became the first co-presidents of the UCSB Marketing Association, an affiliate of the American Marketing Association. The organization’s mission is to foster students’ interest in marketing through participation in marketing internships, attending presentations and panels by marketing professionals, and networking with others engaged in or pursuing marketing careers. At the end of the winter quarter, the group included 35 members. The organization meets every other Wednesday night at 6:30 and is open to all majors. See our Facebook page: UCSB Marketing Association.

Communication Association

The Communication Association is a student-run organization that offers UCSB students the opportunity to explore multiple aspects of Communication-related fields. In order to aid in the professional development of UCSB students, the Communication Association offers events such as: guest speaker lectures, networking mixers, and résumé building-interview skills workshops. From its creative “Keep Comm & Carry On” t-shirts to classroom and Facebook announcements of each event, the Communication Association proactively encourages all students to take advantage of the professional opportunities the organization provides.

Throughout the fall and winter quarter, hundreds of students participated in the eight professional development events presented by the association. Some of these included, “Comm Association Meets Hollywood”, “Learn the Art of the Elevator Speech”, and “Sports Communication Panel”.

The organization’s premier event, the annual Internship Mixer, featured a panel of local employers and their interns and brought approximately 100 students together with 22 local professionals seeking interns. Several students and employers established connections and some internships were filled on the spot.

Communication Association events are held bi-monthly on Tuesday evenings at 6:30pm. Membership dues are $10.00 per quarter. If you’d like more information, please attend an event or email Commassocpres@gmail.com!

LPE Hosts Choice Scholar Lecture

Seventy-two of UCSB’s most distinguished Communication majors are members of Lambda Pi Eta, UCSB’s Communication Honor Society. The group meets twice a quarter to promote professional development and to explore options for further education; in addition, the organization hosts a variety of events, such as lectures, fundraisers, potlucks, and community service projects. On March 15, LPE hosted the Choice Scholar Lecture during which Professor Joseph Turow presented his talk, “The Revolution in Ad Sponsorship: What’s It Doing to Media and to Media Jobs?”

UCSB Marketing Association, Winter 2013

LPE Hosts Choice Scholar Lecture

Dr. Turow delivers his Choice Scholar Lecture
Thinking About Grad School?
Audrey Abeyta, Associate Editor

If you’re thinking about applying to an academic graduate program, the application process can be daunting. However, with advance planning and perseverance, the task is easily conquered. Using the timeline below as your guide, you’ll have those applications completed before you know it.

Freshman and sophomore years
The first two years of your college experience are often dedicated to exploration. During this time, you should be a taking a variety of classes that fulfill academic requirements while helping you discover a subject you’re passionate about. However, it’s never too early to develop strong relationships with professors and TAs, who can serve as mentors in the future and might even write you a letter of recommendation.

Junior year
If you’re planning to attend graduate school immediately after graduation, you should begin researching programs during your third year. Talk to professors and graduate students about your research interests and ask for their advice on which programs might be a good fit for you. Once you have some programs in mind, find out what kind of research is being conducted at each university, and keep track of which faculty members you would like to work with in a Word document or Excel spreadsheet. In addition to noting whose research you’re interested in, write down other important details, like application deadlines, personal statement instructions, and how many letters of recommendation are required.

This is also the time to gain valuable research experience; ask professors whose classes you’ve enjoyed if they are in need of a research assistant for any projects they’re working on.

Summer before senior year
Use this time off to study for the GRE (GMAT or LSAT) and begin writing your personal statements. While these may not be fun summer activities, you’ll be happy to have them finished when fall quarter starts. If you feel prepared, consider taking the GRE before fall quarter starts, so you have time to re-take if necessary.

Senior year
Most application due dates fall between December and February, so fall quarter will be a busy time for you. Finalize your personal statements and ask a professor or favorite TA to give you feedback. You’ll also need to send your official transcripts and GRE scores to the programs to which you’re applying. You may also want to continue researching, either as a research assistant or a senior honors thesis student.

If you haven’t done so already, you also may want to decide which professors you’d like to write your letters of recommendation and ask if they’re willing. If they agree, provide them with the necessary materials at least a month before the application deadline. To help them write you the best letter possible, prepare a packet with the list of schools you’re applying to, application deadlines, which faculty members you hope to work with, as well as a copy of your personal statements, transcript, and résumé. Send your letter writers a polite reminder a week or two before the deadline and remember to write them a thank you note when the application process is over.

If you’ve followed this timeline, all you’ll have to do during winter quarter is submit your application materials and breathe a sigh of relief — you’re finished!

Your gift makes a difference!
Your gift of $50 or more helps the department to meet all types of needs from classroom equipment and supplies to software for computer labs.

How your donation can help the department:
$100: Information about internships to post on the department website
$150: Sashes for Honors Students to wear at commencement
$200: Recognition for Communication graduates, such as symbols that make it easier to spot our graduates at commencement
$200: Special Career Development materials from National Communication Association
$300: Reception to honor Graduates following Commencement

Please visit the Department of Communication’s giving page at: http://www.comm.ucsb.edu/giving