Fall 2011, Issue 5

The 2011-2012 School Year Begins!

The 2011-2012 school year began at UCSB on Thursday, September 22nd. According to Department of Communication Undergraduate Advisor Tania Dunson, “This fall we have 587 majors and 575 pre-majors, although the number of pre-majors is deceptive because many students do not declare their majors until after they have completed their pre-major classes. These numbers are a bit lower than average, but not significantly. Typically, we have about 600 in each category.”

The department’s graduate enrollment is 38, according to Graduate Program Assistant Nancy Siris-Rawls. She adds, “Budgetary constraints have limited the number of graduate students we could admit to five in the past two years, but this year we were able to admit seven. Also, the total number of graduate students is also lower because we are requiring students to complete their doctoral requirements in five years for students who enter with a Bachelor’s degree and four years for students who enter with Masters degrees.”

Department of Communication’s New Website!

By Stefana Simonetto (Class of 2012)

You may have already noticed, as you linked to this newsletter, that the Department of Communication has a new website! The department was aware of the need for a new website for many years so the question becomes “Why now?”

According to Dr. Linda Putnam, the Department Chair, it was a “perfect storm of situations.” First of all, after losing the department’s Web Technician during a hiring freeze a few years ago, various professors and graduate students had been working to keep the site updated. However, the patches upon patches to the very old system made a
Website (continued from page 1)

big mess of the inside of the site. “It had gotten to a point where the disorganization was just too much,” according to Dr. Ronald Rice, the project coordinator. “We were fed up.”

The second push came from alumni. When Dr. Putnam became the department chair, she began working alongside Drs. Karen Myers and Anna Laura Jansma to create a new Communication Alumni Council. The Council’s primary objectives are to enhance the department’s relationship with alumni and to create awareness in the community. One of the biggest complaints the Alumni Council had was the outdated website.

The third and final push came when Letters & Science Information Technology (LSIT) mentioned to Dr. Rice that there was a new program to help departments develop their websites so long as they chose from one of the fixed templates. As soon as Dr. Rice heard this, he excitedly announced, “We’re next in line!”

With the help of $10,000 given to the department by the Alumni Council, in April Dr. Rice and graduate students Jessica Gasiorek, Ryan Fuller and Michael Mangus began working with Eric Copsey from LSIT to develop the new site. “We couldn’t have done it without Eric -- he is fabulous, humorous, flexible, and supportive,” raves Dr. Rice. The new site uses DRUPAL and is a Content Management System (CMS), which allows different people to have access to different parts of the site. This should help the department to more easily keep the content up-to-date. “With their personalized login information, professors and staff can manage their own information. We no longer have to go through a middleman every time we need to update something. In Systems terms, it decreases transaction costs.”

The ultimate result is a site that is much easier to use. A new sidebar, including quicklinks, as well as cross-links throughout the site, makes it much easier to navigate. “Everything is linked to everything else; it is clear and explicit,” says Dr. Rice.

“We have also added FAQs sections for every phase of the major. There are many more images and information about faculty, awards, events, and other news about the department,” explains Dr. Putnam.

They also made sure they keep the Alumni Council involved from start to finish. “They really kept us involved

(Website page 3)
Website (continued from page 2)
along almost every step of the process, including brainstorming about visuals and content, and getting our feedback on mock ups,” says Alumni Board Member Mary Shirley.
“This has mostly been a summer project, so we’re excited to see the reactions all around when we launch it at the start of the quarter,” says Dr. Putnam.
Please take a look at all the pages, subpages, links and information, and let Dr. Rice know what you think!

Start Your Time at UCSB the Right Way:
Get Involved in Department of Communication Student Groups and Events!

By Maria Bianco (Class of 2012)

Whether you’re an incoming freshman, transfer student, or even a student changing majors, the Department of Communication’s student groups and events offer many ways for communication students to get involved and prepare for their futures.

Organizations like the Communication Association and the honors society, Lambda Pi Eta, give students opportunities to participate in career-related and educational workshops and work closely with communication faculty. The Communication Association, sponsored by Professor Anna Laura Jansma, meets every other Tuesday, and is open to all communication students. Meetings include guest speakers—professionals in a variety of occupations including marketing directors, event planners, entrepreneurs, etc. Leadership positions within the organization are resume builders and great opportunities for growth.

Lambda Pi Eta offers students insight into graduate education and recognizes outstanding students in the Communication Department. Students in junior standing, who have completed 18 Communication units, and who have GPAs of 3.25 or higher are eligible to apply. For information on both groups, visit http://www.comm.ucsb.edu/undergrad/groups

Activities organized for students by the department include an internship workshop and Communication Career Day held every spring. Both give students opportunities to network with communication alumni and other professionals in communication-related careers.

The department also encourages students to take part in online networking by creating a LinkedIn account and joining the Department of Communication’s LinkedIn group. Undergraduate Advisor, Tania Dunson, described LinkedIn as, “a great way to stay involved and stay in ‘the know’ within the Communication Department.” Visit the department’s LinkedIn group at: http://www.linkedin.com/groups?gid=3083700&trk=hb_side_g.

Another important way to be connected is to subscribe to the Department of Communication’s listserve. Visit...

(Involved page 4)
Involved (continued from page 3)
https://lists.lsit.ucsb.edu/listinfo/precommundergrad.comm (pre-majors) and http://lists.lsit.ucsb.edu/listinfo/commundergrad (majors) for more information. LinkedIn and the listserv provide constant, accessible information regarding communication classes, internships, workshops, and seminars.

Other options offer students more intense involvement. Students can apply to be a student peer advisor. In that position, they advise other students about how to progress through their degree requirements. Many students become research assistants earning units in the COMM 199RA designation by aiding professors in their research. Students participate in a variety of tasks ranging from administering surveys to analyzing data. To apply, students must be in junior standing, have completed two upper-division Communication courses, and have a GPA of 3.0.

A final and immensely rewarding experience involves taking part in the department’s Senior Honors Thesis Program. The program affords students the opportunity to conduct a year-long independent research project, under the direction of the faculty member who oversees the program, and with additional assistance from faculty whose research interests parallel the students’ projects. The program culminates in writing and presenting a Senior Honors Thesis. Students who complete the program graduate with Distinction in the Major. For more information about the Senior Honors program, visit http://www.comm.ucsb.edu/undergrad/senior-honors.

As a transfer or freshman student, it can be difficult balancing new schedules, groups of friends, and schoolwork. The Department of Communication makes getting involved easy and convenient for students interested in broadening their social circles and knowledge of communication. The Department offers organizations ranging from career development, research, and more intense educational experiences. Each allows students opportunities to interact closely with peers, professors, alumni, and professionals, providing for a more productive and enlightening experience at UCSB. So go out, get involved, and get to know all that the Department of Communication has to offer!

Fliers and applications for many of the above groups and events are available in Tania Dunson’s office (SSMS, room 4009) or in the Peer Advising office located in SSMS Room 4007.

LinkedIn: The World’s Largest Professional Network

By Maria Bianco (Class of 2012)

Two years ago, Professor Laura Jansma started the UCSB Department of Communication’s group on LinkedIn, a professional networking website. LinkedIn is a popular networking tool for young professionals and college students because it connects individuals with job and internship opportunities, and employers with potential employees and interns. As the Internship Advisor in the Communication Department, Professor Jansma has made contact with numerous local businesses, alumni, and members of the Communication Department eager to share job information with students. “LinkedIn allows them to reach their
LinkedIn (continued from page 4)
audience with mass messages regarding
jobs, internships, career days, and
workshops, all in a very hands on, interactive way,” she said.

The LinkedIn site is available to Communication students, alumni,
employers, and friends of the Communication Department. Professor
Jansma screens and admits only legitimate businesses, organizations, and
other Department-connected individuals. She also monitors to ensure the site is
being utilized for its intended purpose. The site’s membership grows every day.
Jansma noted that in the two years since the site was created, 667 members have
joined. Individuals have been able to locate jobs and employers have been
able to find potential employees based on qualifications on LinkedIn profiles.

The site offers many tools to help people connect. The search function of
the website allows both students and professionals to specify and identify the
kinds of positions open or desired. For example, searching marketing,
communication, and San Francisco, will result in various marketing-related job
opportunities in the San Francisco area that could be filled by individuals with
communication degrees.

In a sense, LinkedIn functions like a resume, allowing students to create
profiles detailing their academic, internship, and work experience. Employers use profiles to identify
individuals who are qualified for the positions they are offering. If they find
individuals with the qualifications they are looking for, employers can initiate
contact with the job or intern candidate.

A new feature of the Department’s LinkedIn site is a, “virtual advisor.”
Essentially, alumni and other professionals who are part of the
LinkedIn group sign up to respond to student questions about career-related
issues. Students submit questions and “virtual advisors” respond to those
questions via email. Topics will likely include questions about job interviews,
qualifications for specific careers, how to pursue jobs in particular industries, and
more. This feature will give students access to the professional advice that they never had in the past.

Finally, Jansma notes, “I want to see the Department’s LinkedIn site continue
to grow.” She spreads the word via email to students and employers,
through the Communication Association, and in her lectures. Undergraduate
advisor, Tania Dunson, also aids in the facilitation and expansion of the site by
publicizing it to students who are new to the Communication major.

LinkedIn has become a useful tool, giving students opportunities to reach
their career goals by networking with professionals who can offer them
internship and job experiences. The site will become even more useful as
professionals and students join and use the network to connect. To learn more
or to join the site, visit http://www.linkedin.com/groups?home=
&gid=3083700 or email Dr. Jansma at
aljansma@impulse.net

Virtual Advisors Needed!
Attention alumni, are you willing to:
Spend a few minutes on the phone or connect
through email with a student?
Offer insight about your field of expertise?
Refer a student to someone in your network?
Review a resume or cover letter?

Sign up to be a UCSB Dept of Communication
Virtual Advisor! It’s easy. Just type "UCSB
Dept of Communication Virtual Advisor" in the
Interests section of your LinkedIn profile.
For more information, visit
http://www.comm.ucsb.edu/undergrad/career
Professor Emeritus Edwin Schoell Passes: Former Department Chair Recognized for His Commitment to Undergraduate Education

By Stefana Simonetto (Class of 2012)

Professor Emeritus Edwin Schoell of the UCSB Department of Communication passed away on June 29th, 2011 at the age of 93.

Before joining UCSB, Professor Schoell received his Bachelor’s degree in Theatre Arts at Louisiana State University. He then served as a pilot for the US Army Air Forces during World War II. After the war, he completed his Master’s degree at the University of Denver. After marrying Yvonne Pearson in 1947, he then began his career teaching communication at Michigan State University before returning to the University of Denver to complete his Doctorate.

In 1951, Professor Schoell joined the faculty at the University of California at Santa Barbara. However, the Department of Communication at that time was very different from the one today. Communication was just a small part of a department shared with Speech Therapy and Theater.

During his 37-year tenure at UCSB, the Department of Communication came into its own, splitting first from Theater and then from Speech Therapy. As Chair of the department, Professor Schoell helped to develop it into what it is today.

“He was the kind of chair that facilitated great work,” according to his colleague Emeritus Professor John Wiemann. “He worked to solidify the department’s position on campus. He let the younger faculty make the important hiring decisions because he knew they were the future of the department.”

In addition to being devoted to developing the department, Professor Schoell was committed to undergraduate education. He taught primarily undergraduate courses, including American Public Address and Phonetics.

Despite his commitment to the Department of Communication, he also taught Play Writing and wrote and directed numerous plays. He even went to Great Britain to study and write articles on British provincial theater. His play “Way, Way, Way Out There” premiered at Cal Poly at San Luis Obispo before being produced at a number of other college and civic theaters.

He is commemorated by the Department of Communication through the Edwin Schoell Award for Excellence in Teaching that is awarded to individuals who set an example of outstanding service through interaction with undergraduate students, serving as a role model for fellow teaching assistants and graduate students, demonstrating innovative teaching techniques in the classroom, and receiving outstanding student evaluations for his or her role in the classroom.

In the words of Professor Wiemann, “He made a huge impact on the growth of the faculty and we miss him.”
By Maria Bianco (Class of 2012)

The Annual Communication Career Day held on Saturday, April 30th proved to be a great way for students to explore potential career paths that are open to them with a B.A. in communication from UCSB. For many students, the event helped to confirm their career aspirations, and for others like me, it offered insight for those of us who may be unsure of our career plans.

As a third-year communication student at UCSB, soon to be approaching my fourth and final year as an undergrad, I hoped that Career Day would be a reliable source of information and inspiration. I have spent the past two years of my college career exploring the multifaceted communication major, taking classes ranging from persuasion, to social networking, to media’s effects on individuals, in an attempt to discover where my passions lie and where this major could take me professionally.

As I approached the Phelps Hall Courtyard on Career Day, I could hear the buzz of students, alumni, and professors, networking and eager to discuss career opportunities for communication graduates. Students talked amongst friends about the panels they planned to attend. Many students, like senior Paul Herzlich, planned on attending the Digital Technology and Working for a Large Corporation panels to, “make some connections and possibly secure a job opportunity with Google.”

I also had the opportunity to talk briefly with Professor Dolly Mullin who said, “I hope students will be able to learn a few tips about taking advantage of their opportunities during college and also gain some information about possible career choices once they’ve had a chance to interact with the panel members.”

After reviewing the impressive speakers list, I decided to attend the Entertainment Industry and Event Planning panels. I chose these panels because at the time I was interning at a local radio station and was interested in

Panelist Marcie Carson, Principal and Creative Director, IE Design, and Communications and Dana Feldberg, Senior Business Analyst, The Active Network, speak on the Designing and Developing a Brand Panel
Career Day (continued from page 7)
concert planning and the music industry. In both panels the speakers offered unique perspectives about how to network and use college as a launch pad to reach one’s desired career.

At the Entertainment panel, TV host and Sports Director, Scott Hennessee (Class of 1999) reflected on his work experiences and said, “I did tasks that no one wanted to do. But I took responsibility and did them because that’s the only way to move forward – to be determined.” He went on to discuss his time spent at UCSB and commented, “Communication is very broad, but I learned how to really relate with people through the communication courses at UCSB. To really listen and understand other people’s perspectives - that can be useful in any career."

The speakers’ emphasis on having passion for what you do and the payoff of being yourself, especially in cut-throat, competitive industries, truly inspired me. I found Debbie Miller (Class of 1983), Executive Vice President of Worldwide Marketing for CBS Films, particularly refreshing and impressive. She highlighted the benefits of starting in small companies, such as more opportunities for experience, and stressed that even in an industry as competitive as entertainment, if you are genuine, passionate, and offer a unique outlook, you really can go far.

In both panels students were entertained, intrigued, and hopeful as they listened to the speakers. After the Entertainment Industry panel I spoke with senior Michelle Cohen, who said, “This panel taught me that it is important to be persistent and apply your communication knowledge in interviews as well as within your company.” She seemed confident and determined to continue pursuing a career in the entertainment industry after hearing the panel of experts.

Communication Career Day really put forth, “an incredible collection of UCSB alum,” said Professor Ron Rice as he concluded the Entertainment panel. "Through their stories, you can see how successful they have become; but the real sign of success is that they’re all doing things that they love.”

I left Career Day with a sense of optimism and newfound appreciation for the communication major. To see and hear former students who have forged their way to success with passion and
Career Day (continued from page 8) determination was motivating and influential. The speakers provided a range of information, ideas, and networking methods, paired with inspirational stories that could help students visualize and realize their full potential.

I strongly encourage students to take advantage of this unique opportunity offered by the Department of Communication every spring to get a valuable, inside look at the professional world from the perspective of those who started as UCSB communication students, just like us.

Department of Communication Senior Honors Theses

In the 2010-2011 academic year, nine students participated in the Department of Communication’s Senior Honors Thesis program. Over the course of a year, the students designed their own communication investigation, implemented their design collecting data and analyzing the results, and finally wrote a thesis reporting on the results of their empirical study. In May, the students presented their research to the campus in a poster session at the 2011 Undergraduate Research Colloquium. Taylor Black’s poster was awarded an honorable mention in the category of Psychology & Social Sciences.

On June 5th, they presented their honors theses projects to an audience of parents, students, and faculty. The class was guided by Professor Daniel Linz with the support of several communication professors. Below are abstracts from those projects.

Faculty advisor Professor Dan Linz (far right) poses with Senior Honors Students at the Department of Communication’s annual awards ceremony: Amanda Galvin, Taylor Black, Lucas Brooks, Kimberly Kaslow, Janna Stocker, Kaitlin Secrest, and Alexandra Gunther. Not photographed were Juliet Kellogg and Beth Alexander.
Accommodative Advertising: A Look At British and American Converging and Diverging Ads

Kimberly Kaslow

ABSTRACT: Advertisers are increasingly recognizing the prominent power of cultural groups and are responding with targeted and segmented advertising efforts. Targeted communications often draw on various references to the specific culture in an attempt to enhance communication with and gain the approval of the intended audience. Through an experiment involving accommodation theory, this study seeks to develop a theory of intercultural accommodation and advertising. It is hypothesized that the degree of an individual’s strength of ethnic identification correlates with the response to an advertiser’s attempt at cultural accommodation. The perceived communication accommodation attempt in the advertisement is proposed to influence the consumer's evaluation, comprehension, recall of the message, and preference toward the company or product.

Television in the Digital Age: Content Delivery Platforms, Parasocial Relationships, Viewing Motivations, and Fandom

Lucas Brooks

ABSTRACT: A digital model of distribution is replacing the traditional model of television broadcasting. This new era in television offers audiences the unprecedented opportunity to watch what they want, when they want, and where they want. The aim of my thesis is to investigate how audiences are utilizing new platforms of distribution such as online streaming and mobile video, and whether more frequent use of certain platforms is associated with differences in how audiences relate to television content, and why they seek it out. A survey was administered to measure levels of parasocial interaction, viewing motivations, and fan-based behavior.

The Effects of Birth Order in the Establishment of Close Platonic Relationships

Amanda Galvin

ABSTRACT: The effects of birth order on the development of personality traits have been debated for nearly 150 years. Although scholars have not agreed upon an explanation for why birth order has an effect on an individual’s personality, most do not deny its impact. The current study undertook an examination of the relationship between birth
Honors Theses (continued from page 10)

order and the tendency of affiliation with same ordered individuals. This research moves us a step further in birth order research in so far as it examines interpersonal relationship formation for individuals based on birth position. Using the Reinforcement Model of Attraction, the study tested whether individuals of similar birth positions have a tendency to affiliate with one another because of personality similarities conferred to each party due to birth position.

The Use of Bounded Rationality in Processing Educational Versus Propaganda Based Marketing Messages

Alexandra Gunther

ABSTRACT: The present study examines how, and to what extent, subjects use bounded rationality in dealing with two types of marketing messages-- an educational based message and a propaganda based message. One hundred thirty three undergraduates from a West Coast University participated in a laboratory experiment. Subjects were randomly assigned to one of two conditions and received either an educational or propaganda based marketing message. After ten minutes of examination, subjects were given a dependent variable questionnaire that assessed the four dimensions of bounded rationality: search behavior, cognitive illusions and framing, self-control, and design. Overall, results indicate that subjects will rely on bounded rationality more while processing propaganda based marketing messages.

Global Warming: An Analysis of Media Framing According to Geographical Region

Kaitlin Secrest

ABSTRACT: Examining the ways in which the media portrays specific international issues according to their geographical location is important when considering the effects they have on their public audience. When dealing specifically with environmental issues that are international in scope, it is interesting to see how and why various media outlets express different attitudes. This study explores the cognitive frames created by and conveyed within numerous American newspapers in regards to global warming and climate change over a certain period of time. While much research has been conducted on the mass media’s ability to convey accurate and reliable scientific research to the public regarding global warming, this study employs CRA (Centering Resonance Analysis) to evaluate the frames chosen to present global warming within the American media.
Homeless Identity, Perceptions of the Social Hierarchy, and Health

Juliet Kellogg

ABSTRACT: Past research has shown that there is a “social gradient” with regard to health. Where a person stands in the social hierarchy is strongly related to a person’s mental and physical health (Marmot, Rose, Shipley, and Hamilton, 1978). Williams (2001) found that those who are socially ostracized are more likely to suffer from serious health problems. Homeless people live at the bottom of the social gradient and therefore have numerous health problems. This study investigates whether homeless persons’ perception of their place in the social hierarchy affects their health. This study furthers research on the psychological experience of social status on health by investigating the impact of the following factors on health: A. homeless group identity, B. beliefs about the permeability of the social hierarchy, C. legitimacy of the social hierarchy, and D. identity enhancement strategies the homeless may use in order to manage low status.

Media Framing of Intellectual Property in China and the United States

Janna Stocker

ABSTRACT: In today’s increasingly globalized community, intellectual property (IP), or the ownership of information, is a major international issue. This project explores differences in perceptions of IP across cultures by examining media framing. Based on Hofstede’s cultural dimensions, China and the United States vary greatly in regards to culture. A Centering Resonance Analysis was employed using Crawdad software to examine framing in newspaper articles from the New York Times, of the US, and from the China Daily, of China. The study found that American articles use an individualistic frame while Chinese articles use a collectivistic frame to discuss intellectual property.

Gangs as Family Systems: Is the Gang a Higher Functioning Family System than a Gang Member’s Family of Origin?

Taylor Black

ABSTRACT: A well-structured family system is an extremely important aspect of a youth’s development. Unfortunately, many gang members come from disorganized and destructive homes. This study seeks to understand if a gang member considers his gang a higher functioning family system than his family of origin. If so, this study also
Honors Theses (continued from page 12)

questions whether or not a person joins a gang in order to be a member of a higher functioning “surrogate family.” Concepts in the gang are analyzed through a family systems perspective to highlight the parallels between gangs and families. A grounded theory approach is applied to a series of in-depth interviews with adult gang members, ex-gang members, law enforcement personnel, youth center/prevention program employees, criminal attorneys and gang specialists to code for salient themes. These themes serve as the foundation for the answers to my research questions.

Tactile Communication in Medical Professional-Patient Relationships: Impact of Touch on Evaluation of Nurse and Physician Competence

Beth Alexander

ABSTRACT: The present study draws on previous research on the impact of touch on communication and medical professional-patient nonverbal interactions. This experiment investigates the effect of physicians and nurses touching patients and evaluations of physician and nurse competence. Findings show increased ratings of competence with the use of touch, although effects differ for nurses and physicians. Additionally, the use of touch is significantly related to increased ratings of affiliation/support, social support and social relaxation. Ultimately, perceptions of nurses benefit more from the use of touch than perceptions of physicians.

Research Profile: Linda Putnam, Professor and Department Chair

By Maria Bianco (Class of 2012)

Focusing on the strike of the Writer’s Guild of America in 2007, Professor Linda Putnam, in conjunction with graduate students, Ryan Fuller and K. K. Holland, have analyzed the events of the strike as well as its media coverage to identify turning points in the conflict and the precursors to reaching a mutually acceptable settlement between the sides.

This project stems from Putnam’s interest in labor-management relations and her curiosity about how parties use various methods of communication, including public relations campaigns, protests, and social media to reach a desired outcome. Ultimately, the goal of this project is to determine how different internal and external factors, including social media, served as precipitants to encourage both sides to return to the table.

The research involves two stages—an investigation of the media framing and turning points in the negotiation and the strike and a study that compares functions and features of over 500 blog entries from 4 blog sites, including Deadline Hollywood and United Hollywood. The blog entries were

(Putnam page 14)
Putnam (continued from page 13) tracked over time in accordance with stages and turning points in the conflict. Features of the blogs, such as headlines, links to other websites, YouTube videos, and integration of different media, demonstrate the interactivity of media outlets, which may contribute to their role in keeping issues alive during the strike.

Thus far in their research, Putnam and her team report that communication framing mattered. The Guild used press releases, protests, and social media outlets to build solidarity within and among unions and to strengthen public support for the writers. In most labor disputes, public sentiment lies with management rather than labor, but in this conflict, media framing of issues to abroad audience helped garner public support around morality concerns, such as “a fair share of the pie” and “corporate greed” regarding revenues generated from the use of new technologies.

As for the future, Putnam says that scholars need to treat strikes as complex campaigns and differentiate between contract, corporate, and public relations campaigns. Revenues from new technologies are not only a key issue in the dispute, but social media is one way that the parties lived out their differences and shaped issues in the public arena. The rapid expansion of social media outlets and new forms of technology are reshaping Hollywood and labor-management relationships in this economic sector.

Class Profile:
Marketing Communication (COMM 166)

Marketing Communication was introduced to the Department of Communication’s curriculum in fall 2009. It’s already become a very popular class within the major. The class roster, officially set to 80, fills within days of posting and always exceeds capacity. This year 101 students signed the electronic waitlist and dozens more showed up on the first day hoping to land a spot.

Professor Karen Myers says the class is so popular because many students want to learn more about marketing. It’s a natural topic of concentration for many communication students. “Marketing is all about communication. Much of marketing involves developing a brand and communicating that brand through the four Ps of marketing to potential customers.” The four Ps of marketing refers to: 1) Product (the features and benefits of the product), 2) Promotion

(166 page 15)
(continued from page 14)

(advertising and other marketing efforts such as sales or direct promotions), 3) Price (what does the price say about the product and the brand?), and 4) Place (where should the product be available to consumers and what do the distribution outlets communicate about the product?).

Myers elaborated on the communicative nature of marketing and how social media is changing consumers’ decision-making and purchase behaviors, “We used to think that individuals gathered product information and then made a purchase decision. On the basis of their experience with the product, they might choose to purchase the product again. We now know that social networks shape consumers’ likelihood for buying the product and also their long-term brand loyalty. Referrals are becoming foundational for marketing. Today, individuals check online reviews and ratings for nearly every non-routine purchase. In addition, consumers now develop much stronger communicative relationships with manufacturers. They not only visit the organization’s website, but they also ‘friend’ the organization or product, Tweet about it, etc. This gives the organization more opportunity to receive feedback, act on that feedback, and establish more of a relationship with consumers.

Finally, once they make a purchase, they are likely to offer their own reviews. The reviews they give and the interaction they have with other consumers, can change other’s perceptions, but also their own feelings about the product.”

Students work on case studies and develop a creative brief and organizations have been the focus of the assignment—Big Brother/Big Sister and Backyard Bounty which is part of the Santa Barbara Food Bank. “Some of the advertisements are very creative,” says Myers. “But, it’s not enough to be creative. Ads need to be based on solid research and theory. You have to not only attract consumers’ attention, but convince them that your product will benefit them relative to other options.

**Alumni Profiles**

**Julien Sauto (Class of 2008)**

Julien Sauto uses his communication skills every day as a Client Services Representative for Fox Sports. As an undergraduate, Julien completed internships at Christie Communications and FUEL TV, focusing on public relations. His internship at FUEL TV was (Sauto page 16)
Sauto (continued from page 15)

an introduction to the sports field and by conducting an informational gathering interview and networking, Julien learned of a job opening with Fox upon graduation. In any area of work, Julien asserts, “networking is crucial in obtaining a job and discovering more about potential positions in a field.” On a daily basis, Julien builds presentations and sales pitches, creating a menu of what on air advertising space is available for major sports organizations like the NBA and NBL. The Non-Verbal Communication class is incredibly applicable in his current position, helping him look for social cues to change topics in a meeting, or to understand the current state of the audience and bring the presentation to a close or continue speaking. The future holds many possibilities for Julien; he feels fortunate to work in a company like Fox with a supportive work environment for advancing within the sales, or even transitioning to another department. As of now, he is very satisfied with his job, but has considered pursuing an MBA or starting his own business future in the upcoming years.

Lauren Vazques (Class of 2005)

After graduating in 2005 from University of California, Santa Barbara, Lauren Vazquez pursued a degree in law from Santa Clara University. Lauren was always interested in activism, founding the NORML (National Organization to Reform Marijuana Laws) chapter on campus, and working on the Measure P Lowest Police Priority Ordinance after graduation. After completing law school in May of 2009, Lauren worked in the San Jose area as the director of the local chapter of Americans for Safe Access, a national organization dedicated to ensuring safe access for medical patients. In working with many government professionals and lobbying for her cause, Lauren completes many media interviews. Lauren’s communication degree helps her understand what the media values and how to successfully frame her own messages. Lauren credits her classes focused on media, politics and interpersonal communication with providing knowledge on “how the media performs agenda setting, and the important interplay between politics and media, which can be seen on both national and local campaigns.”

Theories behind Interpersonal and intercultural communication are also crucial for Lauren’s one-on-one consultations, as she can adjust her communication style according to the backgrounds of her various clients. Lauren currently resides in the Bay area and frequently interacts with members of the media and various council members as an associate attorney at the Law Offices of James Anthony.
Spotlight on: Fran Mancia (Class of 1980)

Vice President of Government Relations, Muniservices, LLC
Alumni Council Founding Member

Q: Why did you choose to major in COMM?
A: When I started college, I wasn’t sure what I wanted to do. But I did know that no matter what I did with my life, good speaking, listening, and writing skills would be vital for success personally and professionally. The Communication major allowed me to hone those skills, which I believe provided me with more choices upon graduation. The program back then was a lot different from the one today. I took speech, public speaking, verbal and nonverbal communication, and writing classes. I was particularly intrigued with rhetoric courses.

Q: What was your career path since graduation?
A: My first job was in marketing and sales for the Burroughs Corporation, a leader in computer technology at the time. After a short stint at Burroughs I enrolled in graduate school at the University of San Francisco and earned a Masters in Business Administration, after which I worked in marketing and promotion for a leading French eyewear manufacturer, which lead to a career in the fledging cable television industry, which lead to my current career in Government Relations.

Now, I represent cities and counties at Muniservices, LLC. Muniservices provides revenue protection and revenue enhancement services. Basically, we make sure cities, counties and special districts receive all of the tax revenue to which they are entitled from the state and other sources. Our clients include the Cities of Los Angeles, San Francisco, San Diego and Santa Barbara, to name a few.

Q: What’s a typical day like for you?
A: Mostly meetings with elected leaders at the local, state or federal level to discuss the challenges our current economic condition creates for all aspects of government. I have the pleasure to be included in a lot of the face-to-face interactions Mayors, City Council Members, State Legislators and members of the State Board of Equalization. We meet and talk about the fiscal and economic issues we are faced with today and I advocate on behalf of our local jurisdiction clients. I also have the privilege of overseeing our team of lobbyists, attorneys and policy analysts.

Q: Do you have to travel for your work?
A: Possibly too much. I travel a lot throughout California. I regularly go to Houston and Austin, Texas. I even go to Washington, D.C. a few times a year. I generally like to travel, I get to meet interesting people and attend interesting events. But there is an art and a science to traveling for work without burning out. For me, it means always staying in a hotel with a pool so I can swim. It’s all about keeping up a routine and getting plenty of rest.
Mancia (continued from page 17)

Q: What keeps you passionate about your work?

A: Believing in what we do for our clients and in what we stand for as an organization. Our clients provide public safety services including police and fire, they maintain our streets and parks and they provide recreation and library services for kids and seniors. By helping to preserve the fiscal solvency of our communities we can help to provide better lives and a positive lifestyle for the citizens in the cities and counties we work for. That probably sounds terribly cliché, but it is the truth.

Q: What advice would you offer to Communication students?

A: That it is important to follow your heart and passion. At the end of the day, you want to do something you’re proud of. You want to be remembered for the good things you do and the people you help. You also want to be happy. If you don’t like what you’re doing, don’t do it. Follow your heart and follow your gut.

Q: How did you find your current job?

A: Through a relationship. Business is all about relationships. The most important thing you can do is network and constantly develop and foster new relationships. Relationships help you more and more with each passing day.

Q: What's your best advice for Communication graduates looking for jobs?

A: Network, attend Career Day and develop and use alumni contacts. Really, reach out to Council members and alumni, that’s what we are here for. Everybody gets a break from someone at some point; so don’t be afraid to contact the alumni network. Our whole goal as Council Members in my view is to help students. Our company has been able to help individual students over the years by regularly hiring interns. Networking and building relationships is absolutely the best thing you can do!

Q: What are your favorite memories of your time at UCSB?

A: Social aspects and relationships from my days as a member of a fraternity on campus. Best to keep most of those stories out of print! Seriously I have lifelong relationships from friendships developed as an undergrad at UCSB and when we get together today things are no different from the time we were together as students. Enjoy your time at UCSB as a student while it lasts, but remember to stay involved after graduation and stay active as an alumni. The connections from college don’t just last for 4 years, if you put a little effort in, they can become lifelong.

Department Wedding Announcements

Annie Casillas (Graduate Student) and Ryan Merrill
Married on August 2

Andrea Joseph (Graduate Student) and Brian Ruttenberg
Married on August 27

Theresa de los Santos (Graduate Student) and Steve Williams
Married on August 13