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2012 - 2013 Accomplishments & Awards

On Friday, June 7, the Department of Communication met to celebrate the year’s end and present annual awards. The Department’s accomplishments for 2012-2013:

UCSB Communication Department Ranked 2nd in the nation based on the number of citations per faculty members’ publications

The Department of Communication has been awarded the 2013 William J. Villa Service to Student Award. Co-sponsored by the Division of Student Affairs and Housing & Residential Services, this award recognizes one university department that has demonstrated extraordinary service to students. The award is given to a department that consistently strives for excellence in support of students and displays flexibility, availability, openness to innovation, and teamwork.

Students who completed a Senior Honors Thesis and Graduated with Distinction in the Major:

• Nicole Auerbach
• Christine Cha
• Jessica Bragg
• Avrohom Kahn
• Blair Siegal

Awards, Page 2
The City Club Prize
• Victoriya Karpilovich, Communication & Global Studies Major

The Golden Eagle Award
These awards are presented to the student with the highest GPA in each sport who also performed well in their sport. The minimum GPA to be considered is 3.2.
• Courtney Lightfoot, Women’s Cross Country team, 3.30 GPA

Sara Miller McCune Service Award
Awarded in recognition of involvement in, and contribution to, the intellectual and professional life of the Department of Communication at UCSB
• Nancy Collins, Professor, Psychological and Brain Sciences

Graduate Student Awards

James J. Bradac Award for Outstanding Graduate Student Research. This award is presented to a graduate student who has made significant contributions to the field of human communication through a record of prodigious publications and research projects during the student’s career.
• Andrew Zhang

George D. McCune Dissertation Fellowship. This award, established in honor of George D. McCune, co-founder of SAGE Publications, is presented to recognize excellence in graduate student research and to provide funding during the dissertation writing process.
• Annie Merrill

Edwin Schoell Award for Excellence in Teaching. This award, established in honor of Edwin Schoell, past Chair of the department, is awarded to a graduate student who has set an example of outstanding service through interaction with undergraduate students, high quality classroom performance, and use of good pedagogical techniques.
• Shardé Davis

Outstanding Graduate Student Service Award. This award is given to a graduate student in recognition of and involvement in the intellectual and professional life of the department through leadership in such activities as graduate recruitment weekend, workshops and colloquia, and departmental events.
• Eric Zackrison

Please visit http://www.comm.ucsb.edu/news/award/archive for a list of faculty awards.

Communication Alumni Association Service Award
Awarded to graduating seniors in recognition of outstanding service, leadership, and involvement in the growth of undergraduate students in the department.
• Blair Siegal

The Steven H. Chaffee Award
This award is provided to an undergraduate Communication major who has been directly involved with empirical research. The award is based on excellence of the student’s contribution to research projects under the direction of a UCSB Communication faculty member.
• Blair Siegal

Newest Phi Beta Kappa Members
Founded in 1776, Phi Beta Kappa is the nation’s oldest honorary society with chapters at 255 of the foremost institutions of higher education across the country. Phi Beta Kappa recognizes and encourages a commitment to excellence in the liberal arts and sciences.
• Monica Bobadilla
• Mariana Davis
• Victoriya Karpilovich
• Sarah McClanahan
• Renee Olson
• Blair Siegal
• Sara Williams
• Katie Zeff

University Award of Distinction
These awards are presented annually to students who have made an outstanding contribution to an area of UCSB student life. The awards recognize involvement and significant achievement in campus or community activities. Recipients must have a cumulative GPA of 3.016 or above.
• Katie Zeff

University Service Award
Presented annually to graduating seniors and graduate students, acknowledge a depth of involvement in several different areas of campus life. The GPA requirement is 2.975 or above.
• Kira Glynn
• Rhandy Siordia
• Sara Williams
• Mai Xiong

Vice Chancellor’s Award for Scholarship, Leadership, and Citizenship
These awards are presented annually to one or more graduating students who embrace the principles of scholarship, leadership, and citizenship through activities that enhance UCSB’s academic environment, contributions to a consequential project, or extraordinary service to the campus community.
• Cassandra Garcia
Spotlight on Career Day 2013

Career Day 2013!

On Saturday, April 27, students, alumni, and faculty gathered at the University Center (UCen) for the 5th annual Communication Career Day. Thirty alumni presented in panels and many others attended to support the event and socialize with their fellow Gaucho classmates. Students attended panels addressing a variety of career paths, ranging from entertainment to law and from finance to marketing. Next year’s Career Day will be on Saturday, April 26. Mark your calendars!

Top 5 Lessons Learned at Career Day
Mariana Davis, Class of 2013

1. Talking to alumni expands your career options. Alumni have gone through exactly what you are going through right now, and understand the type of guidance you need in thinking about future career paths. Talking to alumni can even help get your foot in the door of a job opportunity!

2. Building a career does not mean landing your dream job immediately. For all of you stressing about life after graduation, remember that building a career typically takes more than one job.

3. Take advantage of the resources on campus. Wise professors with weekly office hours, Career Services, and community events targeted at career building and networking will only be available to you while you are still at UCSB, so make sure you take advantage of the resources that are at your disposal as students!

4. Clean up your social media. Most, if not all, alumni at Career Day mentioned social media sites, like LinkedIn, as the best way to get in touch with alumni and connect with possible job opportunities. This means that potential employers are looking at your social media, so keep those red cups out of sight, clean up your language, and think twice about potential viewers of your different profiles.

5. Confidence is key. Whether you are approaching alumni, applying for a job, or taking on a challenging task, do not miss out on opportunities because you feel intimidated! Remember: Skills can be learned on the job and going above and beyond often means taking risks.

Panel: The First Few Years Out
Jennifer Gruenke, Class of 2014

One of the many panels offered at this year’s Communication Career Day addressed graduates’ first few years in the working world. The panel consisted of five recent grads: Tamara Ford (Class of 2012), Allyso Guatno (Class of 2011), Debbi Shibuya (Class of 2011), Stefana Simonet (Class of 2012), and Katie Lieberknecht (Class of 2011).

Making connections with professors and peers, learning how to manage relationships, putting yourself out there, and being a team player are a few of the lessons that the panelists learned while at UCSB. They also spoke about the significance of going the extra mile and life at work. “Stay late, show up early and offer to do any and all projects that land in front of you. Also, make friends with everyone. An employer will notice if you’re kind to the receptionist, not to mention the receptionist may have contacts in high places.” They emphasized the importance of remaining positive and keeping a smile on your face, not only during interviews, but also on rough days after landing the job. Their main take home message was this: attitude is everything.

The panelists mentioned the importance of reading about the company of interest and following them in the news. Having a positive attitude and being knowledgeable about the company will help you to stand out positively in an interview, once you’ve wowed them with your résumé, of course.

Panel: The Entertainment Industry
Jennifer Gruenke, Class of 2014

Communication Career Day hosted an entertainment panel, which featured three Comm alumni: Jessica Brandin (Class of 2011), who works for Fox Sports as a production assistant, Justin Bowler (Class of 1996), who is a professional host and actor, and Laura Roenick (Class of 2005), who helps hire and train assistants at United Talent Agency.

The panelists spoke about how they attained different, but equally valuable experiences as Communication majors at UCSB. According to Jessica, the interpersonal Comm classes were best for her personal growth, helping to bring her out of her shell. Justin, on the other hand, found that the single most important thing he learned as a Comm major was how to apply a business perspective to his talents.

The panelists emphasized that internships are invaluable to making your way into the entertainment industry. Jessica’s first job was an internship with Direct TV, while Justin interned for a local Santa Barbara production company, and Laura interned with United Talent Agency. Internships can be attained through networking, offering your services to everyone, whether or not they ask.

The panelists’ biggest piece of advice was to read anything and everything: read as much as you can about your interests, so that you can talk about them intelligently and eloquently, and to keep up on current events. They also urged the students to be creative: use your downtime to get your creative juices flowing. Tackle that project you’ve been thinking about. If you want to make a movie, start filming and if you want to pen a novel, start writing. You never know the great opportunities that these ventures can lead to.
Alumni Profile: Justin Bowler
(Class of 1996)
Jennifer Gruenke, Class of 2014

Justin Bowler calls himself first and foremost an actor because acting is his first love, but he is also a professional host. As a host, he speaks about products on infomercials and commercials. Companies such as Colgate, Biogen, and Volkswagen have hired him to do national campaigns. He also volunteers to host charity events because, like an athlete, he likes to “keep his muscles stretched.”

After graduating in 1996 with a double major in Theater and Communication, Justin sent out letters to three Santa Barbara production companies, offering his services. His self-starter attitude earned him a job as an intern for the James Stanfield Company, a local production company. One of his most notable projects was making a short film called “Touch.” According to the film’s website: “Touch tells the emotional account of two distressed souls who come together and experience, through human contact, how healing begins.” The film qualified for an Academy Award when it made it into the top 50 of the short film category. “My motivation was, I want to be nominated for an Academy Award for Best Short Film.”

As a theater major, Justin did not know much about business. Justin says that he owes much of his success to Communication professor Dave Seibold, who taught him how to take a business point of view and apply that to his talents.

Although he enjoys being a host, Justin is still actively pursuing his dream of becoming a full-time actor. He says, “I want to be Tom Hanks. Until then, I’ll make a living talking about toothpaste.”

Alumni Profile: Cindy Andrade
(Class of 2007)
Mariana Davis, Class of 2013

Cindy Andrade shared with UCSB students some of her motivations, achievements, regrets, and most valuable tips about her career as a self-employed entrepreneur.

After graduation, Cindy began her professional career as a logistics coordinator. After her father passed away, Cindy realized how important memories were in keeping someone alive, even after they leave the physical world. Inspired, Cindy decided to leave her behind-the-desk job and pursue a career path about which she was passionate. In 2011, Cindy started her own event planning business, Celebrations by Cindy, where she creates memorable events that families can remember for eternity. So far, her business is expanding, and she loves her work.

Cindy urges young entrepreneurs to use “word of mouth” as their number one marketing strategy. Cindy also encourages entrepreneurs to find a way to differentiate their products from those of the competition. For example, although many new smart phone apps allow people to plan their own events, Cindy reminds people that an app will not take into consideration their personal stories, family dynamics, ethnicity, or religion in helping to plan an event.

While at UCSB, Cindy learned to divide her time wisely between school, friends, and family. Cindy urges current students to use the resources that are offered on campus. She also recommends finding a person who can become your “career mentor” and will provide honest feedback. Lastly, Cindy encourages students to reach above and beyond people’s expectations.

Alumni Talk: How to Network Successfully
Mariana Davis, Class of 2013

Most undergrads understand the advantages of networking with alumni but where and how should we approach UCSB alumni? A few alumni from Career Day gave students some suggestions.

Social media and community events. The importance of networking is clear, but how do you begin to build relationships if you do not know anyone in your field of interest? Matt Schermerhorn (Class of 2009) suggests using resources such as LinkedIn, or other online websites designed to facilitate local meet ups. Besides looking for alumni on the web, attending and assisting with events such as Career Day is a great opportunity to network as well.

Questions, Questions, Questions! Ask a lot of questions to get “nuggets of wisdom.” Before meeting up, look over your résumé and think about topics on which you might need advice. Tina Benevento (Class of 2007) encourages students to remember that networking is a “give and take” deal, and alumni are looking to “take” the rewarding feeling of being connected to their community and their alma mater. To do your part, be sure to follow up with them about your progress.

Talk to recent graduates. K.C. Ellis (Class of 2003) says that older alumni are great sources of information, but students should also try to find alumni who have just gone through similar stages of life. They will be knowledgeable about the current job market.

Do not make it about the job hunt. Alumni are ready to help you understand the obstacles and advantages of different career paths, but Stefana Simonetto (Class of 2012) recommends that students avoid aggressively asking them to connect you to someone in your desired industry or company.
Instead of asking if they could help you get into a specific job, take the time to ask them about their careers and their experience. Now, if this conversation leads you to finding an “in” into a company or organization, then great for you!

Appeal to their inner Gaucho. Although undergrads often feel a bit intimidated when approaching alumni, or feel as if setting up a time to meet with you would impose on their schedule, the truth is most alumni are glad to help out. Heather Wilburn (Class of 1998) says that asking for advice is a humble request, and after all, “alumni are fellow Gauchos! You say ‘Gaucho’, and there is an immediate alumni-undergrad connection.”

Alumni Remember Favorite Professors and Classes

This is a tough decision, but my favorite professor was Dr. Ronald Rice. In his “Diffusion of Innovations” and “Internet, Communication, & Contemporary Society” courses, he continuously looked for ways to harness new technologies to engage his students and encourage them to share their knowledge with each other, including a custom-built diffusion game and the Gauchospace message boards.
—Logan Franklin, BA 2010

My favorite class was the graduate theory seminar, taught at the time by Dr. Jim Bradac and Dr. John Wiemann. John would engage us in a robust discussion about the readings, while Jim would carefully observe the dialogue. His ALS had progressed to the point that he relied on eye movement to enter text into his communicator. So, after some time of discussion, Jim’s text-to-speech voice would “chime in” and completely turn the conversation—and our assumptions—on their heads. It was an amazing and invigorating environment.
—Aaron Castelan Carglie, PhD 1996

My favorite Communication class was Roland Quimby’s rhetoric class. Dr. Quimby, whose specialty was the rhetoric of civil war chaplains, was engaging and fun. The skills I learned I put to use everyday throughout my broadcast, marketing and sales career. The other would be the Mass Media production class and lab taught by Dr. Jim Lull. He was the first person to recognize my radio and announcing potential and encouraged me to consider radio in my future. To this day, I am thankful for my experience with the Communication Department at UCSB.
—David Hefferman, BA 1979

My favorite Communication professor was Professor Dale Kunkel and his courses regarding television violence and children. Thinking back, my courses in interpersonal communication gave me a deeper understanding of people and how we communicate, which has been helpful for all relationships in my life—professional as well as personal. Having strong communication skills is especially valuable as a lawyer when talking with clients, working with colleagues, appearing in court, and as I work with law students.
—Laura Cohen, BA 1988

My favorite Communication class was Organizational Communication taught by Professor Cynthia Stohl. I learned valuable skills from this class, such as how to work successfully in small groups. This has helped me navigate group projects for years, especially in graduate school and beyond. It taught me applicable skills to collaborate effectively and ensure goals were met. I highly recommend it!
—Marney Randle, BA 2008

I found myself in the lingerie section of Macy’s at 2am, tied to another graduate student, holding a hand grenade in one hand and a gun in the other. I was participating in a police SWAT training drill as a bad guy, with my involvement facilitated by Dr. Howie Giles. From the time Howie picked me up from the airport for my first visit to the program, to providing some great instruction, arranging extra-curricular activities such as these, giving career advice, and providing references at very short notice, he always demonstrated a genuine concern for me. For these reasons and many more, Dr. Giles was my favorite professor at UCSB.
—Paul Myers, PhD 2009
New to Isla Vista Since You Graduated
Jennifer Gruenke, Class of 2014

Restaurants
In the last few years, the ever-evolving Isla Vista has gained some new places to eat that are bound to become favorites for students and visiting alumni alike.

Crushcakes
This is the perfect place to indulge the sweet tooth, but a wide variety of cupcakes isn’t all Crushcakes has to offer; they also serve breakfast (can you say Red Velvet Pancakes?), lunch, and gourmet coffee. The walls to the haute are adorned with cupcake-themed latte art.

Pizza My Heart
IV just got a new pizza option: the California born and bred pizza chain recently opened next to IV Theater. Pizza My Heart started in one of the “funnest” places around, Capitola Beach, so it was only appropriate that they kept the tradition alive and took up residence in IV.

Angry Wings
Buffalo Wing lovers can now rejoice, because this locally owned eatery just opened its doors in IV. With 10 homemade sauces, they have wings for every taste bud. Just like their wide selection of sauces, they also boast variety in their food choices, offering burgers, salads, sandwiches, and wraps.

The Habit
There’s a new burger place for lovers of all things charbroiled. While The Habit offers sandwiches and salads, their specialty is the burger, which has kept their business thriving for the last 40 years.

Housing
Not only do Isla Vista residents have new places to dine, they also have new housing options.

The Loop
Located across from IV Theater, this new apartment complex lives by their motto, “Mother Earth Meets Human Nature,” by being the only green luxury student housing option. The Loop has a plethora of amenities such as a private outdoor gym, free loaner paddleboards, a rooftop fire pit, surfboard lockers, and free flat screen and cable TV. All this plus a contemporary design leads to one amazing apartment complex.

Icon
Right next to The Loop, the Icon apartments have several floor plans that can house up to six students complete with free Wi-Fi and in-unit laundry. The complex offers many amenities for students including a rooftop study lounge, sundeck, and yoga deck as well as a private gym.
Class Profile: Media Entertainment
Jennifer Gruenke, Class of 2014

Professor Charles Mullin teaches Communication 145, Media Entertainment, a course that “blends social scientific and humanistic approaches to address a wide range of issues concerning the appreciation, use, understanding, and functions of entertainment media.” Weekly topics range from entertainment production industry trends and economics to fandom and subculture discussions.

Professor Mullin comments on the value of the class, “We live in an exciting era with respect to entertainment media because new technologies of the last decade or so have significantly redefined the media/audience relationship, and fundamentally altered the basic profit seeking models of the entertainment industries.

“One thing that I find particularly gratifying about this class is that the students seem be able to relate to most of the themes and concepts in the class, because, after all, this is their world. It seems to me that, compared to other courses, students in Media Entertainment are more willing to discuss topics and volunteer ideas in class, presumably because they feel that they have a better personal frame of reference for the material that we cover in this course.”

Comm 145 is usually offered Tuesday and Thursday at 8am, and Professor Mullin finds that the class is an enjoyable way to start his day.

Class Profile: Media, Race, and Ethnicity
Jennifer Gruenke, Class of 2014

Professor Dana Mastro teaches Communication 103: Media, Race, and Ethnicity. The course addresses “the evolution of media images of race/ethnicity in entertainment television, film, news, sports, advertising, and video games, including discussions on the social conditions leading to shifts in these portrayals.” The ethnic minority groups discussed in the class include Native Americans, Latino Americans, Black Americans, Asian Americans, and Arab Americans/Middle Eastern Americans. Professor Mastro says that she enjoys teaching this course for many reasons, but the main one is that the class offers a great opportunity to speak with students about the different portrayals of ethnic/racial groups in the media. She explains, “Often, we don’t give this issue much consideration as we enjoy our favorite TV show, watch a movie, or read the paper. But there are systematic ways that different groups are characterized and these have important implications for audiences (both negative and positive). In this class, we get to explore all of these issues.”

Professor Mastro also enjoys teaching Comm 103 because hearing students’ experiences and reflections helps to illuminate the issues presented throughout the course.

Staff Profile: Tricia Taylor
Mariana Davis, Class of 2013

Tricia Taylor, Graduate Program Assistant for UCSB’s Communication Department, is driven by her passion for the field, students, and staff. Her role in the department is to help graduate students manage the administrative aspect of their education. One of her tasks involves reviewing admission applications and setting up recruitment weekend for prospective students. A second element of her job is helping graduate students find funding such as grants and fellowships. One of her most important tasks is helping graduate students through the process of filing and defending their dissertation, in close collaboration with the graduate advisor.

Tricia fulfills her job in a very personal way. She knows the backgrounds, stories, and situations of the department’s forty graduate students, which can help her to be a strong advocate. “I am in awe of all that our students do, and I vicariously live through their accomplishments,” Tricia said. After talking to her for just a few minutes, her genuine dedication to the students and commitment to the department are obvious. Tricia did not fail to mention her admiration for the staff of the department when she said, “I love the staff and faculty. We have such a cohesive team. I don’t even think of it as work. I just love it!”

Behind all her duties and relationships in the department lies a strong passion for the field of communication. To all communication majors in search of inspiration, Tricia says, “I think communication is the base of all interactions with people. It is the core of living. If you master communication, you can succeed in anything!”
Changes in the Department of Communication!

New Leadership

Professor Ronald Rice is now Chair of the Department. Dr. Rice joined the department in 2003. He is also the Arthur N. Rupe Professor in the Social Effects of Mass Communication and the Co-Director of the UCSB Carsey-Wolf Center for Film, Television, and New Media. Professor Rice’s research includes social effects of new media and media policy; diffusion of innovations; communication network analysis; organizational communication (especially implementation of information systems); and campaigns including public health campaigns, environmental campaigns, and communication campaigns in general. At the undergraduate level, he teaches Internet and Society (COMM 116), Diffusion of Innovations (COMM 163), and Organizational Communication (COMM 122). At the graduate level he teaches Communication Theory Construction (COMM 200) and Media Ownership and Industries (COMM 594).

Staff Changes

Welcome Tanya Higuera! Tanya is the new Undergraduate Advisor and a graduate of the Department of Communication.

Tania Dunson is now the Business Officer for the Department. Congratulations, Tania!

We also welcome four new Peer Advisors: Jakob Edson, Jullian Johnson, Kimberly Ngo, and Jennifer Reinus (pictured from left to right).

Your Gift Makes a Difference!

Your gift helps the department to meet all types of needs from classroom equipment and supplies to software for computer labs.

• Scholarships—$20,000 funds the cost of education for an undergraduate Communication major.
• Student Support Fund—$1,000 provides a one-time award to a deserving undergraduate student.

Contributions at any level significantly benefit and change the lives our students. Funds can be used for books, software, and other computer needs.

• Departmental Honors Program—$3,000 supports an independent research project for one Honors student for one year.
• Named Donor for the Annual Communication Career Day: Held in April, attracting Communication alumni as panelists and hundreds of Communication majors. Annual contribution: $3,500
• Communication Student Associations—$100 - $1,000 supports the activities of the Communication Association or Lambda Pi Eta, the official Communication honor society.

Please visit the Department of Communication’s giving page at: http://www.comm.ucsb.edu/giving. Click on the “Opportunities for Giving” for a list of other funding needs.