Career Day Returns

The Communication Department will host the Third Annual Career Day on Saturday, April 30th during UCSB’s All Gaucho Reunion Weekend. The event will feature two sessions of career panels with Department of Communication alumni talking about their industry, how they secured their first positions out of school, their career trajectories, and advice they would offer Communication majors. Industries represented include: advertising, consulting, education, entertainment, entrepreneurship, event planning, finance, law, new technology, nonprofits, public affairs, public relations, sales-marketing, and writing-communication.

Networking receptions before the event and between sessions offer an invaluable networking opportunity, connecting students and alumni. As in years past, many alumni are looking to make connections with eager and skilled students for internships and job opportunities.

This will be the second year that Career Day is sponsored by the UCSB Communication Alumni Council. Alumni Council member Vicki Prentice Rubin, one of the first graduate students in the Department and now President of Vicki Prentice Associates (Class of 1977) says, “This is our way of showing that in the current economic times, we care about your ability to secure a good job and to launch your careers through our commitment to mentoring, networking, and internships.”

Check in time is 12:30 p.m. in the Phelps Courtyard. Panels run from 1:00 to 2:00 and 2:30 to 3:30 with refreshments and networking between and after panels.

Students who would like more information about Career Day, please contact Dr. Anna Laura Jansma at aljansma@impulse.net

Alumni who would like to take part in the event are encouraged to contact Laura Roenick (Class of 2005) at laura.roenick@gmail.com
Professor Linda Putnam named 2011 Recipient of the Lifetime Achievement Award from the International Association for Conflict Management

"This award represents the highest honor that a scholar in conflict management studies can receive. As the first scholar from my field to win this award, I am particularly pleased to see communication as pivotal to this interdisciplinary area of research. To have a faculty member included among the distinguished scholars from psychology, management, and political science who are past recipients brings credit to UCSB and the Department of Communication."

"Dr. Linda L. Putnam will receive the 2011 Lifetime Achievement Award for the International Association of Conflict Management (IACM) at the association’s annual conference in Istanbul, Turkey, July 3-6, 2011. The Lifetime Achievement Award is given to a scholar whose life's work has spanned decades and made outstanding contributions to the scholarship of conflict management and resolution. The nominee should be widely regarded as a leading figure in the broadly-defined field of conflict management. Dr. Putnam joins a list of distinguished scholars who have been similarly recognized, including ones from the fields of psychology, management, economics, and political science.

The International Association for Conflict Management is an association of about 1200 conflict researchers from all over the world and was founded to encourage scholars and practitioners to develop and disseminate theory, research, and experience that aids in understanding and improving conflict management. IACM members focus on a range of topics including environmental conflict, crisis negotiations, political conflict, family conflict, and cross-cultural conflict, as well as formal and informal third party intervention, including mediation and arbitration. The interdisciplinary organization publishes a journal, Negotiation and Conflict Management Research (NCMR) which centers on conflict management at interpersonal, organizational, and intergroup levels.

Dr. Putnam is currently Professor and Chair of the Department of Communication at the University of California, Santa Barbara. Prior to this appointment, she was a Regent’s Professor and the George T. and Gladys H. Abell Professor at Texas A&M University. After receiving her PhD in 1977 from the University of Minnesota, Dr. Putnam taught at Purdue University for 16 years. She is the author or co-author of over 150 articles, book chapters, and books, including Communication and Negotiation (1992), published by SAGE Publications. She is known for her work on negotiation and conflict management in organizations, especially labor-management conflicts, environmental conflicts, and intractable disputes. Her scholarship incorporates both qualitative and quantitative methods to examine communication strategies and tactics, argument patterns, narratives, discourse analysis, and communicative framing in conflicts. Her work has received funding from the National Science Foundation and the Environmental Protection Agency, and has formed the basis of congressional briefings and presentations to federal and state agencies. She is a Fellow of the International Communication Association (ICA), a Distinguished Scholar of the National Communication Association, and a recipient of the ICA Steven H. Chaffee Career Productivity Award. In addition, she is a Past President of the International Communication Association, the International Association for Conflict Management, and the Council of Communication Associations.

Professor Cynthia Stohl Elected President of International Association!

Cynthia Stohl, Professor of Communication at the University of California, Santa Barbara, has been elected ICA President-Elect/Select by the members of International Communication Association in the association's
2010 online balloting. Her election automatically places Stohl on the association’s Executive Committee. She will also serve as Program Chair for the 2012 ICA Conference in Phoenix, Arizona, at the conclusion of which Stohl will become President of ICA. Her term of office concludes at the closing of the 2013 ICA Conference in London, England, after which she will serve an additional 3 years on the Executive Committee: as Past President for 2 years, followed by a year as the association’s Finance Chair.

A former primary school educator, Stohl joined ICA as a doctoral candidate over 30 years ago. She has served as the secretary, vice-chair, and chair of ICA’s Organizational Communication Division, winning its Top Paper award twice and a Top Three Paper award twice more; she has also served on numerous awards and nominating committees, and internationalization and restructuring task forces.

In seeking the ICA presidency, Stohl expressed her belief that her "research focus on globalization and new forms of organizing...can contribute to making ICA an even stronger, more influential organization." Her platform centered on precisely these objectives: Enhancing ICA’s global connectivity by extending its international membership while retaining its current member base, and fostering the association’s sense of community by working to develop new ways of supporting, organizing, and scheduling conference sessions and engaging in a long-range initiative to address professional development.

Background Information on ICA

ICA is an academic association for scholars interested in the study, teaching, and application of all aspects of human and mediated communication. ICA began more than 50 years ago as a small association of U.S. researchers and is now a truly international association with more than 4200 members in over 80 countries. Since 2003, ICA has been officially associated with the United Nations as a nongovernmental association (NGO).

ICA’s know-how and expertise are available to everyone, and its diverse structure ensures the association’s relevance to a multitude of interests. ICA includes 24 divisions and interest groups, each representing a special subfield in the study of communication. Despite special interests, ICA views the communication field as a coherent discipline in which all different aspects of communication are linked by common processes, structures, theories, and methods.

Background Information on Dr. Cynthia Stohl

Prior to joining the UCSB faculty Dr. Stohl was the Margaret Church Distinguished Professor and Head of the Department of Communication at Purdue University. Professor Stohl’s work connects several areas in organizational and group studies. She is concerned with the relationships among internal and external communication processes as they are manifest in global collaborations. Her early research focused upon communication networks and issues of quality in global manufacturing groups and has extended to exploring the changing communication partnerships amongst workers, management, communities, and civic and multinational organizations. Her most recent work addresses a diversity of network and collective action organizations in the global context focusing specifically on the role of new communication technologies in contemporary organizing. She is a Co-Principal Investigator on a National Science Foundation Grant titled “Technological Change and Collective Association: Changing Relationships Among Technology, Organizations, Society, and the Citizenry” and an co-investigator on a Marsden Foundation grant studying new media and the Global Social Justice Movement in New Zealand.

Professor Stohl has been the featured speaker at universities and international conferences throughout the United States, Europe, Asia, Australia and New Zealand. Her research and teaching in organizational
communication have been recognized for excellence by university and national associations. The author of over 75 books and articles Professor Stohl has been the recipient of several research awards, including the 1995 National Communication Association’s Best Book Award, and over 15 top paper awards. Last year she became the first communication scholar to receive the International Communication Association’s Outstanding Article Award two years in a row, 2007 and 2008. Also the recipient of several outstanding teaching awards, her excellence in teaching was most recently recognized in 2006 when she became one of UCSB’s "Primo Professors" and in 2007 when Professor Stohl was awarded the UCSB Distinguished Teaching Award

**Communication Honor Society Holds Annual Choice Scholar Lecture Event at UCSB**

*(By Alexandra Gunther, Class of 2011)*

On Friday, February 25, Lambda Pi Eta, the Communication Department Honor Society, held its annual Choice Scholar Lecture on the UCSB campus. The Choice Scholar Lecture is given annually by one of the most distinguished scholars in the field of communication—an individual who has not only contributed a great deal of scholarly literature, but whose work has greatly impacted society by bridging communication theory and research to practice.

This year, Lambda Pi Eta co-presidents selected Marshall Scott Poole as the Choice Scholar Lecturer. Dr. Poole was selected out of a list of over 50 organizational communication scholars. Professor Scott Poole is a David and Margaret Romano Professorial Scholar, Senior Research Scientist at the National Center for Supercomputing Applications, and Director of I-CHASS: The Institute for Computing in the Humanities, Arts, and Social Sciences at the University of Illinois. His research interests include group and organizational communication, information and communication technologies, collaboration, organizational change and innovation, and theory construction. One of Professor Poole’s current research projects focuses on coordination of multi-team systems in emergency response organizations and on how communication and information technologies promote or inhibit effective response.

Dr. Poole’s lecture was titled, “A Contingency Theory of Organizational Response to Paradoxical Requirements”. The lecture discussed the fact that organizations often face paradoxical demands, such as the need for stability versus the need to change and adapt, and the need for employee participation versus the need for management control. Despite the complexity of the material, Dr. Poole was able to engage his audience which consisted of undergraduates, graduate students, and a variety of faculty members from the Communication Department. Lauren Hillman, a Lambda Pi Eta member, stated, “At some points I was a little confused by the material, but then Professor Poole would provide a real life example and I was able to follow along. He adapted his material to fit the entire audience”.

Founded in 1985 as part of the National Communication Association’s Student Honor Society, Lambda Pi Eta strives to recognize, foster, and reward outstanding achievement in the field of communication. The organization works to stimulate interest in the field by promoting and encouraging communication developments by establishing closer relationships between faculty and students.
and helping students explore options for graduate education in the communication field.

Following the lecture, a reception was held at the Student Resource Building. Undergraduate students were given a chance to mingle with graduate students, professors, and Dr. Poole. Quite a few students took advantage of this opportunity and were able to get to know the professors in a more informal setting.

Overall, the Choice Scholar Lecture was a positive experience for students and faculty alike. Those who attended the event were able to learn about paradoxes in organizations and were also able to experience a lecture from a leading professor in the communication field.

Undergraduate Researchers
(By Alexandra Gunther, Class of 2011)

UCSB Communication Students Receive Top 3 Paper Award at the 8th Annual Undergraduate Scholars Research Conference

Six Department of Communication undergraduates from UCSB received a Top 3 Paper Award at the 8th Annual Undergraduate Scholars Research Conference that was held on Saturday, February 19 in Monterey, California. Britney Craighead, one of the student researchers, reported that being presented with a Top 3 Paper
award “was an extremely exciting moment for all of us research assistants. I felt honored that our paper was selected as one of the top papers in the Western United States.”

USRC is an extraordinary opportunity for undergraduate scholars and researchers to showcase their work and receive feedback from experienced scholars. The Undergraduate Scholars Research Conference is sponsored by the Western States Communication Association whose purpose is to unite people who have an academic or professional interest in communication and who want to promote their mutual educational interests.

Britney Craighead, Callie Hargis, Joseph Kim, Ted McCrea, Georgina McNerney, and Vanessa Werkheiser submitted a paper entitled *The Effectiveness of Word Completion Tasks as a Measure of Aggressive Cognitions*. Many papers were submitted for review, and only 36 were accepted. Due to the competitive nature of this conference, the UCSB students were accepted because of their exceptional hard work and dedication to the project. Additionally, the students received a Top 3 Paper Award, which is an outstanding achievement.

Dr. Rene Weber, Professor in the Communication Department, brought the students together in 2010 as research assistants and challenged them to create and implement a study relating aggression and interactive media. The students spent roughly ten weeks preparing for the study and another ten weeks conducting an experiment using video games and the implementation of a word completion task as a measure of aggressive thoughts.

Overall, the students felt that writing the paper and conducting a full scale experiment enhanced their academic careers at UCSB. They enjoyed applying all that they have learned in the classrooms to a real world problem. The students agreed that the most interesting part of conducting the experiment was observing how much emotion some subjects displayed after being criticized over something as trivial as a video game strategy. They also realized exactly how hard it is to conduct academic research but were able to learn from their mistakes and grow as both students and individuals. After presenting the study, student Britney Craighead reported that attending the Undergraduate Scholars Research Conference helped her see the importance of effectively communicating research findings to others. She also enjoyed learning about the projects that other undergraduate students across the Western United States have been working on.

The question of whether violent media leads to aggressive thoughts and behaviors has been a controversial topic over the last decade. More specifically, Dr. Weber has ventured to determine how the interactive nature of video games affects levels of aggression compared to other forms of non-interactive media. Dr. Weber and his students sought to add to the body of research on this very topic. After being randomly assigned to play a video game condition that varied in both violence and levels of interactivity, subjects were then asked to write an essay on the game-play strategies they employed. The students’ essays were criticized, which served as an insult, and following this, the students were asked to perform a number of tasks, among them a word completion task to measure aggressive thoughts. No significant interaction was found between levels of violence, levels of interactivity, and the number of aggressive vs. non-aggressive thoughts in the word completion task. However, additional analyses revealed a number of serious problems with the word completion task as a measure of aggressive cognition that were not addressed in previous studies. As a conclusion, Dr. Weber’s students recommend a revision of standard word completion tasks used in media violence studies.

The UCSB Communication Department is pleased to see its students going above and beyond what is required in the classroom and applauds these students for applying their knowledge and contributing to academic research in the communication field.
Interview with Kibibi Springs

Kibibi Springs (Class of 1995)
Executive Director, Ferrazzi Greenlight

Q: Why did you choose to major in COMM?
A: I chose COMM because it was the best academic path for PR. I knew I wanted to go into PR, so the COMM major was best. I did research on the major. I took personality tests. In the end, I like to write, and interact with the public, so that was a good choice.

Q: What was your career path since graduation?
A: For eight years I worked in communication strategy jobs. That involved public relations, PR, marketing consumer products, and included two years in a nonprofit. I worked media relations, crisis communication, and corporate communication. After eight years, I decided to detour from the communication part of industry. I was working for Proctor & Gamble and because of my communication skills, I was asked to be part of a business development team for the company. Business development and communication strategies were big trends in business at that time. Our team watched over various divisions of organization in order to integrate them strategically. Being a part of that team allowed me to network with many people in the organization. That experience was foundational in my evidential decision to go back to school to study organizational psychology and organizational development.

After I left P&G, I started my own business in 2003. I had worked for corporations for years and I wanted the opportunity to work for myself. The company I launched was a consulting business working with small business on their marketing strategy. I also had a mobile spa business helping corporate employees to deal with their stressful jobs. I did that for 5 years. Evidently, the economy turned, and I decided that it wasn’t a good time to be working with small businesses.

Because of my business development background, I went to work in business development at Virgin Entertainment. That company attracted me because they have such a strong brand, and brand culture. I would say one of the strongest in the World. There I gained field sales experience in marketing partnerships. I think this was invaluable. In fact, I think everyone should have a sales job at some time in their lives. Unfortunately, that division of Virgin went out of business nationally in 2009. During that time, I watched the CEO and how the company handled the people of the organization. By that time, I had witnessed three organizational mergers and people getting laid off, and I saw it again at Virgin. I became interested in the psychology of organizational culture and the psychology involved in branding. I decided to go back to school and that’s what led to my getting my MA.

As I worked on my MA, I felt I was getting my COMM degree all over again. Just like my BA in COMM had emphasized, it was about how information is given, how people perceive information, and how people master and process information. Seeing it through the psychology discipline, it was like having both sides of the coin. I have a passion for helping people navigate the world, so it was worthwhile for me. After two and a half years I finished the degree.

Around that time, I began working for Ferrazzi Greenlight, a company headquartered in West Los Angeles. The firm helps organizations and individuals in strategic relationship management. Ferrazzi Greenlight, headed by Keith Ferrazzi, introduces “a fresh, conscious, and holistic perspective to success in the corporate world.” Being
executive director of the company is a perfect fit for my past experiences and current career interests. My job utilizes my communication skills, sales knowledge, and desire to provide client service, as well as my ability to research, to speak to people, speak in public, and my ability to create a communication piece from raw data. It’s a nice culmination of all my skills and passions.

Q: What’s a typical day like for you?
A: I usually start my week focused on client sales relationships. As I do so I’m gathering more information, but at the same time, providing additional information to our clients and potential clients, explaining what our services are. I spend a lot of time researching industries, and problem solving for clients. I also investigate new research in the area and examine internal processes in our own office.

Q: Do you have to travel for your work?
A: Sometimes I travel to meet with clients, but my boss is out 90% of time. I keep track of the leads he generates, then follow-up and close the sale. Since our clients are nationwide, I’m on a lot of conference calls.

Q: What keeps you passionate about your work?
A: This is a new approach and philosophy for the business world. More and more we’re all realizing that business relies very heavily on people. People need to learn how to navigate relationships with people in their world. This is really the psychology of relationships. Plenty of people know that people are the key; we accomplish through our relationships with people.

Q: What advice would you offer to Communication students?
A: As a COMM major you must be open to possibilities. You never know how your experiences are going to roll to the next opportunity. Be open to trying something different. A COMM degree is not like other professional degrees. There’s not one straight line career track, but communication skills are highly sought in many industries. Companies want people who know how to communicate with people. Many bad managers are bad managers just because they don’t understand people. Just know that you made the right choice. A COMM degree will pay off in many different ways.

Q: How did you find your current job?
A: I found this job in the newspaper. In fact, I found all my jobs in the CareerBuilder section of the LA Times.

Q: What are your favorite memories of your time at UCSB?
A: Freebirds! Burritos after 7:00 a.m. classes; taking classes in PJs and stopping at Freebirds on the way back.

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Alumni Career Survey

A link to our survey was sent to 2,368 UCSB Communication alumni in October 2010. Alumni were asked to respond to the survey to give current Communication majors information about our graduates’ initial job searches, how alumni have used their degrees, and advice alumni would like to offer current students. The following report is based on 360 responses received in October and November 2010.

Results of the Alumni Career Survey
Professor Dave Seibold, a specialist in group and organizational communication, brings a plethora of experience to his role as professor in the UCSB Department of Communication. He began his career as a professor at Purdue University, and then spent nearly 15 years at the University of Illinois at Urbana-Champaign. He came to UCSB full time in 1990, and since 2000 he also has served as Co-Director of interdisciplinary Graduate Program in Management Practice in the Technology Management Program (College of Engineering). In addition, over the past 35 years he has consulted with more than 75 organizations concerning a wide range of communication-related issues. Thus, in his classroom instruction Professor Seibold combines theory and research with real life experience. This is especially true of how he teaches one of the most popular classes in the Department--COMM 120, Interviewing.

Professor Seibold introduced the interviewing course to the UCSB curriculum after teaching it to communication and business majors for years at the University of Illinois. In fact, he first encountered the course as an assistant professor at Purdue University in 1975-1976, and was guided in teaching it by Professor Charlie Stewart, a coauthor of the textbook in COMM 120, Interviewing Principles and Practices. Typically, Professor Seibold offers the course at UCSB once a year. There usually are 50-60 crashers for the limited 60 spots in the class, the most he can accommodate given one assignment requiring videotaping in the Kerr studios.

Dr. Seibold enjoys many aspects of the class, including highlighting for students how prevalent interviewing is in society; discussing the rich body of research literature regarding interviews; showing communication students the ways in which interviews have unique interaction characteristics (control asymmetry, central role of questions, level of cooperation needed from interviewees, minimal role of phatic communication); and helping become more proficient as both interviewers and interviewees. The course covers a wide range of interviewing types and contexts: information gathering interviews (journalistic and survey); persuasive interviews (sales and cross-examination); interviews in the workplace (recruitment, selection, performance appraisal, grievance, exit); and others.

Students enjoy that the course also is practical and useful for dealing with their career concerns. For example, as part of mastering informational interviewing, Professor Seibold requires a critical analysis of an interview they conduct with someone they do not know but who is employed in a position they might wish to hold in the next five years. Students also write a review and analysis of recruitment interviewing, including their own videotaped interviews (as interviewee and interviewer). However, Dr. Seibold emphasizes that the class does not just discuss being a successful interviewee for an entry-level position that students seek after graduating from UCSB. Rather, his class covers theory, research, and practice concerning what effective interviewers do in recruitment, selection, appraisal and development, disciplinary, grievance, and exit interviews, as well as in sales, survey, and journalistic interviews.

Students emphasize the usefulness of this class on many levels: projects in other classes, internships, first jobs, and career paths. Dr. Seibold reports that several have chosen to enter careers in Human Resources, others have used the class as a launch platform to journalism, and still others have found it vital to being trial attorneys. By partnering this class with the professional writing minor, students can gain insight into two important skills: properly asking questions and creating compelling stories.
Alumni consistently convey that the interviewing class provided a strong background and useful skills on conducting interviews. Many report that they were soon called upon to interview others for professional positions. Without Professor Seibold’s class, they would not have had any training on interviewing. With lessons on performance appraisals and effective feedback, many alumni also indicate that they have become better managers and administrators.

Beyond the Interviewing class, Dr. Seibold suggests finding a focus within the Communication major and selecting classes that enrich your understanding of these tracks in communication. For example, students who have an interest in media might take courses like Media Literacy, Persuasion, and Media Effects. Someone with an interest in Organizational Communication could emphasize courses like Micro/Macro Communication, Advanced Organizational Communication, Small Group Communication, Organizational Communication: A Global Perspective, Conflict, Intergroup, Gender, and Persuasion. Furthermore, Communication students can look for classes outside the major that deepen their understanding of communication such as the Professional Writing Minor and the Technology Management Program (with which he is involved at the graduate level). The Technology Management Program emphasizes commercialization of new technologies. Dr. Seibold’s course in the Program focuses on management communication and innovation in small startups and ventures. He adds that the interdisciplinary nature of the Program gives students opportunities to collaborate with students of different majors, bringing different perspectives and backgrounds to class topics.

Looking to the future, Professor Seibold believes employers are seeking recruits who read widely and can continuously learn in topical and cultural areas that are new to them; who possess excellent problem solving skills; who can adapt quickly to change—especially technologically-driven change; who collaborate well with others in work groups; and who demonstrate discipline and hard work in their everyday tasks. Fortunately, many classes in the Communication major prepare students in these very skills.

Class Profile: Family Communication (Comm 124)

(By Katie Raphael, Class of 2011)

Twice a year, Professor Tamara Afifi offers students an opportunity to learn about the communication strategies and patterns of interaction in family relationships through a course on Family Communication. The course is a balance of theory and application, and is popular because it is a topic that everyone can personally relate to in some way. The objective of the course is not simply for students to gain an understanding of the processes and research associated with the study of family communication, but also an opportunity for them to gain useful strategies and methods for improving and understanding their own family relationships.

“Students come to class with different experiences, including their parents' divorce/conflict, and their own difficulties with their romantic relationships and siblings. I think the class gives them some deeper theoretical reasons as to why they and others might communicate the way they do and how they can potentially change these patterns,” says Professor Afifi. She also believes the class is a life changing for many students, “The skills they acquire really empower them to be better spouses, parents, and siblings. I think it’s the primary class I teach where student have an emotional response, such that they know what they learned is going to make a difference in their lives. It’s the class where they go home after the lectures and call their parents and partners to tell them about what they learned. I tend to have a lot of romantic partners and siblings visit class.”

Dr. Afifi is also actively involved in family communication research. Over the years she has refined this course with findings from her own studies as well as other recent research in the field. “I wouldn’t be the teacher I am
without my research,” Afifi stated in reference to the ways in which she stays current with the changing nature of families in contemporary society. She also believes that through teaching she can most widely share the findings of her research for the benefit of others. Initially, she had considered becoming a clinician, working one-on-one with families, but decided against it thinking why help only a handful of people when teaching provides an opportunity to reach an entire classroom?

Family Communication is consistently one of the most popular courses within the Department of Communication. The class of 80 fills quickly and commonly has a waitlist with at least as many students. However, Professor Afifi admits that with the new waitlist procedures, the Fall class waitlist reached 170 students!

### Class Project Comes to Life to Fight Gangs

Students in Walid Afifi’s fall "Social Marketing” senior capstone course were given an assignment to develop and implement a campaign that benefited their community. He encouraged his students to think about projects that could make a long-term impact on others’ lives. Four students—Regina Sarnicola, Jamie Birrenkott, Floriane Parmentier, and Patrick Neal—chose to address of the problem of gang violence in Santa Barbara. The students wanted to do more than complete the class assignment—they wanted to make a difference in the community. Their focus was how to dissuade youth from joining gangs.

We first wanted to implement a program for elementary and middle schools as gangs often recruit children as young as age 9,” says Parmentier. After some initial investigation, they discovered the difficulty of implementing such programs in public schools. That’s when they discovered the Boys & Girls Club, Westside. Although a foundational mission of the Boys and Girls Clubs is keep kids out of gangs, the club is located next to Bohnett Park in Santa Barbara, a popular gang hangout for the Westside Gang. According to Magda Arroyo, Director of the Club, gang members often target children in the area.

The UCSB students formed Santa Barbara Youth Link to recruit UCSB students to volunteer their time to mentor students at the Club. Sarnicola explained, “It seemed like providing mentors was the best solution. Not only is there a fantastic source with UCSB, we found that mentorship programs are what seem to work the most in helping prevent kids from going into gangs.” According to Club Director Magda Arroyo, about 140 boys and girls (ages 13-18) are served on a daily basis at the Boys and Girls Club Westside. “We are in the gang prevention business, not the gang intervention business. We need to be sure these kids don’t get into gangs. We need to teach them not to settle.”

Like many youth nonprofits, the Boys and Girls Club is severely understaffed and short on volunteers. Before the Santa Barbara Youth Link program started, the club had only three volunteers. Even though the program is just getting up off the ground, Arroyo believes that already 60 UCSB students have volunteered.
When asked how many hours she herself puts in, Arroyo only laughed, “Well, my 16 and 17 year olds come to visit me here!” She continued, “At least I can bring my 13-year-old with me.” In recognition of her commitment to youth, Arroyo recently received the Pat Wargo Memorial Award from the United Boys and Girls Club.

UCSB student mentors help the children with homework, play sports with them, help them with crafts, and just talk with them and encourage them to stay in school. Parmentier talked about her recent first visit as a mentor, “The kids are already benefitting, I believe. When I went in on Thursday, they were so excited to see us and have mentors. The children are often from broken, impoverished homes. The girls are often plagued with self-confidence issues. The girls I was working with were 8 years old and talking about dropping out of school and getting pregnant. I hope that with our presence, we teach them positive habits, including academic diligence and positive mental attitude about themselves and their lives.”

If you are interested in learning more about Santa Barbara Youth Link to potentially mentor, you are encouraged to check out the group’s website at www.sbyouthlink.weebly.com.
Join the Communication Association!

(By Rachel Seideman, Class of 2011)

The UCSB Communication Association is a student-run organization that helps students become acquainted with other students in the major, and to learn about how they can utilize their Communication degree. Each quarter Communication Association invites guest speakers to talk to members about careers in the communication field and what their jobs entail. This year, the Association hosted a number of speakers from several industries including public relations, news broadcasting, advertising, marketing, and event planning. Speakers included Amanda Smith and Christine Lai from Elite Meetings International and Krista Palisotti from advertising and public relations firm Evan Hardy + Young.

The Communication Association is easy to join; just attend their meetings which are held every other Tuesday at 7:00pm in Psychology 1924. Membership is $10 a quarter or $20 for the academic year. Leaders in the organization admit that being an officer can be a huge commitment as they are responsible for securing speakers and organizing events throughout the year. However, it is great experience and it demonstrates leadership potential to future employers.

For more information on upcoming or past events you can check out the Communication Association website at www.comm.ucsb.edu/undergrad/groups

Join the UCSB Comm Department LinkedIn network!

(By Jody Jahn, Ph.D. Candidate)

We've all heard that having connections works to your advantage when it comes to getting a job. But not just any connections will do. It's actually the people that you don't know very well who can connect you to the best jobs.

If you've taken Dr. Cynthia Stohl's Comm 150 Groups and Networks, or Dr. Karen Myers’ 122 Macro-Micro Organizational Communication class then you no doubt have heard of the strength of weak ties. This is an idea proposed by a network theorist by the name of Mark Granovetter who says that our strongest network connections with immediate family and friends do not necessarily link us to better opportunities. This is because we're getting the same information from these people that we already know.
Instead, Granovetter says that it is when we step away from our most familiar ties that we gain access to new information and this means new, often better, opportunities. He refers to the advantage that these new and relatively unfamiliar connections bring us as the **strength of weak ties**.

What does this mean for you as a Communication major? It means that networking and the connections you make with people are incredibly important. In particular, it is crucial to meet people who work in the industries that are of interest you. One way to do this is to join the Department of Communication’s LinkedIn network.

Through LinkedIn your can connect with alumni from our department who have established themselves in careers that interest you. These individuals also started their careers with Communication degrees and they may be able to help you to snag that internship and otherwise get started in your career. To connect with other Communication majors on campus, the Communication Association also has a LinkedIn network.

Start networking and put those weak ties to work for you!

**First Annual Internship Workshop**

*(By Katie Raphael, Class of 2011)*

On Saturday October 9th, 2010 the Department of Communication and the UCSB Communication Alumni Council hosted the First Annual Internship Workshop. A group of 20 alumni and volunteers joined by 50 students gathered on the lawn outside of the Social Sciences & Media Studies building for a seminar and workshop to help students explore career opportunities through internships.

Communication Professor Anna Laura Jansma, welcomed the participants and opened the workshop by discussing opportunities available for students to receive credit for their internships through a course that she teaches in the spring. The course provides students with the opportunity to reflect on their internship experiences through the application of communication theories and concepts. Speakers from the alumni council Kibibi Springs and Laura McHugh then gave a presentation on the value of internships and offered their insight into acquiring internships.

The recurring advice throughout the event was on the importance of forming relationships and the ways in which internships help create these relationships. Speakers emphasized that internships are a great foundation for building a network of professionals that will be invaluable contacts for assistance with finding a career. Council member Laura McHugh advised students to “market yourself wherever you go.” Whether you are waiting in line or on an airplane she urged students to seize the opportunity to network. Kibibi Springs discussed three important steps to forming these relationships. She advised students to first and foremost be genuine when forming a relationship, second that it pays to be bold, so go for it, and finally, be something more memorable than your business card.
Following the presentation students and alumni participated in a speed networking activity where students were given two minutes to deliver their “elevator” speeches to each alumni volunteer. The small alumni to student ratio provided a unique opportunity for students to personally interact with alumni, many forming relationships as a result. Following the networking activity, students and volunteers mingled at a reception on the fourth floor balcony of the Communication Department. Students were encouraged to network applying the tips and suggestions they acquired during the workshop. Overall, the consensus was that the event was a successful and invaluable experience for the participants.

**One Alumnus’ Advice at the Internship Workshop**

As a college senior approaching my graduation date in June I find myself apprehensive about what lies ahead. Although our graduating class is entering a tough job market during one of the worst economic crisis’s this country has ever seen, what frightens me even more is that I’m not really sure about what I want to do with my life after graduation.

According to 2003 UCSB alumnus, Mike Brelje, it is not unusual for students, like myself, to reach graduation with no clear direction for their future careers. In fact, he can remember just a few years ago being in the same situation. Initially planning to pursue a career in sports broadcasting, Mike soon changed direction after interning at two major networks, Fox Sports and ESPN. He decided to take the law school route instead, and currently practices law here in Santa Barbara. “Career choices often shift,” he says and he recommends that students take the opportunity to explore various options before launching into a career. “So what is your advice for exploring different fields?” I asked him. “Internships, internships, internships,” was his response; “they provide you with a realistic perspective of what a career is like and what to expect.” Mike, was just one of the generous volunteers who participated in the event.

Since the workshop I gave maintained relationships with three of the alumni that attended. I feel confident that with the skills I obtained from this workshop that I am another step closer to finding my career. So thank you to all of the dedicated alumni that took their time to participate.

**Senior Thinking**

*By Michelle Cohen, Class of 2011*

As a senior still trying to find my career path, I open and carefully read every email from my mom with professional tips, follow the advice from the career center, and listen attentively to suggestions professors give during class. With graduation approaching in June, I must say I am anxious I have yet to find my “path” that I am both passionate and confident about. In attempt to further investigate my interest in advertising, I attended
Think LA’s fall career advertising event on October 22, 2010. In this story, I discuss some of what I learned in the hope that my experience might also give other students insight into careers in advertising.

The day consisted of both an information session, providing an overview of how an ad agency works, tips on the job application process, as well as a networking session with representatives from several big name agencies including: Comcast/E entertainment, David Elen, Saatchi & Saatchi, Wieden + Kennedy, DDB LA and more. The day concluded with tour of a local agency, which gave attendees the opportunity to see personality of the agency, some of the current projects, and interact with agency employees. The majority of attendees were students from the Southern California area, but some attendees were young professionals interested in making a career switch into advertising. After talking to an employee who was a media buyer for Cox Communications who was considering a career move, I felt relieved to know that there will be opportunities to make career transitions later in life. Each professional job and experience helps you gain knowledge.

The following are some tips from a Human Resource professional at David Elen, a well-known advertising agency in Los Angeles:


**Continue your education** by taking classes at a local university, such as UCLA extension to broaden the skills that you did not have the opportunity to focus on as an undergraduate.

**Stay up-to-date on the current job market**. Frequently check out websites such MediaPost, Hot Jobs, Showbiz Jobs, Ad Jobs Inc., and Career Builder to not only see what jobs are available, but also the skills agencies seek.

**Treat your job search like a job** by keeping records of who you have sent resumes and cover letters to. Be open and realistic about the jobs you are qualified for and the types of jobs you will enjoy given your individual interests.

**Have realistic expectations** about entry level positions. Typical salaries start at $25K to $32K. Jobs are often support and clerical positions, but once you learn “basics” (after about 18 months) you can anticipate gaining more responsibility. It takes about 3 years to successfully advance to the next level. In the meantime, be proactive by accomplishing every task, no matter how small to the best of your ability, don’t burn bridges, and don’t underestimate the value of on-the-job experience.

Although at the end of the day I couldn’t say that I was appreciatively more confident in my pursuit of a career in advertising, I learned important tips that will help me in any job search after graduation. Overall, the event was helpful in introducing attendees to the advertising industry, in offering advice about how to tailor a resume for entry-level positions, and in helping me to understand what I can do from now until graduation to become a more qualified and attractive job candidate.
Spring in Santa Barbara

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