UC SANTA BARBARA’S DEPARTMENT OF COMMUNICATION is internationally known for its research and instruction in communication processes and effects and is one of the top communication programs in the country. We prepare tomorrow’s leaders with the scholarly background and intellectual skills necessary to analyze and manage complex social issues critically and effectively. Students develop in depth understanding and abilities related to problem solving, relationship building, persuasion, message design, negotiation, and collaboration.

STUDENT SUPPORT

We offer numerous programs and experiences to educate, connect and prepare our students for careers and future roles in society. We invite your participation to ensure their continuation. Please visit our website for more information about giving to these and other programs:
http://www.comm.ucsb.edu/giving

UNDERGRADUATE STUDENT SUPPORT
UCSB’s commitment to attracting the best and brightest students is critical to achieving our mission.

• **Student Support Fund**—$1,000 provides a one-time award to a deserving undergraduate student.
• **Departmental Honors Program**—$3,000 supports an independent research project for one Honors student for one year.
• **Communication Student Associations**—$100–$1,000 supports the activities of the Communication Association or Lambda Pi Eta (honor society).

STUDENT CAREER DEVELOPMENT

• **Named Donor for the Annual Communication Career Day**: Attracts Communication alumni as panelists and hundreds of Communication majors. Annual contribution: $3,500
• **Named Donor for the Annual Internship Workshop**: Attracts community employers and hundreds of Communication majors. Annual contribution: $2,500

NAMED DONOR FOR THE ANNUAL COMMENCEMENT RECEPTION
The Department’s annual ceremony honors graduating students and their families. Annual contribution: $3,000

GRADUATE STUDENT SUPPORT

Our graduate students are critical to the Department’s top national rankings and its excellence in undergraduate teaching. Enable us to compete to recruit and retain top scholars.

• **Graduate Student Excellence Fund**—$100 - $1,000 allows students to travel to present their research at professional meetings, provides laboratory equipment, and other research support.
• **Fellowships**—$10,000 supports a graduate student for one quarter; $35,000 supports a graduate student for a full year.
• **Named Endowed Fellowship**—$200,000 or more establishes a permanent named fellowship.

(over)
RESEARCH AND COMMUNITY OUTREACH

Support cutting edge research and programs that bring together research and application.

Research and Programs on Health, Communication, and Emotion. Led by Robin Nabi, Ph.D., seeks initial funding of $50,000 to probe the effect of emotions on health:
- How does emotional news coverage of health issues (unrealistically hopeful or unnecessarily fearful) influence people’s health knowledge, attitudes, and behavior as well as public perception of science?
- In what ways do people use social networking sites to solicit emotional support, and how does such support influence users’ psychological well-being?
- How can positive emotions (hope, amusement, gratitude) be used in health communication campaigns to both motivate healthy behaviors and encourage people to share health messages with others?

Research and Programs on Children and Contemporary Media. Led by René Weber, Ph.D., M.D., seeks initial funding of $300,000 for the initial two years to investigate:
- Does the world of Facebook, Google, and Twitter change how children and young adults’ brains process information?
- Is video game addiction real? Does it lead to changes in brain chemistry (as other addictions)?
- How can findings from media-research and brain science help parents and policy-makers in their decisions?

Research and Programs on Aging in Society. Led by Howard Giles, Ph.D., seeks initial funding of $50,000 to study:
- How do individuals adjust their communication when they speak to “elderly” adults? How is that communication influenced by the elderly individual’s gender, ethnicity, class, social network and appearance of health?
- At what point in life do individuals begin to receive communication that has been adjusted to accommodate their relative elderly status? Does it begin as early as middle age?
- How can elderly individuals adjust their communication to attenuate potentially negative communication and its effects?

Research and Engagement in Organizational Social Responsibility. Led by Professors Cynthia and Michael Stohl. Partnerships and dialogue among governmental and nongovernmental/non-profit organizations, corporations, and local businesses are the cornerstone of community efforts to address social problems. The program seeks funding of $100,000 to support graduate students for site travel and summer support. Goals are to: 1) identify the communication factors of partnership success, 2) develop communicative indicators of organizational social responsibility and 3) provide support to local organizations in planning and carrying out collaborations.

Communication, Technology, and Organizations Speaker Series. Sponsor a distinguished speaker series on Communication, Technology and Organizations to bring together world class scholars from multiple disciplines and CEOs/CIOs of global technology organizations. These talks will be at the intersection of communication, technological advances, and organizational science for our students, the university and community. The program seeks $30,000 annually for five years.

FOR MORE INFORMATION AND OTHER GIVING OPPORTUNITIES, VISIT OUR WEBSITE:
http://www.comm.ucsb.edu/giving

Did you know? The Department of Communication is recognized as one of 10 UCSB programs to be ranked in the top 5 in the country. The Department is ranked #3 in the nation for its research productivity and #2 in citations of faculty publications. The Department serves 1300 undergraduates and 35 graduate students.

FOR MORE INFORMATION ON ANY OF THESE GIVING OPPORTUNITIES, CONTACT:

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