In the spring of 2010, the Communication Department relaunched its Eta Iota chapter of Lambda Pi Eta, the national Communication undergraduate honor society sponsored by the National Communication Association. During the 2010-2011 academic year its elected officers were Emily Frost (President), Lydia Mae Johnson (Vice-President), and Ava Aguayo (Secretary/Treasurer).

In Fall 2010, the honor society chapter brought to the Pacific campus Communication Department alumnus Professor Scott Stroud (University of Texas at Austin) to speak about his work on the intersection of rhetoric and philosophy and to offer his advice on academic preparation to teach at a college or university.

For Pacific Senior Lydia Johnson, the weekend provided a greater opportunity beyond presenting her topic, Audience Perception on...
Dr. Marlin Bates
209.946.3049
mbates@pacific.edu

Dr. Marlin Bates traveled 52,000 air miles and drove for almost 7,000 miles this year in conjunction with the forensics team and presenting papers. His research interests focus on how online video games allow the creation of an ur-real space for rhetoric. He teaches Argumentation, Rhetorical Theory, Public Speaking, and Pacific Seminar courses for the department.

When Dr. Bates is not traveling, teaching, or talking; he enjoys playing video games, making his own beer, and sleep. Lots and lots of sleep. :)

Dr. Teresa Bergman
209.946.7602
tbergman@pacific.edu

Dr. Teresa Bergman received a book contract from Left Coast Press to publish her book entitled, Chasing Patriotism. This book is an analysis of the interpretive exhibits and films at five historic sites and how their messages of patriotism, citizenship and nationalism have changed over the years.

During her spring 2011 sabbatical leave and this summer Dr. Bergman will be traveling to each of the sites, which include Mt. Rushmore, the Lincoln Memorial, the Alamo, the U.S.S. Arizona, and the California Railroad Museum to conduct research.


Dr. Ken Day
209.946.3047
kdday@pacific.edu

Dr. Ken Day continues his work with new communication technology. He is working on a textbook for Introduction to Communication Technology entitled, Using Communication Technology, as well as an accompanying web site. His faculty development leave in spring 2012 will be devoted to this project.

Dr. Day has also launched a blog called Communication Technology for Teachers, in which he discusses how a range of technologies can be used to enhance student learning and participation. The site is meant to aid instructors in not only seeing the potential of the use of forms of technology but to give them basic skills in helping their students use these technologies as well.

Dr. Day continues his pro-bono work with the Comanche Language and Cultural Preservation Committee in Oklahoma. He will be spending several weeks there this summer working on a redesign of their web site and a basic textbook for learning the Comanche language which is in danger of extinction.

Dr. Qingwen Dong
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One of the highlights for the past academic year is that Dr. Dong mentored 14 undergraduate student researchers: six presented their papers at WSCA Undergraduate research conference, three presented at the Bay Area Undergraduate research conference, and five presented at the Pacific Undergraduate research conference.

Dr. Dong published a book on Mass Media Socialization Research and presented a research paper at the NCA conference in San Francisco last November. He also made a presentation on “Using the Tao Principles to Lead Departments in Times of Change” at the Annual Chairperson Conference in Orlando, FL in February.

This summer he will join his two graduate students, Yun Gu and Erin Wu, to present a research paper on “Chinese Social Networking Site, Renren and its Cultural Impact” at the International Communication Association Annual Conference in Boston, MA in May.

He will also travel to Beijing to present a research paper at the International Conference on The New Landscape of Global Communication.

Dr. Carol Ann Hackley
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tchackley@yahoo.com

Dr. Carol Ann Hackley worked on a compendium of experiential learning, during her Fall 2010 sabbatical, and is continuing to enhance the contents. “It’s...
a work-in-progress,” she said. She and Taylor Blackburn, graduate research assistant, completed a survey of members of PRSA’s Educators Academy, “the results of which confirmed our program is giving students a strong, well-structured program, following ‘best practices,’” she said.

She accompanied student delegates to Public Relations Student Society of America’s international conference in Washington, D.C., also attending the PRSA conference and College of Fellows meetings, held concurrently. The College of Fellows is an elite group of 400 senior public relations practitioners and educators, selected from the 22,000+ PRSA membership.

She was an “invited author” for a “book-signing” at the international PRSA Expo. The fourth edition of “Wordsmithing: The Art & Craft of Writing for Public Relations,” co-authored with Ron Rhody, was published in 2011. It features a cover designed by Mark van Bronkhorst, Communication/PR alumnus of ‘87, a graphic designer in San Francisco. The book is being used all over the U.S. in universities, PR agencies and corporate offices, as well as in University of Islamabad, Pakistan, and United Arab Emirates.

Dr. Randall Koper
209.946.3050
rkoper@pacific.edu

Dr. Koper attended the Western States Communication Association Conference this year in Monterey, CA. His coauthor on the paper was CJ Claus, a former graduate student who is now working on his doctorate at West Virginia University.

Dr. Koper continues to serve as a Faculty Fellow at the Center for Social and Emotional Competence and continues to serve on the PACS3 Planning Committee, where he and his colleagues will begin on a new edition of the course Reader.

This past year, Dr. Koper has enjoyed teaching his classes, continuing his research activities, and serving the campus community. This spring he was recognized for 25 years of service to the University, and he looks forward to many more years.

Diane Morris
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dmorris@pacific.edu

2011 marks Diane’s 19th year with University of the Pacific, 13 of those years with the Communication Department. “I love my work with the students and the long lasting friendships I have made with some of them through the years.”

Diane had a knee replacement surgery on April 21, 2011 so her summer will be spent recuperating; however, this surgery will not stop Diane from making a trip or two to Santa Cruz where she will spend time with family and friends. During her recuperation she will have ample time to enjoy her favorite pastime of reading and spending time with her two daughters and three granddaughters.

Dr. Alan Ray
209.946.3048
aray@pacific.edu

Dr. Alan Ray worked as a faculty intern at News 10 in Sacramento this year during his fall 2010 sabbatical leave. He learned all about the new emphasis on social media journalism in television. He is planning on incorporating that design into his work with KPAC and Pac 2 TV students.

This summer, Dr. Ray will teach Media and Society online, travel to Southern California to pursue his stand-up comedy interests, and work on a Broadway play script about college life with veteran theater actor Robert Creighton.

Dr. Paul Turpin
209.946.2507
pturpin@pacific.edu

This year marks Dr. Turpin’s fourth year in the Position of the Assistant Professor of Communication, and he has a new office (2-B) that was made possible by a gift from Jan and Roy Timmons; Dr. Jan Timmons was a longtime faculty member in the department.

Big event of the year – completing and publishing his book. An intense spring and summer of writing, followed by proofsheets & corrections in the fall – the book was officially published in January, 2011; an accomplishment that he is very excited about.

Dr. Turpin presented at a roundtable panel at the National Communication Association annual conference in San Francisco in November 2010 with several Communication students in attendance, “Nice to have a cheering section!” In February, he was able to return the favor when he attended the Western States Communication Association in Monterey, where several Communication students presented their work.

This summer Dr. Turpin will be presenting research from his book at two interdisciplinary conferences in Europe, one in Italy and one in France.

Dr. Jon Schamber
209.946.3041
jschamber@pacific.edu

This year Dr. Jon Schamber focused much of his attention on the assessment of student learning both for the Department of Communication and other academic units within the College. He completed three reports that were used by the Communication faculty to fine tune teaching methods and implement changes in the curriculum of departmental courses. At the Western Association of Schools and Colleges Level II Assessment Meeting held in Anaheim, he presented a poster on “Ramping up a Department to Undertake Assessment Work within Six Months.”

In addition to his work on assessment, Dr. Schamber remained actively involved in his own research agenda. With Dr. Sandy Mahoney, he submitted a research paper to the Journal of General Education entitled “Integrative Learning about Liberal Education through a Learning Community: The Construction of a Developmental View of Self.” The paper explores the educational benefits of using learning communities (linked courses with a common cohort of students) for cultivating integrative and deep learning.

During the summer, Dr. Schamber plans to hold workshops for faculty in The College on assessment best practices and escape to San Diego for some rest and relaxation.

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209.946.3041
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James Cameron’s Avatar. In her search to find the perfect graduate school, Johnson connected with a group of students and faculty from the University of Colorado at the conference. Johnson was convinced that Colorado was where she wanted to continue her education; she has since applied and been accepted into the University.

The other Pacific students in attendance at the conference were: Elizabeth Rotticci (“Understanding the Effects of Women with Body Dissatisfaction”), Frank Perry (“The Effects of Ethnocentrism on Interethnic Communication between College Students”), Ava Aguayo (“The Effects of Social Networking and the Boundaries between Authority Figures and Subordinate Relationships”), Asumi Kojima (“Japanese Social Networking Site (Mixi) Use and Its Impact on Relationships”), Joanne Min (“What Race Says About the Couple: Studying the Relationship between Commitment and Racial Homophily”) and Caitlin Gilliam (“The Effects of Gender on Perceptions of Appropriate Work Attire”). The students were also accompanied by Dr. Qingwen Dong (Communication Department Chair), Dr. Paul Turpin, Dr. Teresa Bergman and Dr. Randall Koper.

— Christine Burke ‘12

CONTINUED FROM PAGE 1

THE VALUE OF AN INTERNSHIP

The word “intern” can initially trigger thoughts of doing drudge work, being stuck at a small desk in a corner and being on the lowest rung of the ladder. However, my internships have provided incredible experiences! I have learned that the opportunities and networking capabilities offered through an internship are irreplaceable and an integral part of a higher education experience.

During the summer of 2010, Dr. Carol Ann Hackley presented me with an internship opportunity with the Stockton Chamber of Commerce, Conference and Visitor’s Bureau, involving updating and managing the social media sites. However, from my first day at work, I quickly realized I would be doing so much more than just updating Facebook and Twitter.

Stockton hosts a number of fantastic events during the summer and as our mission at the Conference and Visitor’s Bureau was to emphasize local attractions, I attended many of the events and produced short videos or blogs about them afterward. For example, I was on the first Delta Discovery Cruise (now Stockton Yacht Charters) and met Mayor Johnston, among other high standing Stockton citizens and business owners, while on board.

Through this internship, in particular, I was able to gain extensive experience in managing my own schedule and working almost entirely independently—very few jobs award you that opportunity from day one. While giving me priceless work experience, I also learned a lot I did not know about the city I have lived in for five years. For example, I had never been to the Haggin Museum before last summer and I have visited it three times since then; it really is a hidden gem in the city of Stockton.

The opportunities and work experience presented by an internship are an incredible asset to a higher education. Internships compliment the ideas and theories learned in the classroom and provide students with real-world insight into what life can be like after graduation. Besides, internships can be a lot of fun, too!

— Cristy Yadon
ENGAGING STUDENTS IN
COMMUNITY
PROJECTS FOR THE PUBLIC GOOD

Twenty-nine graduating seniors who majored in Communication fulfilled the academic mission of the Department of Communication by undertaking important community projects during the fall and spring semesters. These students were enrolled in COMM 151, Community Based Learning; a capstone experiential learning course that allows Communication students an opportunity to apply what they have learned in the classroom to community projects.

On November 3rd, six Communication students saved the lives of 210 local residents by organizing a blood drive on campus for Delta Blood Bank. They recruited 88 donors for the blood drive. The students who worked on this community project were Lubna Javaid, Colleen Smith, Taylor Sutton, Nyika Williams, Steven Woods and Demetrece Young. Cheryl Kirwan, Donor Operations Manager for Delta Blood Bank, remarked that “the students did an absolutely wonderful job and all of them have fantastic leadership skills.”

Many Communication students enrolled in Community Based Learning opted to work on University of the Pacific’s second annual Relay for Life for the American Cancer Society. During the fall semester, Camille Brockett, Jennifer Chan, Chris Sabalbro, Christina Tharp, Gina Verrastro and Savannah Westbrook laid the ground work for this year’s relay by publicizing the event and helping plan a kick-off rally on November 15. During the spring semester, Ava Aguayo, Jenna Babione, Stephanie Jensen, Harrison Kim, James Niley, Frank Perry, Beth Rottiacci and Sara Stookey continued to work on the relay as a class project. They recruited donors, organized relay teams, solicited donations from local businesses, and worked on the 24-hour event which was held on March 26-27. Due in part to the efforts of these students, the relay was incredibly successful, raising over $28,000 for the American Cancer Society.

Communication students enrolled in the capstone course also volunteered their time to work for the Animal Protection League (APL) during the spring semester. This organization is dedicated to rescuing abandoned dogs and cats and finding homes for these animals. The six students who worked in this project were Marcus Chin, Kelsey Dworman, Todd Hazen, Sarah Lytle, Sarah Martin and Tucker Mattern. The students helped the APL with planning the grand opening of their new facility in Stockton, solicited raffle prizes from local businesses, and recruited other Pacific students to work as volunteers for the APL. The open house was held on April 2nd and resulted in finding good homes for eight animals sheltered at the APL’s facility.

Finally, three graduating seniors helped the Department of Communication with its self-study, a year-long assessment of the academic curriculum of the department. Emily Frost, Lydia Johnson and Joanne Min undertook three significant research projects involving Communication students and alumni for the self-study. They conducted focus groups with students, designed and administered a questionnaire to students, and designed and administered a questionnaire via email to Communication alumni.

The research undertaken by the three students contributed much to the department’s examination of its program and will result in important changes that will reshape the curriculum of the department in the near future.

— Dr. Jon Schamber
“The caterpillar does all the work but the butterfly gets all the publicity.”
— George Carlin

Twitter, Facebook, Myspace, Friendster: information outlets or a distraction? If you were to ask a Public Relations specialist the same question, they would know exactly what the answer would be. Any PR insider knows the importance of social networking sites that most people take for granted, but how does a PR professional learn all of the different ways to spread the word? The best way to experience what it’s like to be a Public Relations consultant is to join the Dr. Carol Ann Hackley chapter of the Public Relations Student Society of America (PRSSA) in the Communication Department at the University of the Pacific!

PRSSA is an organization that strives to give its members a platform to develop their skills as young PR enthusiasts. As members of PRSSA, students are able to provide PR services for both on and off campus organizations that are in need of assistance spreading the word about their group or event. Just this year, the current members of PRSSA helped raise money for the American Cancer Society’s Relay For Life, advertised for Stockton’s Gospel Center Rescue Mission concert to support the Mission on April 8th 2011, held a fundraiser at David’s Pizza in Stockton for their PRSSA chapter, and raised publicity for Pacific’s “Random Acts of Kindness” Day on April 20th 2011. In addition, one of the great benefits of PRSSA is that you do not have to be in the Communication Department to become a member. If you are a student looking to enhance your education, broaden your network, and/or launch your career, and have fun all at the same time, then PRSSA is the place for you!

— Ava Aguayo ’11

continued from page 1

Honor society members attended the National Communication Association convention in San Francisco in November.

In February of 2011, honor society members presented papers at the Western Communication Association convention in Monterey.

The goals of Lambda Pi Eta are:
1. Recognize, foster and reward outstanding scholastic achievement in communication studies
2. Stimulate interest in the field of communication
3. Promote and encourage professional development among communication majors
4. Provide an opportunity to discuss and exchange ideas in the field of communication
5. Establish and maintain closer relationships between faculty and students
6. Explore options for graduate education in communication studies

Admission to Lambda Pi Eta is based on academic GPA overall and in the Communication major as well as a minimum number of units completed. Professors Kenneth Day and Paul Turpin serve as co-advisors for the Eta Iota chapter. New officers for the 2011-2012 year were installed at the Communication Department Awards Night on April 28th. The new officers are: Tricia Juanitas (President), Christine Burke (Vice-President) and Nellie Luna (Secretary/Treasurer).

— Dr. Ken Day
I bounced around a few different majors at Pacific before deciding on Communication at the beginning of my sophomore year. What I learned during my studies has armed me with the skills to transition to the working world. Beyond the theories and philosophical aspects of the coursework, what was instilled in me - and what I value the most - is the ability to effectively write.

Writing is an inescapable aspect of the professional world. As more organizations rely on email as their standard form of communication; the ability to express yourself clearly and concisely is invaluable.

From the minute you begin a job search your writing skills will be put to the test. Cover letters, resumes, and follow-up emails may separate you from the pack. At my first PR job out of college what initially impressed my then employers was the quality of the writing in the cover letter — which I wrote, rewrote, and edited several times. I was thankful to have studied a major that allowed me to refine and develop my writing. If you’re lucky enough to get professors to offer you a rewrite of anything don’t neglect to do so. They are doing so to help you get better and you will end up thanking them one day, possibly in a piece such as this. You’re not expected to be Charles Dickens upon graduating with a degree in Communication but you will have tapped into the power of the written word and will be able to deftly maneuver it as you see fit.

Currently, I am working as a public relations professional which demands a baseline skill level I’d likely not possess if I hadn’t studied Communication. You may find yourself in a job outside the scope of Communication but what you learn will transcend industry lines. Recently I actually took the time to read a few of my papers from freshman year to senior year and was startled by the marked improvement of my skills. You may not realize it but you’re becoming a better writer with every essay or assignment. Another useful thing I learned as an undergrad was brevity. The professional world is sometimes frantic and people appreciate it if you can get your point across succinctly without a lot of unnecessary wording. So next time you’re laboring over a fifteen page essay fret not, that just might be the one that will help you get hired one day.

— Billy Grove ’06 Public relations professional, San Francisco
ANOTHER SUCCESSFUL YEAR FOR SPEECH AND DEBATE

In 2010-2011, Pacific Speech and debate traveled to sixteen tournaments around the country. In the fall, Pacific hosted one of the largest college tournaments in the country as well as its annual high school tournament. The college tournament, The Paul Winters Invitational, is part of a collection of tournaments (called a “swing”) that we co-host with San Joaquin Delta College. One of the tournaments is The Pat Kennedy Round Robin, and it features the best of the best in terms of Parliamentary Debate teams. Our high school tournament, the Jon Schamber Invitational, has been held for over thirty years ever since Dr. Schamber started it in 1980. In fact, it is the same tournament that Dr. Bates went to when he was in high school and is one of the main reasons he went to Pacific!

In the spring, Pacific hosted the Western State Forensics Association tournament with teams from all over the western United States. We also travelled to three national tournaments. Pacific HR, Emma Henry & Mark Rauschmayer, did very well at both the National Parliamentary Tournament of Excellence (NPTE) and the National Parliamentary Debate Associations Championship. Emma & Mark broke to the elimination rounds at NPDA and finished 35th in the nation at NPTE. On April 14th, Emma Henry & Rachera Swan traveled to the National Forensics Association’s National Championship in Normal, IL.

During the year, many people participated and competed for Pacific on the speech and debate team: Richard Birlew, Robert Birlew, Angela Change, David Fisher, Emma Henry, Alia Knight, Angelina Norwood, Mark Rauschmayer, Cody Rommel, Manpreet Sandhu, Rachera Swan, and Josh Ward.

— Dr. Marlin Bates

DR. HACKLEY’S REFLECTION ON HER 26 YEARS AT PACIFIC

Dr. Carol Ann Hackley will retire at the end of August, after teaching at Pacific for 26 years. She was hired to revamp the five-year-old Public Relations program in Pacific’s Communication Department.

In the intervening years, she has completely built and refined what leaders in the field have called “one of the top two or three public relations programs in the nation,” turning out PR practitioners who have become active in agency work, corporations, institutions and organizations. One recent graduate, now working in the San Diego area, recently commented, “The fact that everything was hands-on is really applicable to the business world. I work with a lot of people who are Ivy League graduates and they are constantly complimenting me on the knowledge I came in with” from Pacific’s public relations program.

Dr. Hackley, who is accredited by PRSA and a member of the elite College of Fellows, and Educators Academy, has been honored by the professional organization with the national Paul Lund Award for community service. Her volunteer work with a variety of clients includes the Navy League of the U.S., for which she served as National Vice President of Public Relations, and the Stockton Fire Department.

She is the co-author with Ron Rhody of “Wordsmithing: The Art & Craft of Writing for Public Relations,” now in its 4th edition. The book, written for both professionals in the field and students in PR courses, is being used in various business settings.

She plans to continue writing and consulting, after retiring from Pacific. She has been invited to co-author three books, and says, “I think it’s important not to ‘retire from’ but ‘retire to’ something!”

Dr. Mom, as her students affectionately nicknamed her many years ago, is adviser to PRSSA, and see page 11
GRADUATE SCHOOL AND LANDING MY DREAM JOB

When reminiscing about graduate school many people recall late evenings in the library, countless hours of research and a lot of writing. When I asked, many failed to mention the support of the faculty, the relationships with other graduate students, and the tremendous learning opportunities.

I did not feel nervous when entering graduate school. As a former undergraduate at Pacific, I already knew the professors and their teaching styles. What caught me off guard during my first week as a graduate student was the way that my relationships shifted with the professors. As a graduate student and a graduate assistant in the Communication Department I was treated as a colleague and not a student. If I had questions or concerns I knew that I could voice my opinions and that I would be heard.

The faculty supported me greatly in all of my endeavors. When I had questions or was considering various thesis options, I knew that I had multiple sounding boards within the department who would help me to consider all of my options. While working on my thesis, my committee members would go out of their way to ask me how my thesis was coming along, and spent countless hours reading through my work and helping to improve it.

My relationships with the other graduate students in the department were very close. I learned quickly that the same people would be in all of my classes. We learned to rely on each other when struggling in classes and we became very close, much like a family. As with any family there were times when we would get tired of each other, but in the end there was still a close bond.

I was also awarded the opportunity to work as a graduate assistant during my time as a graduate student. As such, I acted as a teaching assistant for Interpersonal Communication, Community Based Learning and Public Speaking. At first it was difficult to act as an authority figure and hand out grades to students who were only one to three years younger than me. But with the guidance of my professors, open and clear communication, and well developed lesson plans, I was able to overcome my apprehension and learned to help students.

As a graduate student I have struggled and overcome. There were many times that I had to read and reread journal articles, and work to understand theories and concepts. There were also many sleepless nights spent worrying about my thesis. But through all of it I always knew that I had the support of the faculty.

In the end, through hard work and the help of my professors, I accomplished more than I ever imagined. I turned my thesis topic—zoo public relations—into a ticket for landing my dream job. Within a week of finishing my thesis, I was interviewed at the Sacramento Zoo and got hired as the director of public relations.

— Tonja Swank

“In the end, through hard work and the help of my professors, I accomplished more than I ever imagined.”
MY BIG MOVE...
Going through a Master’s program is stressful and demanding for many students. Although graduate students cannot control what is required of them, they can control how they deal with the demands and challenges of graduate school. For many graduate students, the first year of graduate school will be a life changing and difficult experience, but with a little bit of planning, perspective and perseverance, the results can be memorable and rewarding.

As a dedicated student, I was encouraged by my undergraduate professors and my family to continue my studies for a higher degree—a Master’s degree. I applied and was accepted to many graduate schools, including the University of the Pacific. Pacific was generous and offered me an assistantship to work as a graduate assistant for public speaking.

From the moment that I walked onto the campus, I had a good feeling about the place and the people. Fortunately, after finishing my first year, I knew I had made the right decision in selecting Pacific.

As a first year graduate student in the Communication Department, I really didn’t know what to expect. I came from a different academic background (a B.S. in Integrated Marketing Communication) than the majority of the other graduate students in the department, providing an extra challenge for me to overcome; not to mention the fact that I moved here from Philadelphia, where I earned my bachelor’s degree.

As a business major I was taught to write a specific way: bullet points, less is more, and right to the point. The terms I used were SWOT, market segment, branding, strategy, etc. In Communication it’s a different story. A graduate student is required to write using APA style and learn terms like epistemology, ethnography, literature review, research question, research design, criticism and, of course, rhetoric! In short, I experienced an academic culture shock and had to make a swift transition to stay on top of things. The good thing about the Communication Department (and Pacific in general) is its faculty. The amount of support and encouragement I have received from my professors in this program has been truly amazing and inspiring. They genuinely appreciate me as a person, as a graduate assistant, and as a graduate student. I have even been encouraged to submit my work to communication conferences.

With the spring semester and my first year at Pacific coming to an end, I’m left with wonderful memories, a long list of personal and professional connections, and a strong knowledge base. I’ve got many great experiences under my belt that will help me through next year and into my future career. I’ve also developed a professional perspective about making educated choices.

If I could advise prospective graduate students about pursuing a Master of Arts in Communication at University of the Pacific, I would tell them to maintain a positive attitude, show initiative and put forth effort to do what it takes to succeed in this program. Also, ask questions, take advantage of the opportunities to talk to your professors, always show respect, act professionally, and don't forget to take a dip in the Chris Kjeldsen pool every now and then to cool off.

— Ghazwan Almoazen

“The amount of support and encouragement I have received from my professors in this program has been truly amazing and inspiring.”
A recipient of the Faye & Alex Spanos Distinguished Teaching Award, Eberhardt Teacher/Scholar Award and the Alumni Association’s Faculty/Mentor award, among other honors, Dr. Mom said, “Even more important than these honors, however, I have been blessed with hundreds of students, whom I’ll always cherish. In teaching, we touch lives.”

— Dr. Carol Ann Hackley

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**PACIFIC WELCOMES COMMUNICATION DEPARTMENT’S NEWEST MEMBER**

I look forward to joining the Department of Communication beginning this fall, teaching public relations and developing my research program that focuses on health-related public outreach and communication. The University of the Pacific has many wonderful qualities—including the collegial and supportive faculty, motivated students, small class sizes, and a beautiful campus—and I am honored to be a part of it. Below, I take this opportunity to tell you more about myself and I hope that I’ll get to meet many of you this fall.

My teaching and research at Pacific will focus on public relations, an area in which I have both professional and academic experience. Somewhat non-traditionally, I spent the early years of my career working as a communications practitioner trying to leverage media for specific gains for a variety of organizations. Only after some years in the field did I return to school to pursue my graduate education in communication (University of Southern California, Los Angeles). Therefore, my career reflects both hands-on experience in public relations and outreach as well as academic experience studying the theory behind these processes.

As a researcher, I am interested in studying how organizations communicate health messages to stakeholders. I often focus on non-traditional means of outreach, such as social networking sites or the use of fictional narratives or stories to communicate health information to the general public (known in the literature as an “entertainment education” strategy). More recently I’ve been working with the Center for Healthcare Policy and Research at the University of California, Davis exploring how health policy is communicated to various groups of stakeholders—an area that I will continue to study, especially as health care reform unfolds.

My academic career is fueled not only by my commitment to research but also by my commitment to teaching. I am motivated to connect students with course material in meaningful ways—ways that allow students to see the significance of what they’re learning and to apply the course material effectively. I enjoy teaching communication courses because there are so many real-world examples that we can draw on to illustrate key concepts and to make the material relevant and engaging.

As much as I enjoy the summertime, I’m looking forward to the start of the new academic year at the University of the Pacific. In the meantime, best wishes for a fun and restful summer break!

— Heather J. Hether, PhD, Assistant Professor of Communication, University of the Pacific
Communication Department Awards 2011

Floyd Family Foundation Award
Samantha Langlois

Dr. William E. Hall Memorial Award
Melanie Alvi

Outstanding Graduating Seniors
Ava Aguayo
Jenna Babione
Lydia Mae Johnson
Joanne Min
Chris Sabalbro
Christina Tharp

Outstanding Graduate Students
Corin Imai
Minqian Liang
Tonja Swank

Distinguished Graduating Senior
Emily Frost

Distinguished Graduate Student
Taylor Blackburn

Distinguished Alumnus
Craig Rexroad, ‘87

Special Congratulations to:
Dr. Marlin Bates & Dr. Paul Turpin for their promotion
to Associate Professor as well as their tenure award