PACIFIC GRAD STUDENT WINS PR SCHOLARSHIP

Each year, the San Francisco Public Relations Round Table (SFPRRT) selects up to five Bay Area students to receive the Philip N. McCombs scholarship. This year, the University of the Pacific is pleased to announce that Megan Allen, MA ’15, has been selected as part of the 2015 recipients.

Megan is a familiar face around the department, having completed her undergraduate degree in communication and sports sciences at Pacific. As a grad student, Megan served as a teaching assistant for both Public Speaking and Media & Society courses. She also interned at St. Mary’s Dining Room, a nonprofit organization who serve those battling poverty in the Stockton-area. Megan graduated in May with a master’s in communication and a concentration in media and public relations.

The scholarship is awarded to students who demonstrate leadership, innovation, and commitment to the fields of public relations and communication. Candidates must submit a resume, application, letter of recommendation from an academic advisor, and complete an interview with a panel of SFPRRT members.

Recent Pacific winners of the scholarship include Laura Hong (MA, 2015), Congchong “Connie” Xu (MA, 2014), Jennifer Chan (MA, 2013), and Lily Penfold (MA, 2013).
I want to first congratulate graduate students, Megan Allen and Laura Hong, and undergraduates, Nick Brummel, Devin Valdez, Hope Bidegainberry, Kristin Blaschke, Jared Chernila, Shannon Mack and Hannah Rea on their outstanding accomplishments in their pursuit of the Communication degrees.

I also want to thank our Department student representatives, Sarah Boruszak and Hope Bidegainberry for their strong efforts to represent and promote the Department during multiple University events throughout the year, including Profile Day and Preview Days. Many perspective students joined the Department because of their sharing personal stories and persuasive messages.

This semester, the Department faculty have met several times to develop an enhanced academic plan in order to better serve our students. We celebrate our success in Speech and Debate, Experiential Learning activities including internship, service learning, various student organization activities and undergraduate research. The faculty have also developed ways to integrate new technology into curriculums and develop a comprehensive assessment plan for the Department.

Currently Communication faculty is actively involved in multiple collaborations with other Departments to develop interdepartment programs. These departments include environmental studies, film, theaters arts, and health, exercises and sports sciences. All these collaborations will surely better serve our Communication and Pacific students. I am very confident that next year will be another strong year for our students and faculty.

Communication student Megan Griffin was chosen as a student speaker for the 2015 Pacific Commencement ceremony. After four years of hard work and dedication, she is about to enter the next chapter of her life. Recently, Megan answered some questions about the future and her experience at Pacific.

What are your plans after graduation?
I have applied to jobs and internships all over the Bay Area, so I’m still waiting to hear back. Wish me luck!

Did you have an experience at Pacific that you didn’t expect?
College in general wasn’t anything like I expected it be. I became close with people who I never thought I would be friends with. I got involved with Greek Life at Pacific which I never expected to do. I changed my major. A lot of unexpected things happened, but I wouldn’t change a thing.

If you could describe Pacific to an incoming student with

(Continued on page 7)
PRSSA UPDATE

By Gitaine Chaisson ('16)

This past semester, Pacific PRSSA focused on growth: growth of our members and our chapter. We provided insights to our members through various speakers and we focused on growing the chapter into a more active organization.

Some of the highlights this semester included visiting Fleishman-Hillard PR firm in Sacramento, where we learned more about working in a PR firm. Members also enjoyed two presentations from visiting public relations practitioners. These included Claudia Morain, director of communications for Pacific and Rodney Zwahlen, co-owner of White Plum in Modesto, CA. Members also had the opportunity to meet practitioner Paul Matalucci, of Wordwright Communications, to learn more about his experience working in Hong Kong.

We also welcomed five new members this semester: Chris Cannon ('16), Mushel Kazmi ('16), Kelly Lootz ('16), Sabrina Serrano ('16), and Katherine Swanson ('16). For member recruitment we made class visits and attended Pacific’s Profile Day. We have spent the last part of this semester brainstorming for the fall. We are looking forward to planning more events and inviting more speakers. You can expect to see a lot more of Pacific PRSSA.

Our new leadership members are excited to start working in the fall. The new executive board is Gitaine Chaisson as President, Drew Jones as Vice-President, Katherine Swanson as Secretary, Jonathan Bruce as Treasurer, and Kelly Lootz as PR Director. We expect the new executive board will to continue to grow our students into young professionals.

The Public Relations Student Society of America (www.prssa.org) is the foremost organization for students interested in public relations and communications. Founded in 1968 by its parent organization, the Public Relations Society of America (PRSA), PRSSA includes more than 11,000 student members and advisers, and is active at more than 340 colleges and universities. If you are interested in joining, contact Gitaine at g_chaisson@u.pacific.edu or Faculty Advisor Dr. Hether at hhether@pacific.edu.

COMMUNICATION STUDENTS PRESENT AT UNDERGRADUATE RESEARCH CONFERENCE

By Al Spina ('16)

On April 25, two groups from Dr. Dong’s Communication Research Methods course (COMM 160) presented their research papers at the Bay Area Undergraduate Communication Research Conference.

The first paper titled Organic vs. Online Dating, was authored by Al Spina, Justine Kim, Sierra Gonzales, John Yakel, and Matt Hamas. It was presented by Al Spina, Justine Kim, and Sierra Gonzales at the conference.

The second paper titled To Deceive or Not to Deceive?: College Students Finding Love Online, was authored by Karin Sanchez, Sabrina Serrano, Drew Jones, Jazmarie LaTour, Aria Zapata, and Jonathan Bruce. It was presented by Karin Sanchez, Sabrina Serrano, Jonathan Bruce, and Aria Zapata.

The conference ran from 9am to 3pm on April 25th and was hosted at Santa Clara University.

Stay In Touch!

If you’ve moved to a new position or have some news you would like to share please email us at COMMent@pacific.edu.
With the idea of preparing and focusing on the national tournaments, the team planned its spring semester to be less grueling by cutting the number of tournaments in half.

This paring down in tournaments was widely successful for pre-national championship tournaments as Pacific won 3rd place at San Diego State University before it returned to Northern California and was crowned University Champions of 2015 at the Northern California Forensics Association 2015 Championships.

At the National Parliamentary Debate Association’s National Tournament, Pacific competitors Jonathan Bruce and Evan Haynes finished 5-3 in the preliminary rounds and finished in the top 50 teams in the elimination rounds. Katherine Earley and her partner Reed Ramsey went 6-2 in the preliminary rounds and finished in the top 25 teams in elimination rounds. Moreover, Katherine was named an All-American recipient for her combination of academic achievement, community connection, and competitive success.

The second tournament, the National Parliamentary Tournament of Excellence, is considered to be a more grueling tournament as every team participating is nationally competitive. Entering the tournament, Katherine and Reed were ranked 27th with an 80% preliminary round winning percentage while Jonathan and Evan were ranked 24th with a 75% preliminary round winning percentage. At the tournament, both teams made it into the third of eight elimination rounds. Katherine and Reed ended up ranked 23rd in the nation while Jonathan and Evan ranked 18th overall in the nation. Furthermore, Jonathan was recognized for his individual success as the 12th best debater in the nation based on his performance at the tournament. These were the best results for a Pacific Forensics squad at the national tournament since 2010.

To close out the semester, Pacific Forensics competed at the National Forensics Association National Championship Tournament for Individual Events in Athens, Ohio. In Lincoln Douglas Debate, Reed Ramsey, Jonathan Bruce, and Evan Haynes all qualified for the round of 32 out of 84 debaters competing.

Although each lost in the round of 32, Pacific still had the second most debaters qualify for the elimination rounds and their overall success lead Pacific to win 9th in LD Tournament Sweepstakes. For their own trophy cases, Reed was acknowledged as the 16th best speaker in debate and Jonathan was the 20th best speaker in debate. As for the rest of the competitors, the combined efforts of Oula Miqbel, Sierra Gonzalez, and Natalie Marr lead Pacific to a 13th place finish in their University Division.

It was a long year, that much is certain; but the team successes and growth demonstrate that Pacific Forensics is as nationally relevant as it has ever been.

Four communication professors from Hebei University of China arrived on campus March 1 to spend a year conducting new media research with Dr. Qingwen Dong.

This educational training program is jointly run by the College of the Pacific and the School of Journalism and Communication of Hebei University, located on the outskirts of Beijing. HeBei’s Communication school is one of top tier programs in China with an established doctoral program in communication.

This program is designed to help the Chinese professors enhance their knowledge of how Communication is taught in the United States and to become familiar with American scientific research methodologies.

Their goal is to complete a textbook on the impact of social media on society in the U.S. and China. They also plan to submit their research papers to three major communication conferences to be held in the States.

“We are honored to be chosen to host scholars from China,” said Rena Fraden, dean of the College of the Pacific. “I am certain that we will learn as much from them as they from us.”
REFLECTIONS ON AN INTERNSHIP EXPERIENCE

My Internship with the Office of Communications

By Sabrina Serrano

During winter break, I decided to do something different. While my peers were discussing presents for Christmas, I decided to give myself the gift of interning. I received an email from the Communication Department about an internship opening from Pacific’s Office of Communications. I applied and soon became an integrated marketing communications and social media intern. This internship has allowed me to use my creativity in social media in ways I never thought possible.

Each intern (there were four of us: Jared Chernila; Gitaine Chaisson; and Katherine Swanson) was appointed two campaigns of our choice for the semester. My first campaign was to make a “throwback Thursday” for the school’s Instagram account. Every Thursday I would post old and forgotten images of the campus. I made it a mission for students, alumni, and prospective students to take a look back at the beautiful history Pacific has. Who remembers the photo of the before and after photo of the Burns Tower? That photo reached 300 likes, the most in our Instagram history of likes. This created such a positive impact on my campaign that I wanted to keep the theme of the forgotten.

My second campaign was called “Discover Pacific on the Mile and surrounding areas.” This campaign featured places that Pacific students love to go to that other people might not know about. Essentially, it showed the hidden gems of Stockton. These places could be a bookstore, restaurant, or favorite hangout spot. Again, I decided to do this campaign because I feel that there are many great places in Stockton that only locals know about. Being able to highlight some of these places allowed students to shop local and remind alumni about their favorite frozen yogurt place down the street. This all contributes in making a better Pacific community.

Being able to intern for the Office of Communications has allowed me to be creative, inspired, and motivated to connect Pacific students, alumni, and Stockton residents together. During my time as an intern, I learned many techniques in marketing, different social media tools, working together in a group, and how to set trends using social media. All of these different tools helped me (Continued on page 7)
FACULTY UPDATES

Dr. Alan Ray continues to teach media production, media writing, and serve as faculty adviser to KPAC radio/TV. He is active as a faculty representative on the Pacific Media Board, University Commencement Speakers Committee, and with the College Media Association. He has written a musical comedy satire of college life entitled “Spendmore U”. A reading of the play was produced by the Pacific Theater Arts Department in the Spring 2015 semester.

Dr. Paul Turpin has continued to enjoy meeting new majors in his sections of COMM 31, Media & Society, and in visiting COMM 25, and has continued to teach PACS 1 and PACS 2. Students in his COMM 117 Public Advocacy class this spring developed an interesting array of advocacy projects, including half a dozen environmental/animal rights-related projects, and others on free speech, motivating youth voter turnout, #blacklivesmatter, public health campaigns, and campaigns for social inclusion among other advocacy projects. The course is planned to be offered again next spring, 2016.

Shortly after Spring Break, Dr. Turpin was in Chicago by invitation to be one of nine panelists at a Festschrift conference (literally, “Celebration of writing”) for Deirdre McCloskey, Distinguished University Professor of Economics, History, English, and Communication at the University of Illinois at Chicago, an internationally influential scholar and founder of the “rhetoric and economics” research area. The chance to represent Communication and rhetoric at a gathering of economists, historians, sociologists, and political theorists was a real honor for Dr. Turpin. The conference presentations will be further developed for a conference anthology to be published by the University of Chicago Press.

Dr. Heather J. Hether continues to teach the public relations sequence of courses in the Department, and serves as the faculty adviser to Pacific’s chapter of the Public Relations Student Society of America (PRSSA). Dr. Hether was recently elected to serve on the University Commencement Speakers Committee as well as on the Technology in Education Committee. As part of her interest in digital pedagogy, Dr. Hether was also invited to participate in the Tiger Domains pilot project to further identify effective ways that new media can be incorporated into supporting student learning.

Dr. Hether continues to identify new opportunities for student internships. This year marked the beginning of student placements as social media interns in the university’s Office of Communications, where four students created content for multiple social media platforms. This summer, Dr. Hether will work with Gitaine Chaisson (’16) as a mentor on the undergraduate research fellowship that Gitaine was awarded. Gitaine’s study will examine McDonald’s recent social media campaign.
oftentimes I found myself amazed at how knowledgeable and helpful my classmates proved to be. There are three areas of study to choose from and students are able to select from several courses that interest them ranging from public relations and media to political rhetoric and visual communication. This gives students the opportunity to choose communication courses outside of their concentrations, pushing them out of their comfort zones to see how all the courses are linked together. In my case, that course was political communication. Although it was challenging, I was able to connect the concepts of the class with my passion for media and learned many new ideas, despite my lack of an economics or political communication background.

Aside from that, I have also broadened my knowledge about public relations and media. I have enjoyed studying the impacts of social media, all while social media continues to grow and change each day. Earning a master’s degree in communication at Pacific is a great opportunity for students to further their education, study new and exciting concepts and become connected with professors and classmates who share their goals.

HONOR SOCIETY

A group of our Lambda Pi Eta honor society members were invited on Friday, April 17 to visit LinkedIn and learn about employment opportunities with this important professional networking company. They were hosted by Pacific alumna, Laurel Barrett (’13), who is a senior campaign manager at LinkedIn. From left to right are Otto Kafka (’15, Vice President), Emily Gove (’16), Megan Griffin (’15, Secretary/Treasurer), Laurel Barrett, Kayley Brown (’15, President) and Drew Jones (’16).

Reflections on a Master’s Degree

(continued from page 6)

Reflections on an Internship

(continued from page 5)

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I would recommend this internship to any Communication student because it really opens your eyes to the world of social media and how it’s becoming a main source of communication. This internship allows you to be creative all while having fun doing campaigns. Being able to have a supportive team behind your ideas is an amazing feeling that I wish everyone could relate to.

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Student Q&A

(continued from page 2)

one word, what would that word be and why?

Balance. Every student at University of the Pacific is very involved. We all have long busy days, but are still committed to our school work.

What words of wisdom do you have for future graduates?

Build a life, not a resume.

Where would you like to see yourself in 10 years?

In 10 years, I hope to have enough money saved up to travel somewhere cool. I really would like to visit Turkey or Spain.

Reflections on an Internship

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CONGRATS TO OUR OUTSTANDING GRADUATES!

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COMMENT
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