The Multicultural Center

2012 will be the Center’s 20th Year on Campus!

The Multicultural Center (MCC) is a welcoming place with a diverse Resource Library for our students, faculty and staff. Library resources include hundreds of films, documentaries, books, magazines, and cultural art. The Multicultural Center’s website www.csulb.edu/mcc offers information about the MCC, its Director, Assistant Director, and its programs. Specifically, by visiting the MCC website, one can find information on the S.T.A.R. (Students Talk About Race) program for students, faculty and staff. Also available are listings of MCC library resources, related web links, MCC’s picture gallery, and other general information.

This fall, Dr. Manseau Sauceda presented workshops on “Latino/a Identity” and “Latino/a Empowerment Strategies.” The director also presented a teaching module on “Global Ethics: Eastern Ethical Principles vis a vis the West.” A partnered effort with the Lois Swanson Leadership Academy (LSLA), featured a 2-hour workshop on “Creating a Cross-Cultural Model of Leadership,” and the signature MCC project, Students Talk About Race (STAR), was held in October with 40 students participating in the 6-hour Cultural Competency Training.

Now, a message from the Director of the Center, Dr. James Sauceda: As the Founding Director of the MCC, I have always believed that our campus could, and indeed will, become the CSU flagship and role model for advancing a truly multicultural practice of compassion and peace. I believe that we are all ready for “the next step forward,” that is, to move far beyond events that only feature cultural “food and fiesta.” This means creating galvanizing encounters that both fire and inspire a deeper respect, and a nuanced understanding of culture, ethnicity, religion, sexual orientation and all facets of our opulent diversity. It is time for the labels of “color” and “race” to give way to the opening up of a broader appreciation of our spiritual kinship and unity.

A new, and unprecedented, commitment has been made to further our goals. The Student Excellence Fund, for the first time, establishes a direct student connection and link to the Multicultural Center. And now the MCC will help to provide a positive support system for student organizations to encourage the creation of a more vibrant campus “community.” One that reaches past provincial “race” and ethnic backgrounds and viewing the entire campus as a partner and an ally. Add to this our longtime MCC philosophy of “Interdependence,” that our individual cultural histories are, in fact, intertwined and have been cross fertilized from contributions from many “other” cultures. For example, over time, the cross cultural nature of the Civil Rights and Farm Workers Movements have been overlooked. To that end the MCC’s Resource Library provides students, faculty and staff with a plethora of documentaries, books, films, magazines and newspaper archives for research into these and many other cultural histories and justice movements, including our Veterans and LGBT issues. The campus community can browse our resources at the MCC’s website, www.csulb.edu/mcc.

The mission of the Multicultural Center is to promote "a university that respects and affirms the equal human worth of every individual and of all distinctive groups of people."
The Hauth Center for Communication Skills

This year marks the 12th anniversary of the opening of the Hauth Center. As with previous academic years, we made appointments with over 900 students, providing them assistance with their oral communication skill-building needs. Our endowed scholarship was awarded for the second time. We continue to provide advice and support to the campus on various communication topics. For example, we have been working with the College of Health and Human Services, Academic Affairs, the Center for Student Athlete Services, the Faculty Center for Professional Development, the Office of Institutional Research and Assessment in the design and implementation of communication-based systems in support of the Student Success Initiatives instituted by the CSU Chancellor’s Office. We have also developed a relationship with the Department of Kinesiology and are working with them on their Faculty Development Program.

We also extended our outreach by providing our services to the Office of Academic Affairs at California State University, Dominguez Hills. In particular, we met with the Provost at CSUDH and his college deans to plan for and then administered a series of workshop sessions to assist the university in their efforts to launch their strategic planning activities for the year. Our work at CSUDH was well-received and we look forward to an on-going relationship.

For more information, see: [http://www.csulb.edu/centers/hauth/](http://www.csulb.edu/centers/hauth/)

Meet our Fall 2011 Alumni Panel

Thank you for joining us on campus to speak to our students!

Irv Gamal brings 38 years of combined experience as a corporate manager, management consultant, executive coach, business owner, as well as a college instructor on this campus. In addition to many management assignments, Irv has successfully worked as an internal and external consultant with many Fortune 500 Companies, as well as local, state, and federal government agencies. The foundation for his entire career was fashioned right here in the Communications Studies Department where he earned his masters degree in Speech Communication in 1972.

Alan Silva is a Long Beach native and Licensed Real Estate Agent. After attaining his California Real Estate License, he joined Century 21, one of the largest real estate companies in the world. Though he has established a strong property sales record in Long Beach, he continues to grow his business in order to serve the local community. Early on in his academic career, Alan studied Architecture at Long Beach City College and he also worked on a degree in Business Management for a short time at San Diego State University. Silva holds a bachelor’s degree in Communication Studies from California State University, Long Beach.

Julie Guevara is the marketing and communications manager at the Orange County Affiliate of Susan G. Komen for the Cure. Her duties include working on strategies that will help create visibility for the organization and ensure that all outreach is in line with the Komen vision of a world without breast cancer. Prior to Susan G. Komen, Guevara was an account executive at VPE Public Relations on the McDonald’s account. Guevara holds a master’s degree in Communications with an emphasis in Public Relations from California State University, Fullerton and a bachelor’s degree in Speech Communication with a minor in Journalism from California State University, Long Beach.

The Center for First Amendment Studies

The Center for First Amendment Studies continues to educate campuses and communities on First Amendment issues. This fall Center Director Craig Smith gave 5 lectures to the public introducing films at the Art Theatre that involved artists who were blacklisted in the McCarthy Era. The lecture series was part of the campus-wide B-Word project which was funded by a $190,000 grant from the Doris Duke Foundation. Dr. Smith also lectured at Rancho Santiago Community College, Lewis and Clark University in Portland, and coordinated a press conference in Washington, D.C. at the behest of Congressman Rob Andrews (D-NJ) to present the Richard A. Clarke Graduate Scholarships for monographs on 9/11. Presidential Advisor Clarke attended the meeting. John Cabot University Press published the Center’s latest book, *A First Amendment Profile of the Supreme Court*. To celebrate National Freedom of Expression Week in mid-October, the National Communication Association streamed four of Dr. Smith’s interviews on “The First Amendment and You.” The 30 minute interviews are available on the Center’s web site at [www.firstamendmentstudies.org](http://www.firstamendmentstudies.org) as are all of its many research publications, including two e-books.

TOP PAPERS Accepted for the Upcoming Regional Communication Conference


Catherine F. Brooks, the Top Paper in the Language and Social Interaction interest group: Performed Identity, and Community among Interns: An Interpretive Analysis of Students’ Written Reflections.

Natasha Jones is the Community Relations Coordinator for Kiewit, General Contractor on the I-405 Sepulveda Improvements Project. Kiewit was founded in 1884 and has been consistently ranked as a fortune 500 company. Natasha’s job requires her to be a liaison between the contractor (Kiewit) and the owner (Metro), and her work involves making preparations for future impacts related to construction, engaging in communication with impacted communities, as well as coordinating project volunteers and donors. Natasha began her education at the College of the Canyons where she decided on a future in Communication Studies. She earned a bachelor’s and master’s degree in Communication Studies from CSULB, and she taught Public Speaking and Interpersonal Communication as a graduate student in our program.
Meet Two of our Featured Alumni

Mr. Chad Smith, CFP
Vice President,
Retirement Planning Specialists, Inc.
(B.A. Speech Communication, 1993)

It's hard to believe that it has been eighteen years since I graduated with a degree in Speech Communications from Cal State Long Beach!

Like many students, I didn't know exactly what I wanted to do after college, but graduating with a degree in Communication offered me a variety of career choices. I ended up working in Advertising Sales in Los Angeles for a bit before I decided to switch careers and become a Certified Financial Planner(TM). I am currently Vice President at Retirement Planning Specialists in Ashland, Oregon, which was recently ranked by Registered Rep as the top financial planning office in the State of Oregon. I am also involved in another company that trains financial advisors on how to run a successful practice. I've been married for over fifteen years to my high school sweetheart, and together, we raise two girls. I have many fond memories of my time at Long Beach, and the friendships that I've made have endured many years and many miles. I've remained connected to a number of fellow Communication majors and have maintained a number of friendships with my fraternity brothers at Sigma Chi.

Communication Studies is an ideal field for anyone because every career deals with relationships, and I have relied on my undergraduate training when engaging interpersonally with others. Even though I work in the investment field, I deal more with people than I do with numbers. For example, I have to listen to clients’ concerns and address their fears amid an uncertain economy. Sometimes I actually feel more like a therapist than a financial advisor. I also have to continually present technical information to people who don’t have much of an interest in the world of finance. For example, I often have to take a complicated subject like the federal income tax code and present in a simplified way so that my clients can understand it. So, what I learned as an undergrad at CSU, Long Beach has been quite relevant today. Even as we live amid a major technological shift in a digital age, interpersonal communication skills remain a key component of my personal and professional success. Thank you, Long Beach.

Mr. Chris Simon
Recent Graduate and former intern with MTV Networks
(B.A. Communication Studies, 2011)

I am a recent graduate, having completed my Communication Studies degree in May of 2011. Upon graduation, I was given the opportunity to complete an internship with MTV Networks in the Communications Department for VH1. In this capacity, my official title was “VH1 Press and Publications Intern.” I could not have asked for a better internship, and my experience working on real world projects and networking in a corporate setting has helped me cultivate the skills that I will need as I pursue a career in the entertainment industry. Over the course of my internship, I had a chance to draw on my training as a CSULB Communication Studies major and hone my skills as a communications professional in a number of different areas, including:

- writing press releases related to programmatic release dates;
- creating a “press plan” for marketing a new season;
- producing short biographies for VH1 cast member websites;
- designing “talking points” for female members of a panel; and,
- working with others on an interview for ESPN magazine.

I relished all of these assignments, as they each taught me different aspects of how television programming and marketing work on a day-to-day basis. Of all of these, though, I think I learned and enjoyed the most my time preparing cast members for an academic panel on women in the media. As the Senior Vice President of VH1 communications told me, “Press is just as important if not more important than the quality of the show, if you can convince them (the audience) it’s a good show, then it’s a good show. If you can convince them (the audience) that they are watching a star cast, then it’s a star cast. So keep that in mind when you write these talking points and make me some stars.” This sage advice helped guide me as I met the challenges of this task in particular and the internship in general.

What I remember most from college were the lessons in personal discipline and organization. My professors at Long Beach were great at teaching me how to think critically and how to best organize my thoughts coherently and succinctly. So keep that in mind when you write these talking points and make me some stars.” This sage advice helped guide me as I met the challenges of this task in particular and the internship in general.

Meet a Current Communication Student: Aline Kras

I am a COMM major starting my last year this Spring, I started off in Brazil (where I am from) as an Advertising major and after 3 semesters I decided I wanted to travel and study English in the US. Upon my arrival in 2005, I attended English school and went on to earn a certificate in Business and Marketing from UCLA's Extensions program. From there, I spent two years at Santa Monica College, then transferred into CSULB - I am so glad I did! In my opinion, CSULB is an exciting place, and the faculty in Communication is particularly open and welcoming. Even though CSULB is a large campus with a lot of students I still feel very close to each of my professors.

My goal is to attain a degree in Communication Studies and to contribute in my community. I hope to somehow facilitate the degree to which we connect with one another and maintain a kind of social awareness in our environment. I believe supportive communication matters across contexts. Indeed, from day to day interactions among workers, family members, and friends, to public discourse and professional talk on a broader stage, empathetic communication can have a positive impact. I have a vision for a research project that focuses on a kind of ‘ripple effect’ tied to positive communication, that model communicators can guide others who can, in turn, influence others toward more competent communication and supportive discourse. For now, I know that I am happy to be here, studying in the United States is a dream come true.

Aline Kras
Dr. Nancy Briggs and her students engage in community work

Every night there are 34,000 homeless women and children in Los Angeles. There is a home hidden in the South Bay, www.casadelosangelitos.org...a special home for the past 25 years that has taken in homeless pregnant moms and their babies. A woman might arrive early in her pregnancy and stay until the infant is 9 months old. I have had such a special time serving on their board with other pediatricians, educators, business people, and parents. I have been able to teach the women from age 28 to 42 about a healthy pregnancy, communication with infants and toddlers, and care for infants in general. It is shocking how little these parents know and how much they want to learn. This is such a blessing in my life for the past fifteen years. I also supervised an AmeriCorps person, wrote successful grant proposals, and planned fundraisers and outreach to the community. But saving lives was the most important experience, I worked to rescue many of these depressed young moms and their potentially neglected babies. Yes, the mayor gave us an award (in the middle photo that you see above) when he learned what we do on such a tiny budget with such great success. We have so many qualified volunteers and we take in six moms at a time, never leave them without a supervisor, and promote a family style of living.

Once we took a 400 pound diabetic woman rejected by every other shelter. I bonded with her, picked her up at 6 AM one morning, and her C section was successful. Her baby was born weighing six pounds and I was the one responsible for her and the infant. She said she named the baby Angel for me. I also sat with another woman who was diabetic and went into a coma; her baby was 7 months old, and the mother took the infant because her daughter did not live. I still am in touch with that mom and grandchild after six years. To this day, I can cry over this one but am so thrilled the baby had a wonderful place to go. I have driven pregnant moms out of the worst drug-filled neighborhoods and helped them get to safety. I have counseled women who never wanted to live. I have taught sterilization of bottles which helps save lives. We give food, clothing, shelter, transportation, counseling, and most of all love and understanding to the ones who need it most. Teaching moms how to feed, love, communicate, bathe, and help their babies and themselves is a joy and a necessity for me. Thank you for reading about our work, and do see the link above if interested in a homeless shelter as a good community cause! Dr. Nancy Briggs

Recent ly, the troupe performed at Trinity College in Hartford, Connecticut. Pictured (left to right) are Executive Director Dr. Rich, Shadee, Managing Director Kelly Janke, Sara, and Jordan. See the InterACT website for more information about the program, performances, and ongoing research projects: http://www.csulb.edu/colleges/cla/departments/communicationstudies/interact/
A Selection of Recent Scholarly Publications


The Communication Studies Tutoring Center

Located in the COMM department (AS 351), the Tutoring Center is staffed by exceptional COMM students who offer academic assistance to COMM majors and minors. In Fall 2011, the Tutoring Center opened four days a week with five hardworking undergraduate tutors: (from the left in the photo) Eli Rodriguez, Katie Becker, Nick Fox, Allison Lee, Nathan Wensko.

Photo to the left by Eli Rodriguez.

Spotlight on Robert Mejia’s Projects (a former student)

Robert Mejia is a former CSULB Communication Studies Undergraduate and Graduate Student (B.A., 2004; M.A., 2007) and is currently a doctoral candidate with the Institute of Communications Research at the University of Illinois, Urbana-Champaign (Expected: 2012).


This collection explores the challenges facing the modern subject (and by extension, cultural theory) as a result of the converging logics of globalization, transnationalism, late-capitalism, and new media technologies. Beyond the introduction, my contribution is a chapter on the history of contemporary cultural studies.

More Reports of Communication Studies Students Engaged in Community Service

During the month of October, an organization called Hope 2 Others (H2O) raised over $350.00 for scholarships for Communication students. As an assignment for Lynda McCroskey’s ‘Advanced Concepts of Organizational Communication course, the group was given the task of fundraising for this cause via recycling in a “Go Green” campaign. By recycling aluminum, glass, plastic, and toner cartridges, this organization will truly give hope to future Communication Studies students on our campus. For further information on Hope 2 Others, please visit their webpage at facebook.com/hope2otherscsulb. Go Green! Go Beach! Go H2O!

Also this semester, Communication Studies students and their peers enrolled in “Communication in the Classroom” with Catherine Brooks spent numerous hours in the Long Beach community. While some students taught workshops on ‘Life Skills’ (e.g., nutrition, employment preparation) for disadvantaged adults, others mentored K-high school students in need of extra attention enrolled in the Long Beach Unified School District. Many reported that their experience was life altering, and hopefully their community contribution will leave a lasting and positive impact on real people struggling in their environments.

Faculty meet with Justice Alito in Rome, Italy!

Drs. Asenas, Smith, and Johnson met with Supreme Court Justice Alito this summer while working at John Cabot University in Rome, Italy.

The Center for First Amendment Studies also participated in three forums at John Cabot on freedom of expression: 1), “Comparative Perspectives of Italian and American Views on Indecency and Obscenity; 2), A First Amendment Profile of the Supreme Court; and, 3), Religious Expression in Italy and the United States.
A Big Thank you to our Donors

With appreciation, we would like to express our gratitude to the following donors who have contributed to our Department within the last year:

A-Mark Financial Corporation
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Mr. and Mrs. Michael R. Specchio
The CA Foundation for Gifted Education
Linda S. Roberts
Joseph Sincicich

With Much Appreciation for the Contributions of Irv and Karen Gamal

Irv was a student here and it’s with much sincerity that we thank him and his wife Karen for their financial and relational support of the Department of Communication Studies at CSULB. Irv talks the talk and walks the walk about the importance of ‘giving back.’ Along with his appearance this fall as a member of our alumni panel, comprised of four former students who offered a career advice for our students, Irv wants to be involved as a mentor for our current students, and he has offered his financial support for our programs. During his visit to campus this fall, he was clearly focused on gaining some face time with our current students. Indeed, he continually turned to speak directly to undergraduate students about their goals, plans, and needs. His giving nature, his interest in our educational efforts, his altruistic focus, and his genuine interest in new generations of Communication Studies are just some of the reasons we think he is remarkable. The generosity offered by the Gamal family is immensely appreciated by all members of our department. Thank you Irv and Karen Gamal!

In Remembrance,
Kesha Curtis -

As a former student, lecturer, advisor, and friend, Kesha was a member of our Communication Studies family. Her recent passing leaves a gap in the hearts of her friends, family members, and her daughters in particular, and she will be greatly missed by her colleagues in and students from Communication programs across Southern California.

Dear Kesha, rest in peace.

Please support our projects . . .

https://cf.papubs.csulb.edu/giving/index.cfm?fund=SPC

Donors can name a special project or scholarship that they would like to create, or they can support the general fund for the Department. These general-fund donations support academic travel, student research, special classroom events or field trips, invited guest lectures, or needed equipment to support our programs. Your charitable contribution will be accepted with gratitude, and will be put to good use!

A Message from the Chair

Dear Communication Studies Alums -

John Boroughs, an American essayist and early conservationist, said that "For anything worth having one must pay the price; and the price is always work, patience, love, self-sacrifice—no paper currency, no promises to pay, but the gold of real service." This sentiment aptly applies to one’s university career – what one gets from it depends very much upon what one puts into it. Our students have discovered this by venturing out to engage with the community beyond CSULB. Our department is moving in exciting directions in terms of our service learning and community outreach. Our students are planning and implementing events for local and international charities, conducting needs analysis and communication training for community groups, and inviting local business leaders to provide feedback on their applied projects. We are working to produce well-rounded graduates who see the practical and societal applications for their degrees.

If your workplace has an internship opportunity that would suit our students, if you would like to offer your workplace for a service learning project, or if you would even like simply volunteer as a mentor for one of our students, let us know. We appreciate that many of you share a dedication to service and we welcome your ongoing contributions as an alumnus and representative of our department.

All the best, Amy M. Bippus

Department Staff

Wendy Lucas
Administrative Coordinator
Nancy Comito
Administrative Services
Ann Kinsey
Administrative Support Coordinator

Newsletter Ideas or Questions?

Please note a new email address listed below, but do contact Dr. Catherine Brooks in the Dept. of Communication Studies with newsletter-related comments or inquiries at: cbrooks4@yahoo.com.

***Catherine will be sure to forward your inquiries and comments to the appropriate faculty member coordinating our outreach efforts in the Department.