DOING WHAT HE LOVES

CSULB 1984 graduate and ABC Television producer and assignment editor Derick Yanehiro’s commitment to hard work has paid off with two Emmy Awards
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Business woman, editor and storyteller all rolled into one.
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Starr Tiffany Balmer is a businesswoman, editor and storyteller. She is... 

By Julie Chung and Alisa Wong

Driven

Starr Balmer knew she wanted to become a journalist during the early 90s, when she witnessed a crime that was inaccurately reported on the news. As the Daily 49er’s first African-American female editor-in-chief, Balmer is now the senior editor at Vision Design Studio located in Long Beach, a businesswoman and author.

Balmer graduated from CSULB in 2007. During her time at CSULB, she wrote for the Daily 49er and slowly worked her way up to the editor-in-chief position by the time she graduated.

“I remember when she was coming up as a young writer she would always want feedback—‘Here’s my story, go over it with me.’ It made her get better super fast—and that’s true for any journalist,” Barbara Kingsley, content adviser for the Daily 49er said. “You could tell she had editor potential because she just wanted to get better as a young writer.”

One of the most memorable stories Balmer worked on at the Daily 49er was of two students who were killed in a car accident. She recalls having to call the parents of the deceased students for pictures on a very tight deadline.

“Most of the time in journalism they tell you, ‘Just go get the story and come back.’ But you have to understand they’re going through a tough time,” Balmer said. “If you’re rude they’re not going to give you anything. I understood that at the time…I learned you have to be sensitive when someone loses a loved one.”

While working as editor-in-chief and attending school, Balmer worked full-time at IKEA in Carson all throughout college, managed the IKEA newsletter, and interned at the Press Telegram.

As her years as editor-in-chief came to a close, she went on to work for a publishing company in Culver City. Balmer’s experience at the Daily 49er helped prepare her for work after graduation.

“[Starr] made sure the trains run on time here in the newsroom,” Kingsley said. “She didn’t mess around and students knew that. She was one of the best editors.”

Balmer advises freshmen journalism students to learn to choose sources carefully, always be honest, and never assume.

“Don’t ever just assume anything—I learned that in Ronald Mulligan’s class,” Balmer said. “Be as clear as possible, as correct as possible, while making the story interesting.”

Although Balmer is currently the senior editor at Vision, she plans to do much more with the experience she had at the publishing company. Publishing her own book, specifically a children’s book, has always been a long-term goal for Balmer.

“Ever since the fourth grade I always loved to write short stories… and I actually started writing a children’s picture book, which I plan to get self-published very soon,” Balmer said. “Developing characters—I’ve always loved doing that. That’s why I love journalism, too; it’s kind of all connected.”

Balmer noticed children of color repeatedly portrayed in a negative light in children’s books. One of the children’s books that Balmer is working on features an African-American girl as the main character, portrayed in a positive light.

“I wanted to do something that could be educational as well as feature children of color doing and experiencing (the same) things that other children experience,” Balmer said.

On top of writing children’s books, Balmer also owns a company she started with her mother back in October 2010, called Bird’s Love.

In January 2011, Balmer’s mother was diagnosed with cancer, and passed away in July 2011.

“That was tough…after my mom’s death I said, ‘Okay, I’m going to get the business going,’” Balmer said.

Balmer remembered how much her mother loved greeting cards and how she would always read them out to people, so she decided to sell them in her store.

Bird’s Love is currently an online store that sells candles and greeting cards at bird-love.com. Balmer added that the business is just beginning to gain momentum. She plans to make changes to the site very soon.

While balancing her many careers, Balmer still plans to do much more with journalism. Once she realized there were other jobs in the field besides interviewing, writing and editing, her ambitions grew.

Ashley Tarkington is taking the styling world by storm as the new wardrobe stylist for NBC’s Access Hollywood.

By Karina Cortez and Joshua Esqueda
At the age of 7, Ashley Tarkington purposely failed an eye exam. While most children would be opposed to wearing glasses, Tarkington wanted them, purple with butterflies, to wear as a fashion statement. She cites this moment as the beginning of her love for style.

Today Tarkington runs her own fashion blog titled Ash ’N’ Fashn, which chronicles her everyday looks, updates on trends and a peek inside her everyday life. Tarkington also took a liking to celebrity news early on and was an entertainment news producer for Celebuzz before accepting her new job as a fashion stylist for Access Hollywood.

After graduating from Capistrano Valley High, Tarkington says she wasn’t sure about what her career goal would be, but enjoyed reporting and wanted to do the weather forecast on television. However, Tarkington’s interests changed after arriving to Cal State Long Beach, where she began thinking about taking the route of celebrity news.

“In college I was living so close to Los Angeles that I gravitated toward it,” Tarkington said. “It’s so much fun and it’s still reporting.”

Before graduating from CSULB in 2007, Tarkington was given a position at NBC Universal as an entertainment publicity intern. During this internship Tarkington worked for Access Hollywood and Access Hollywood Live assisting publicists.

When looking back to the start of her professional career, Tarkington said, “I learned how to work in a professional work place and became familiar with NBC, which helped me when looking for job openings and establishing connections there.”

In October 2012, Tarkington accepted a new job as a news producer for Celebuzz, an online celebrity website. As a producer, Tarkington pitched stories she wanted to cover, did research and wrote them all while booking guests and celebrities and posting it to the website with a write up.

Tarkington explains that producing celebrity news is certainly not a typical 9-to-5 job and this is what she enjoyed most about it.

“I loved how everyday was different, it was met with long hours but that consisted of going to award shows and events so it was a lot of fun,” Tarkington said.

Never forgetting about her love for style, Tarkington started her own fashion blog, Ash ’n’ Fashn, in April 2012. “Most of my interests are in fashion, so I wanted a place to share my inspirations.” After spending six months at Celebuzz, Tarkington decided it was time to return to her first love of fashion and became a wardrobe stylist for Access Hollywood in March.

Nicole Allowitz, head stylist and costume designer for Access Hollywood, says this is the ideal job for Ashley. “She’s confident, stylish, funny, silly, driven, calm, klutzy and works well with all talent and crew. She goes over and above and enjoys coming to work to play dress up.”

Working with two other stylists, Tarkington says her mornings consist of choosing outfits for host Billy Bush and correspondent, Kit Hoover. If any guests are on the show, it is the stylist’s job to look them over and decide whether their outfit is missing anything and accessorizing accordingly. Wardrobe styling sounds like any fashion lover’s dream as Tarkington says, “I am immersed with fashion as soon as I get up in the morning.”

Reflecting on her time at CSULB, Tarkington says that her journalism courses were all very helpful, especially the classes that helped with writing skills.

She cites Carla Yarbrough as her most memorable professor. “I had [Yarbrough] for a broadcast class, we were always in groups of two; one would be on camera as an anchor and we would rotate,” She said. “I learned so many useful things that I use today, like the right colors to wear on camera.”

Having accomplished a great deal since graduating in 2007, Tarkington gives a word of advice to current CSULB journalism students.

“Try hard, apply for everything you are interested in, its important to have internships, attend networking events and just get your name out there.”
Amatuallah Guyot

Photographer shows reality through an image

By: Eman Elshiyab

Amatuallah Guyot

“I love photography and the opportunities it brings; I can’t imagine doing anything else then shooting, teaching and being a mom.”

O ut on a bright day, she adjusts the lens of her gentle, yet sophisticated camera and quickly retracts her focus back into the angle of her shot. There in front of the camera, stands a class of novice students who watch her as she captures a story through her lens.

Suzanne Mapes, an advanced photojournalism lecturer at Cal State Long Beach, has been working as a professional photographer since graduating from the University of San Diego in 1992 in visual arts.

“I love being able to document life and make connections with people,” Mapes said. “Without photography I wouldn’t otherwise have that kind of opportunity.”

As a student in college, Mapes found many professional photographers as mentors while editing for her school newspaper. She said photography “sort of just fell in her lap” and enjoyed being given an assignment and creating images out of real life events.

“I fell in love with news photography and the opportunities it brings,” she said.

Mapes loves all aspects of photography, whether she is shooting it or looking at it. She can appreciate fine art even if it is not her style, “because photojournalism tends to be very literal,” she said. She also loves the fact that photography allows herself into other people’s lives and allows for that connection or collaboration of creating something meaningful.

“Photography can be anything, any way that someone wants to document or express him or herself,” Mapes said. “Photojournalism is mainly about documenting the lives or events of others in the most honest way.”

Although Mapes loves photography, she still has a hard time taking photos of people in tragic situations. She said that there is just a lot of pain involved when taking those kinds of photos. “I think I empathize a lot with them, and it’s hard to watch people suffer,” she said. “I feel like I’m benefiting from their pain in some way or invading a very painful moment that I shouldn’t be seeing.”

Mapes’ career as a photojournalist started at the Orange County Register, where she focused on the communities of Newport Beach, Irvine and Costa Mesa. “There were amazing photographers who were like family,” she said. “They were very nurturing and I grew a lot as a photographer and individual.”

In 1997 Mapes left the Register and California to pursue her career in photojournalism. She spent the next three years in New York City working as a photo editor for the Associated Press, freelancing and working at Time Magazine’s “Time For Kids” edition.

In 2000 Mapes returned to California where she spent time at the Daily Pilot in Newport Beach before going out on her own as a freelance photojournalist.

“She always invited me to attend her photojournalism classes when guest speakers came,” Montiel said. “She definitely inspired me to become more of a photographer, now I am a freelance photographer at the Orange County Register.”

In 2001 as a photography teacher at Long Beach City College and then in 2005 started teaching at CSULB.

Mapes said that her teaching style is effective because many of her students are pushed to their comfort zones to develop skills that are essential for producing journalism.

Her assignments are designed to push her students out of their comfort zones to develop skills that are essential for producing journalism, Johnson said.

Mapes said. “One of those writers suggested that I start teaching because of all my work experience.”

So that’s exactly what Mapes did, she started her first job in 2003 as a photography teacher at Long Beach City College and then in 2005 started teaching at CSULB.

Mapes said she enjoys teaching, especially when she helps a student discover their love for photography. “The hardest part of teaching for me is dealing with a lot of “excuses” for not doing the work,” she said, “I’ve heard it all!”

Mapes’ assignments are based on real-world scenarios that a photojournalist would encounter on professional assignments in the field.

“Her assignments are designed to push her students out of their comfort zones to develop skills that are essential for producing journalism,” Johnson said.

Mapes said photography would always be a part of her life. “I love photography and the opportunities it brings, I can’t imagine doing anything else then shooting, teaching and being a mom.”
Kristi Belcamino, has made the leap from award-winning crime reporter to aspiring mystery novelist. She recently signed a two-book deal with HarperCollins. Her debut mystery, entitled "Blessed Are the Dead," and is based on her dealings with a serial killer while a Bay Area newspaper reporter.

Belcamino excelled in her literature courses while at CSULB, but she wasn’t sure if being a writer would serve as a lucrative career choice, until she discovered journalism. “Journalism seemed to be a real writing job. I loved it so much, I would completely lose track of time,” she said.

Her fondest memories of college include her time spent working for the Union Weekly, where she served as music editor. “It’s probably where I learned the most about being a reporter and the pressures of a deadline,” Belcamino said.

She also interned for Rolling Stone Magazine and EMI Records before graduating in 1991. “It was a bit glamorous for a college kid at the time. I had access to a lot of stuff,” Belcamino said.

After graduating, Belcamino spent time travelling and eventually landed a job at the Minnesota White Bear Press. “We did everything there, at that time. We covered the school district, city council, and crime. There were no
One day, she was asked to cover a missing-person’s case for the first time. An 18-year-old girl, who had just joined the military, was kidnapped and then murdered. Belcamino grew close to the girl’s family while covering the story and ended up attending the funeral. From that point on, Belcamino’s career focus segued to crime.

“As hard as it was [to write about], I was good at it. I wanted to make sure to cover it in an empathetic way, and not have it be just another name in the paper,” Belcamino said. “It’s going to be an emotional story when you’re talking to a family of someone who’s passed away. You’re telling [the readers] things that may make them cry.”

In 1999, Belcamino started working on the crime beat for the Contra Costa Times. While covering a little girl’s disappearance, Belcamino was contacted by a serial killer who offered details of his prior crimes, for which he had yet to be caught.

Belcamino saw potential in his story, and later interviewed the serial killer while he was in jail. On one occasion, the serial killer held a piece of paper up to the glass-divider between them. It was a note, confessing to kidnapping and killing a dozen women and girls.

“He ripped [the paper] up. It was like cat and mouse,” Belcamino said.

He likened their exchanges to The Silence of the Lambs, “He wished he was like Hannibal Lecter,” Belcamino said. “When you talk to someone like that, you just want to go home and take a shower. You feel dirty.”

Belcamino’s commitment to journalism and passion for making each story unique earned her several awards throughout her career, including first place in spot news from the East Bay Press Club and second place in spot news from the California Newspaper Publishers Association in 2001.

“She was a storyteller, going beyond the five W’s that journalism school teaches. Kristi also put in the time to find the backstory for every assignment,” her former editor, J. Bruce Baumann, said.

Some of Belcamino’s personal career highlights include light-hearted moments, such as flying with the Blue Angels and receiving praise on one of her stories from baseball player, Reggie Jackson. She also cherishes the time that a cultural icon went ahead and made her day.

“I got a voicemail from Clint Eastwood once,” Belcamino said. “I never got to actually talk to him, but I was happy just to have his voice-recording.”

It became next to impossible for Belcamino to lead the type of lifestyle of a crime reporter, once she started a family.

“At work] I was dealing with some of the worst people possible, the type of people that make you feel dirty,” Belcamino said, “and then I was going home to my kids. I couldn’t [find a way to mix the two].”

Today, the mother-of-two continues to work as a free-lance writer. “I have a bunch of different clients that I write for. [I write about] anything, from dating to coffee, but my niche is dating - even though I’ve been married for 21 years,” Belcamino said.

Belcamino also dabbles in photography – a hobby that won her first place for Art on Call Photograph in 2010. Belcamino said her flair for photography came natural to her. Both her grandmother and mother were photographers. “It’s just something that’s in my blood,” Belcamino said.

Belcamino’s talent has allowed her to wear many hats since leaving the Beach. Next, she’s looking forward to excelling in the literary world.

She used her professional experience in the crime field, as a creative outlet to write her novel, “Blessed are the Dead.” The book features a young newspaper reporter tracing a kidnapping.

“I wanted to honor the little girls and sort of get this monster out of my head [by writing] my book,” Belcamino said.

“She’s a rare person that made the move from newspapers to books [and] Belcamino’s determination, hard work, and attention to details will make her books a must read,” Baumann said.
Growing up in a musical household and exposed to The Clash, Elvis, the Sex Pistols, and Johnny Cash, going into public relations in the music industry was an easy choice for Melissa Dragich-Cordero. “I loved music as a kid, teenager...and knew that there was a radio station nearby in Long Beach (K-NAC),” she said. “I wanted to try it out, to maybe meet some famous musicians and have fun during college. I never dreamed I would make a career out of it.”

Melissa Dragich-Cordero graduated in 1990 from California State University Long Beach with a Bachelor of Science degree in Business Marketing. She went on to start her own public relations company Mad Ink PR based in San Pedro in 2002.

Even if music hadn’t befallen Dragich-Cordero path, her career would have always involved some form of marketing. “I would have gone into advertising or marketing at a major company I think,” Dragich-Cordero said. “If I had gone a whole other direction, I would have loved to have been a nurse.”

Just out of school, the San Pedro native started working at Relativity Records in 1990, she then became the National Media Relations manager at Def American Recordings. Def American Recordings is the home to many artists like Black Crowes, Johnny Cash and Slayer. While perfecting her craft Dragich-Cordero learned how to work with artists of different genres as well as being a team player. She said both labels had a huge amount of demands results. She also encourages her staff to come up with their own plans and executions yet she is always available to advise and guide if help is needed along the way. I can honestly say Mad Ink is a really great place to work. I feel very lucky to be here,” Gutenstein said.

Dragich-Cordero realized that she was where she wanted to be several years ago when she found herself on the red carpet. “A most memorable moment was walking Quinten Tarantino downtown the red carpet at the Grammys,” she said. “I had worked the Kill Bill soundtracks, watching Incubus perform on Top of the Pops in London, being thanked by Jeff Beck at the Grammys a few years ago. It’s been a lot of amazing memories.”

Today’s industry can be hyper-competitive, Dragich-Cordero offers advice on that. “If you are able to, financially, do an internship. You learn a lot and are able to see which field or department you are most interested in. I think interning is the best way to make connections and break into a field that may be difficult to get into.”

She said the most important skills she learned was organization, being a diplomat, negotiating, and the art of persuasion without being overly aggressive. Since L.A. is the center of the music industry, there are a lot of independent agencies, which creates a very competitive environment. “I’ve competed with other publicists for artists, but at the end of the day I tell them the truth about the campaign...never promise more than I know I can deliver. If they go with someone else, that’s fine. I’m happy to say, I usually get the clients I really want,” Dragich-Cordero said.

In any career path there can be many struggles along the way. “I think the hardest part was feeling that in order to move up the publicity ladder, I had to leave one company and never really wanted to have to leave.”

There are a lot of bands out there and for Dragich-Cordero choosing a client can be a little challenging. She said if the music is good she looks for a team she feels she can work well with and most important, she feels the album or artist is someone she knows; someone she can deliver a good campaign for. Dragich-Cordero is proud on how far Mad Ink has come since its creation and the momentum its going. “When I was working at record companies, I never planned on ever being an independent publicist or starting my own company. We have been able to continue and thrive, its awesome,” Dragich-Cordero said.

The future looks bright for Mad Ink PR. The company has been working on projects involving Phil Collins’s side band Manraze releasing an EP, while Strippersnatch are writing a new record, Jeff Beck is working on a new record, and Joe Satriani will release a new book in April. The public relations company has also recently signed on with Twinkle Twinkle Little Rock Star, a company who specializes in releasing contemporary music as full albums. Dragich-Cordero said.

Next year will be a busy year for Mad Ink PR working with The Ringer, Americana singer/songwriter Rod Melanson, and the band X has a tour booked through 2014.

For more information go to www.madinkpr.com

By: Taylor Taguchi and Brandi Johnson

Melissa Dragich-Cordero tells it all about her climb up the musical ladder.

Epic Records.

With an extensive background in public relations since launching Mad Ink PR, Dragich-Cordero has been a driving force on the success of well known acts such as Incubus, Social Distortion, Slayer, Kebo, Moscato, and others. She said her favorite artists to work with included Slayer, Johnny Cash, and Kebo.

Dragich-Cordero’s job has given her the ability to work with many artists. “I love almost all who I have worked with – but working with Incubus from day one to their major success was easily the best experience I’ve had,” she said. “It was a blast to be there the entire way.” Currently the company works with bands including VoTo, Berlin, Manraz, Phil Collins, X, Jeff Beck, (who she still works with and considers a friend,) along with other artists.

Dragich-Cordero has one employee, but still mainly handles all the aspects of PR, which involves bringing in new clients, writing proposals, press releases, and pitching clients. The Independent Media Representative loves for Mad Ink PR, Michelle Gutenstein has worked with Dragich-Cordero since March 2010 though her working relationship began many years earlier. “In the early ‘90s I was working at Warner Brothers Records in New York, and Def American, which was based in L.A., needed someone in N.Y. to help out with their artists when they came to New York,” Gutenstein said. “I was put on the case and Melissa was my partner and we started to work together on publicity campaigns for the great artists on Def American at the time.”

There are a multitude of qualities that Dragich-Cordero possesses according to Gutenstein. “She is very thoughtful, organized, clever – she can stay calm and cool under pressure and can withstand chaos to cleverly maneuver a clear path to her clients goals,” Gutenstein said. “Melissa is persuasive, creative and very knowledgeable about the entertainment industry and public relations. I value her advice and experience, but above all her friendship.”

“Dragich-Cordero isn’t just an owner of some firm, she’s the best,” she said. “As a working mom herself, Melissa understands the need of her employees to have flex time, yet for her clients she also demands results. She also encourages her staff to come up with their own plans and executions yet she is always available to advise and guide if help is needed along the way. I can honestly say Mad Ink is a really great place to work. I feel very lucky to be here,” Gutenstein said.

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Erin Morey, a die-hard Dodgers fan, finds herself in Angel Stadium of Anaheim every day around noon to enjoy her lunch break. Morey grew up loving gymnastics from a young age of three until her gym closed down just as she was entering junior high. When she enrolled at Vista Murrieta High School, she took off running into any sport she could. She dominated in varsity soccer and golf for three years of high school and quickly realized that she would be involved in sports for a long time. Her life-long love of sports would not be cut off after high school.

Morey attended Cal State San Marcos for her freshman year of college. While studying Business Management, she decided she needed to make a change. She applied to CSULB and got into the journalism program. She says, “I watched 13 Going on 30 and I love what she did, she writes and designs and does all these things for a magazine, I just thought it was such a great job.” During her second to last semester studying journalism, Morey spent a semester in Nottingham, England where she was taking a class called Sports in Journalism. She fell in love with the class. It was the perfect way for her to combine her love of sports and her passion in journalism.

After graduation, Erin took a year to figure out what she wanted. “When I graduated with my undergrad I just decided to see what I could do in journalism in general, then I applied for the CSULB sports management program and I got in.” During graduate school, Erin tried everything: “I did collegiate and I did big college,” she said. “I worked for the Rose Ball for UCLA football, I worked for a community for a little area then I worked for a nonprofit so I just kind of of like tried everything and the one thing I hadn’t tried was professional.” Erin took a chance and applied for a position at the Angels. “So I tried to the Angels, I thought it would be fun to apply, it was all for fun, then I got hired,” she said. Morey was hired as a corporate sales and sponsorship intern for the Los Angeles Angels of Anaheim. She says, “I had never even heard of the position and I didn’t read the job description, but I was not going to turn down anything with the Angels.”

Whether it’s a game day or a day off, Morey is always on the move. Her job as a sponsorship intern has her catering to every client needs. During the off-season, Erin puts together highlight videos and power points for each of the Angels sponsors to show exactly how their contract was met. “For Corona we show the bar in the stadium and their signage through pictures, and that is what we were taking pictures of the whole season.” she said. “It’s like a proof of purchase thing, this is what you buy, look at it and look how great it looks and look at all the people looking at it.”

Game days are a total different ball game. Days start earlier and the work is nonstop. On game days, Erin takes care of the pre-game amenities like The Bat Kid, First Pitch, and Steal Third. If a client is attending the game, she is their tour guide. Her favorite moment during her time at the Angels came from one of the most hectic days of the season. The Angels hosted a night where they brought in patients from the Children’s Hospital of Orange County to participate in all of the pre-show amenities and one of the patients stole her heart. “One of the patients always wanted to steal third,” she said. “He got to steal third and was so excited and at the end of it his mom took a picture of his brother and I. She sent it to me later and I still have it hanging on my wall. It just kind of reminds me that the people you meet you can make such a difference with. For me I get to steal third every day, but this kid, it is his dream that he has had his whole life and your helping and you get to be a part of it.”

Morey will only be interning until the end of the year but she is hoping to stay in the major leagues. Her love of sports has only been heightened throughout this internship and she can’t wait to see what comes to her next. It wasn’t an easy road for Morey but she says the most crucial thing in helping her score her dream job is networking. “It’s a tough industry out there, not even just in sports, the world is just tough to get into and I know when I graduated with my undergrad I took just like a year to figure out what I wanted and what I could get and I couldn’t find anything so I went back to school and it was the best decision I ever made to go back to get my graduate degree because now I feel like I am where I should be. Keep working and its there.”

Erin’s in the Outfield
Morey is the Angel in Advertising

By: Kaleigh Laurino and Tracy Wash II

Erin Morey taking pictures of her clients advertisements around Angels Stadium during a game.
The lifestyle he lived during his tenure at Long Beach State was not one he grew up around. Derick Yanehiro was born and raised in Honolulu. He is ethnically Japanese and culturally Hawaiian. As soon as his first year of college was over at the University of Hawaii, he couldn’t wait to leave for the mainland and see what it had to offer. He is the youngest of four children. His older sister was his motivation for journalism.

“Television runs in my family,” Yanehiro said. “My sister Jan was an anchor in San Francisco for 15 years and is 100 percent responsible for me becoming a journalist and I had no doubt I wanted to do it. I would go on shoots with my sister and I was always around the camera crew.”

His sister started in radio, hosted an evening magazine show, and constantly took Yanehiro around camera crews. Yanehiro knew journalism – broadcast television specifically – was for him when he came to Cal State Long Beach in 1981.

Yanehiro has accomplished a lot since graduating in journalism from CSULB in 1984. He has worked in the Los Angeles media market for nearly 30 years. He’s currently the producer and assignment editor for ABC and orchestrates the West Coast assignment desk for shows such as 20/20, Good Morning America, Nightline, and World News with Diane Sawyer.

“People who choose television journalism have to love it. It’s hard to imagine doing something else.”

His commitment to the craft has resulted in his ABC team winning two Emmys which found their home on a shelf in his living room. ABC was awarded them for their coverage on the California fires in 2007.

According to Yanehiro, ABC blew the competition away. They had the best on-camera talent from Charlie Gibson to reporters, camera crews and producers he said. Regardless of the talent, winning two Emmy’s came as a pleasant surprise.

“I didn’t think we would win,” Yanehiro said.

Mike Domino, Yanehiro’s partner for the last 11 years, provided the necessary encouragement and support.

“In 12 years in this business, I’ve worked with over 100 producers and [Yanehiro] really stands out.”

—Abbie Boudreau, ABC Television News Correspondent

All the hard work had paid off as Yanehiro had the opportunity to work alongside his mentor who helped influence him into becoming the journalist he is today.

“Peter Jennings had the biggest impact on me,” Yanehiro said. “He was like my hero. He was a class act, on and off camera and consistently set the best example.”

Yanehiro would later start his first assignment after going in for an interview. He was asked to cover the passing of the Olympic torch through the traffic circle of Long Beach in 1984. None of this came without any hardships in college.

“I was an awful student and I was put on academic probation,” Yanehiro said. “My parents were very strict so I had to buckle down and get my GPA back up.”

His grades were a reflection of his environment that involved residing on campus during his time at Cal State.

“I lived at the dorms in a three story brick building with four other people and there was lots of partying,” Yanehiro said. “It was hard to focus on school but I eventually did in my last year.”

Yanehiro built on the momentum
he started from that last year and never looked back. ABC television news correspondent, Abbie Boudreau, first met Yanehiro in November 2010 and it didn’t take the two much to get along. She said he’s such a warm spirit and very creative. “In 12 years in this business, I’ve worked with over 100 producers and he really stands out,” Boudreau said. “He can make a friend in half a second. He’s so full of life and such a happy person.”

Like family photos which you will find in wallets of many people, Boudreau said Yanehiro has a valuable souvenir of his own that goes just about everywhere with him. “He always carries around a picture of him with Madonna in his wallet everywhere he goes,” Boudreau said. “He’s a huge fan.”

Like his Madonna photo that he never forgets, he always carries his interest in other people that has led him to where he is today; orchestrating the operations of the West Coast assignment desk for all ABC NEWS platforms.

Angela Tafoya lives in San Francisco, but starts her day on East Coast time. She’s up before the sun rises in California, diving head first into the world of fashion and lifestyle trends to bring the latest and greatest to a web browser near you.

Tafoya graduated from CSULB in 2009. Three years later, as a 26-year-old, she has already managed to firmly establish herself as the San Francisco editor for the popular blog, Refinery 29. It was one of her favorite blog sites from the start.

The Central Valley native transferred to CSULB after attending Chico State for two semesters. She majored in journalism and found her niche in online media at The Beach while studying under Professor Daniel Paskin.

“He was really informative in terms of the inner-workings of not just the online media landscape but also the production side,” Tafoya said. “I felt that was really valuable for me, having graduated and then going into my internship.”

The professor remembers Tafoya as a student who was enthusiastic about using and applying her budding skills inside and outside of the classroom. “She was one of those students that you teach her things and she would immediately respond to it and she would immediately be excited about using it, applying it and having fun with it,” Paskin said.

While attending CSULB, Tafoya eagerly sought out internships in areas that interested her. She explored the broad landscape of the journalistic world and gained one valuable experience after another. After exploring print while interning at 944 Magazine, then Angeleno Magazine, Tafoya decided to move on to the burgeoning platform of online media.
Tafoya’s career grew parallel alongside the world of fashion blogging; both experienced rapid growth in a very short time.

“All these really cool voices appear out of almost thin air,” Tafoya said. “I really thought that was such a good way for people to use this platform to express the way they felt about certain trends and styles.”

She then took an internship at the Style Network’s website, Mystyle.com. There she had the opportunity to do interviews and develop her own content hands-on. Tafoya says she gets a sense of instant gratification from the fast-paced online world.

Tafoya’s accomplishments provide a good example of how staying on the cutting edge in media can lead to opportunities in emerging fields, says Paskin.

“I’m glad to see that she actually found that niche,” Paskin said in reference to her position in web-based journalism. “That she is succeeding in that niche.”

After she completed her journalism degree at Long Beach, Tafoya relocated to San Francisco to pursue the opportunity to intern at the online publishing company Sugar Inc. This later became her first full time position.

Taking freelance jobs while working for Sugar Inc. led to writing for Refinery 29, something Tafoya initially participated in on the side. Her enthusiasm and drive helped turn the freelancing gig into a full time position as the West Coast editorial assistant of the blog.

Less than a year later, Tafoya landed a prestigious position as the San Francisco Editor of the publication. She says the quick transition has been a steep learning curve, but an amazing learning experience.

Her day-to-day experiences in San Francisco are fast paced and varying. Exploring all that the bustling city has to offer. Tafoya’s daily work involves locating the coolest shopping, eating and activities around town.

Tafoya says new grads that aspire to break into the fashion industry should be active in social media and develop their own aesthetic. Her two biggest pieces of advice? Simple. She believes that exploring your field via internships, and taking every chance you can to network are the true keys to success. Advice that has clearly paid off for the young journalist.
**Former 49er Takes ESPN by Storm**

By Amber Reiter & Francisco Flores

Fred Stockwell strikes a pose while preparing to go on air.

Mickey Mouse could soon be the new mascot for ESPN if Fred Stockwell has his way.

Stockwell, a former 49er, graduating from Cal State Long Beach as a part of the class of 1984. He received his bachelor’s degree in journalism and currently works for ESPN radio as an account executive in San Antonio. Previously, he worked as a manager for Radio Disney.

Stockwell is now employed by ESPN Radio. After being in management for 18 years, he works again as an account executive. His passion really lies in that of a salesperson, so he enjoys his job. ESPN Radio in San Antonio was recently bought by L&L Broadcasting. Stockwell currently works for ESPN Radio.

“I WANTED TO BE THE NEXT BRENT MUSBERGER OR PAT SUMMERALL.”

Stockwell is excited to begin a new journey with a new company and excel his skills as an account executive.

“During college when I was exploring the field of broadcast journalism and reporting, he was very supportive and encouraged me to pursue it as a career if that was where my passion was, and so I didn’t hesitate to apply for job openings all over the country since I knew my dad and mom supported me no matter where I ended up,” said Alex.

Stockwell currently works for ESPN Radio.

“I wanted to be the next Brent Musberger or Pat Summerall,” said Stockwell. “I loved watching the Sunday football pre-game shows on CBS.”

It was that love that sparked his interest in Journalism. While at CSULB, he wrote press releases and covered various sports events, but never worked for any campus publications.

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When Radio Disney was introduced in 1996, it introduced a different format for radio stations. Impressed by this new format, Stockwell tried to convince the owners of the station he managed to change their format to that of Disney, but was unsuccessful. It wasn’t until 10 years later in 2006 that Stockwell was finally able to work with Disney. He saw that they were looking for a station manager and quickly jumped at the opportunity to work there. Unfortunately for Stockwell, Disney eventually sold the radio station in San Antonio.

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Living in Barbie’s World

By Ivanna Lastra

Candice Jacobson reminisces on the days of her youth when all she wanted was Barbie’s R.V. Camper. To her delight, Santa brought her exactly what she wanted that year.

“Every girl has a Barbie story,” Jacobsen said. That is true for most young American girls who have grown up with the pop culture icon in their home.

Now, this former 49er manages all public relations for classic American toy company Mattel. Jacobsen, 30, is the associate marketing manager of North American image branding for such beloved children’s toy brands as Barbie, Monster High, and Polly Pocket.

Initially, Jacobsen made her mark in the public relations field while attending Cal State Long Beach. She graduated in 2007. During finals week of her senior year, Jacobson got called back for an interview at a small investor/public relations firm.

Immediately after completing her last final, Jacobson drove to Los Angeles for her first official interview and landed the job that she had been working so hard for.

Candice's younger brother Thomas Jacobson is also a CSULB graduate and sales director at Tom's Aircraft. Thomas said that his sister has always been a hard worker and has never settled for less. “She put in her dues and started with a job that wasn’t her favorite but she stuck it out,” he said.

It is that dedication that led the way to a greater opportunity for Jacobsen to showcase her ability to as a leader. Thomas said that with each new challenge presented to her, Candice’s passion for public relations developed even more.

However, Jacobsen was not always so convinced that she would go into public relations. During a semester in Spain, she got some valuable hands-on experience and learned the process of organizing large-scale events. It was then that Jacobsen discovered she had a passion for event planning and a skill for it, too.

Once she decided that she would focus on public relations, she worked on getting as much experience as possible, while she was still in college. She gives credit to CSULB’s Department of Journalism and Mass Communication for providing her with the necessary tools to establish herself out in the field.

“I’m very fortunate to have a career in public relations. A lot of people I know did not go on to work in their fields of study,” Candice said.

All of her past work experience helped prepare Jacobsen for her demanding position at Mattel. After excelling in her job as associate manager, Jacobsen received a promotion from the company this year to associate marketing manager.

Jacobsen recalled the moment in which she discovered that PR is what she would be doing for the rest of her life. Jacobsen said that when she became an account manager at her previous job (Leader Enterprises), she realized the gravity of her position at the firm.

“I thought you’re not a kid anymore, you’re not just a coordinator. I was overseeing campaigns for accounts worth thousands of dollars,” she said.

This summer, Jacobsen and her colleagues were a part of a huge Barbie campaign. The event traveled nationwide on a tour called “Barbie is Moving.” This was an event created by Mattel in which Barbie was moving away from her Malibu dream house and finding another place to live.

After months of searching, Barbie ended up back in Malibu. She decided that there’s no place better than California. The tour ended with the unveiling of Barbie’s newly-renovated home. Barbie’s new digs aren’t too shabby – three stories tall, with an elevator, a hot tub, and in true Barbie nature, it's all pink.

Although, Jacobsen is not all work and no play, the Long Beach native has been a dedicated athlete since her high school years playing water polo. For leisure she enjoys traveling and spending time with her family. She also shares a close knit relationship with her brother.

“Not many people can say this, but my sister is my best friend,” Thomas said.
From print to radio
Kevin Ferguson makes the switch
By Sarah Boggy, Gemma Matin and Amy Patton

Jumping into the journalism field right before the economy tanked, Kevin Ferguson fought to make a name for himself in the radio business. Graduating from California State University, Long Beach in 2009 with a Bachelor of Arts in Spanish and a minor in journalism, Ferguson jumped into the world of print at publications like OC Weekly, Marketplace news outlet and District Weekly Magazine.

After being laid off from District Weekly, he made the switch to KPCC. He has now produced and reported for KPCC radio’s Off-Ramp show for the past three years. He felt this switch was for the best because it fit him better. “Writing matters, but timing matters more,” Ferguson said.

A typical week at KPCC for him is filled with field reporting early in the week, producing and editing segments mid-week, and wrapping everything up to prepare for the show by the end of the week. Off-Ramp airs Saturdays at noon and Sundays at 7 p.m. KPCC reaches all of Southern California on 89.3 FM.

Ferguson’s KPCC colleague and former CSULB broadcast professor, Nick Roman describes him as a quiet and thoughtful reporter. “He always seems well-connected in the newsroom,” Roman said. Ferguson’s favorite stories he’s worked on for KPCC are ones that give you a lot more than what you expected,” he says. For example, when he did a piece on the California state flag he discovered that the bear on the flag was in fact modeled after a taxidermy bear named Monarch located in the California Academy of Sciences.

Another memorable story was about the ceremonial ribbon cutting scissors of L.A. County. In the past there were six regulation scissors, but they were frequently lost. In 2011, a unique pair of three-foot long scissors was purchased for ceremonies and is now the most guarded ceremonial artifact in L.A. County.

Ferguson advises that once you find something you like to do and are good at, do it. This is why he chose journalism. “I love researching and digging around; I like writing, and being in a newsroom thrills me,” he says. When the Christopher Dorner manhunt occurred in February, there was an immediacy to report to the public. Ferguson listened to the scanner traffic and forwarded any relevant information. “I like the sense you feel being in a room of other news-obsessed people when a big event is happening,” he said.

Ferguson’s first job after graduation started out as an internship for OC Weekly that later developed into a full time staff position. Then in 2007, a mass exodus left to start local magazine, District Weekly. Ferguson left OC Weekly to accept an intern position at District Weekly, which included regular writing duties.

He eventually turned his internship into an assistant music editor position, which he held for six months before being laid off and switching to radio.

When Ferguson joined the Off-Ramp staff, he brought a fresh set of skills. “He knew all the new programs and had a greater variety of tools that I was use to,” Roman said. “He made me realize there was a whole batch of students that knew how to use technology better [than veteran staff].” As a student at CSULB, he had written for the Daily 49er and Union Weekly. Ferguson also did freelance work for newspapers, including Riviera and OC Weekly while attending CSULB.

Ferguson found that learning AP Style and the basics of multimedia better than veteran staff. “He knew all the new programs and had a greater variety of tools that I was use to,” Roman said. “He made me realize there was a whole batch of students that knew how to use technology better [than veteran staff].” As a student at CSULB, he had written for the Daily 49er and Union Weekly. Ferguson also did freelance work for newspapers, including Riviera and OC Weekly while attending CSULB.

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Ferguson was born to hold educational seminars at work to teach interns and web-based writers how to hone their audio skills. “You can tell Kevin has a real feel for sound,” Roman said. Ferguson feels like he is doing something important with his career and intends to stay in public radio. “The best is yet to come for me in radio broadcasting,” he says.
Rebecca Weill

“Coming to work for Williams-Sonoma was a wonderful evolution of both my career and personal interests.”

“I admit, I took the internship because it sounded glamorous, but I did learn a lot about business, marketing and PR,” said Weill.

Throughout her years at CSULB, Weill credits the social activities and organizations she was involved in that helped develop her skills. Being a member of PRSSA and other student organizations, Weill was able to organize events and social functions in college that eventually helped lay the groundwork for her future career as a public relations professional.

Weill graduated from CSULB in 1988 with a major in journalism (public relations concentration) and a minor in business administration. Like many college graduates, Weill was unsure of the next chapter in her life.

“I had a moment of panic at graduation thinking, ‘what if I can’t find a job?’” said Weill.

She sought advice from Frank Wylie, one of her favorite professors at CSULB. Through Wylie’s professional connections, Weill was able to secure a job at Bob Thomas Associates, a mid-sized public relations agency located in Redondo Beach.

“I love what I did and just kept building my knowledge and contacts and finding new opportunities,” said Weill.

Wylie, the former Department of Journalism chair, was an inspirational professor to Weill. “I was really lucky to have a mentor in Frank Wylie,” said Weill. “When I think about how hard it’s been for young people recently to find jobs after graduation, I guess I did have it easy.”

After relocating from Los Angeles to San Francisco, Weill had a goal to work for the consumer brand company Gap in the PR or marketing departments.

“I rounded them regularly with letters and phone calls (yes, this was before email),” said Weill.

After many attempts, a former co-worker contacted Weill to come work for her at Gap.

Weill second to left, next to Chef Chuck Hughes in Canada for Williams-Sonoma’s grand opening.

“It’s funny how sometimes everything just falls into place and how small the world of PR is . . . I couldn’t believe my good luck and have had many happy years at Gap and Old Navy,” said Weill.

She eventually became the director and led the functions for both companies. Working for Gap and other distinguished brands has given Weill many memorable experiences like discussing yoga with Madonna during a Gap campaign, being behind the scenes at the Oprah Winfrey Show and traveling to Tokyo with 100 journalists writing down every word she said during a press conference.

“I’ve had many moments where I wanted to pinch myself and ask ‘is this really happening?’” said Weill.

Working in the field of public relations has many perks, yet Weill says the wonderful thing about PR is doing charitable work.

“I have been lucky enough to work for companies that place high value on community and cause-related work,” said Weill.

She teamed with an organization called At the Crossroads so that they receive donations from Old Navy. The unworn clothes that had been shot for ad campaigns would go to homeless youth in the program trying to get on their feet.

“I never forget the moment when a young woman told me that without At the Crossroads, she would never have had the confidence to go on the job interview that helped her get off the streets.”

Now at Williams-Sonoma, known for its housewares and home furnishings, Weill describes working for the company as her dream job. As she has matured and got older, she found herself focusing more on the home and developing a passion for cooking, entertaining and home decor.

Weill, second to left, next to Chef Chuck Hughes in Canada for Williams-Sonoma’s grand opening.

“Coming to work for Williams-Sonoma was a wonderful evolution of both my career and personal interests,” said Weill.

Kendra Stewart, Weill’s colleague and public relations teammate for Williams-Sonoma, describes Weill in one word; polished.

“I love being able to collaborate with Rebecca because I admire her ability to see the big picture while never missing out on the important details,” Stewart said. “Rebecca is organized and always so polished yet also incredibly down to earth. She strikes the balance that a lot of us on the team admire!”

Shannon Gomes concurs, after having Rebecca Weill as her marketing director for two years, she has witnessed Weill’s organized qualities as main contributors to the success of their projects.

“I’ve worked with Rebecca on several events – from international store launches to new category launches. In every instance, Rebecca ensures that every single detail is addressed and that everyone involved is well-prepared. Her approach always results in very successful and smooth launches,” she said.

Weill seems to be an acrobat, balancing the high wire act of public relations, family and social life; she describes how her work and social life tie in together.

“I think it’s hard for women in any career to balance work and family/social time. The demands in the workplace are greater than ever and we’re all working long hard hours,” she said. “PR is no exception and probably demands a bit more than some other careers in terms of business dinners, events, work functions and travel. But I’m not complaining since it’s also a lot of fun, and often I find my work life and social life are combined, which is certainly efficient.”

Weill’s reliable, hardworking, organized yet lively personality has led her to what seems like a Public Relations utopia. As for now, Weill resides in San Francisco and keeps running the decor show in the public relations branch for Williams-Sonoma.
Andrew De Lara said that he was a sports beat writer for her on the Daily 49er and found his flair for writing. 

He really enjoyed how Virgin and Boost Mobile really took their advertising to the next level by not being afraid to be sexy and risqué.

Tatum Hawkins met De Lara in the PR Department of Boost Mobile in 2009.

“He seemed very cool and genuine; he’s not full of himself at all,” Hawkins said.

Hawkins said that at Boost Mobile, De Lara was on a team made up of all women, and Hawkins remembers that De Lara got along well with everyone.

“He was younger than everyone there so he stood out in a way,” Hawkins said. “His work was flawless; he was so creative and hard-working. I was always impressed with him.”

After Boost Mobile, De Lara said something was still missing so he made connections in Oakley’s Human Resource Department and the job fit him like a glove.

“I had PR, marketing, sports, entertainment and journalism experience already since it was a hybrid position,” De Lara said. “The job is for people with different skill sets that would make sure stories generated about sports and entertainment would be heard; we want to make sure all the work we do is being told through any medium.”

De Lara said that when it comes to the social media side the global media team modernizes information since they are younger. “We do everything for our athletes and entertainers first,” De Lara said. “We are in charge of the content we are working with and are an integral part of populating content.”

Whether it’s working with people like Lil Jon, Skylar Grey or Kerri Walsh Jennings, De Lara said everyone is treated like family within Oakley.

Andrew De Lara’s close friend, Vihar Patel, who is the tour manager for Lil Jon under V.Spot Tour Management, said they have known each other very long.

De Lara and Patel met through mutual friends at CSULB and bonded over their love of sports.

“When you’re friends with Andrew, you get more than just a friend,” Patel said. “You get someone who will always be there for you and will do anything for you.”

 Patel said his first impression of De Lara was that he appeared humble and quiet but he always gets things done.

“Once you got to know him he opens up,” Patel said. “De Lara and Patel have remained close friends over the years, and complete every year with Sundance trip together.”

“Let’s just say we always have a great time,” Patel said jokingly.

De Lara said that he would in the future he would like to go more into the talent management side and is also currently managing electronic artist Tom D. Paul under the Oakley label.

It will be De Lara’s third year at Oakley in July and he currently lives in Belmont Shore.

“‘I’ve had so many experiences in the industry that not many opportunities would be the same as I have now with the stability of Oakley,’” De Lara said.
A lifelong passion for writing

Elena Acoba has 30 years of writing experience. Today, she is a reporter for the Arizona Daily Star, teaching writing for Web workshops at Pima Community College, and also edits content on Pima’s intranet.

As a passionate writer her entire life, Elena Acoba, knows everything there is to the writing business. Her love for writing first started in the second grade when her stories were published in a collection of writings from her elementary school. Acoba recalls that her works focused on animals. In one of her articles, she wrote about her family dog named Queenie. In another, she reported on a person who brought a wolf in a cage to school. “When I sought a profession, I thought the news business would be exciting and a good place where I can help people in meaningful ways,” said Acoba. “I ended up not becoming an investigative reporter, but felt I provided worth to readers.”

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Although Acoba may seem like she already has a busy schedule, she is also an independent contractor based in Tucson, Arizona and provides business communications support for corporations, small business, non-profits and organizations. As an independent contractor, Acoba has freedom to choose the projects that strike her interests. “I help clients present clear, concise and engaging messages and stories to their audiences,” said Acoba.

She decided to take up independent contract-
Appetite for Success

Geoff Kutnick is a young entrepreneur on a mission

By Samantha Lopez and Kyle Ramos

Geoff Kutnick graduated from Cal State Long Beach in 2009 with a degree and a decree: to create something bigger than himself.

While that ambitious goal may seem like a lifetime journey, Kutnick, along with a few of his high school friends turned business partners, has started to turn it into a reality just years later.

Right out of the gates of graduation, Kutnick was working with the Kreisler Group, a public relations agency. Not long after that, however, Kutnick decided that he would be keener on starting fresh and building his own business based on skills acquired from college as well as his own personal passions and interests.

The results were two web-based companies that he currently divides his time with: Rudeluv Designs and Marketing and FoodBeast.com. The former serves as a marketing agency for online-based entities, while the latter functions as a resource for food-related news and culture.

Kutnick began his Rudeluv Designs and Marketing project in 2010, but his passion as a self-proclaimed foodie led him to also begin the FoodBeast.com site one year later.

“When people start businesses, there’s usually never just one thing,” said Kutnick. “There’s one thing that could work for now and you want to build it and make it big, but once it’s successful, you want to create something else.”

In 2010, Kutnick started the FoodBeast website with his high school friends turned business partners. Of those partners, he specifically works very closely with Rudy Chaney, who serves as the Interactive Designer for Rudeluv Designs and Marketing. Kutnick and Chaney have been friends for years and have successfully and naturally parlayed that into a business partnership.

“It’s been pretty easy because we’re both pretty blunt people and that’s crucial when you’re a business partners with someone,” Chaney said. “Especially when they’re your best friend.

While Kutnick is in cahoots with Chaney for Rudeluv matters, the FoodBeast venture is something a little more separate. FoodBeast.com is a website that serves as a platform for out of the ordinary food news and recipes. Kutnick himself has described FoodBeast as anything but “a traditional recipe or food site.”

Foodies can find articles such as “How to Make Avocado Coconut Pie” to “Oreo Rice is Exactly What It Sounds Like.”

According to Kutnick, FoodBeast averages about 600,000 unique visitors per day and 1.2 million page views in a month, with a lot of the traffic in part due to partnerships and promotions with food organizations as well as news aggregating sites like Huffington Post.

At FoodBeast, Kutnick works as the content director. As the content director, he leads the voice of the website and decides the general direction of the content that is featured. Kutnick also works with the managing editor of the site and is responsible for the contributing writers.

FoodBeast also relies on the aforementioned partnerships to create content for their website. So as content director, Kutnick teams up with companies to create content for their site as well as promoting the partner company. Recently, FoodBeast has teamed up with of Jack in the Box to help promote the new Munchie Meals.

One aspect Kutnick finds really special about his projects is that he’s actually working in the field that he went to school to learn about, something that he also says is become more scarce in today’s society. Being a journalism student from CSULB with a concentration in public relations, Kutnick has used those skills to lay the foundation for both Rudeluv Designs and Marketing as well as FoodBeast.

“When we started FoodBeast, I was the only one with a journalism background,” said Kutnick. “That writing skill helped him to start producing content and also helps him today to oversee and edit the content that goes on the website. Kutnick also still occasionally writes his own articles for the page, as well. The public relations concentration also helped Kutnick to learn how to promote and market his business ventures to the general public in order to efficiently create publicity and a reputation. When asked about advice for current students, Kutnick stressed the importance of taking advantage of working internships while still in school.

“It’s really going to open your eyes to that world and you’re either going to like it or not like it,” said Kutnick. “The only way to figure out if you actually want to be in that field isn’t by learning from professors, it’s by doing actual tasks at a real work environment.”

Even with the early successes of his projects, Kutnick certainly maintains the mindset that there is always room to expand, progress and even move on in the business world. No matter where Rudeluv or FoodBeast takes him, though, Geoff Kutnick will always have room for a second helping of success.

Photos by Samantha Lopez