

Journalism Times

Fall 2005

A publication for alumni and friends of the Department of Journalism

CSU, Chico

Orion adviser wins sabbatical to diversify Chico State

By Mark Cardella

Walking through the Chico State campus, you don't have to be a student to notice the lack of diversity among students. Of the 340 journalism students at Chico State, only 43 are part of a minority population. Mando Navarro, reporter for *The Orion*, is one of these 43 students.

"I don't see this as a problem, but it definitely shows that there is a need," Navarro said.

Dave Waddell, professional-in-residence and adviser to *The Orion*, also recognizes a need for more diversity in the journalism department, especially on *The Orion* staff.

"I've seen other university



Waddell critiquing The Orion during the weekly meeting of the newspaper.

newspapers that have a serious need for a more diverse staff and notice our need for more diversity as well," Waddell said. "In order to cover the news, you have to have a diverse staff of reporters."

Recognizing the lack of diversity

in the department, Waddell has crafted a proposal that included a sabbatical for spring 2006 to promote the journalism department and *The Orion* to high school and junior college students throughout the state.

Waddell has target areas that he will be visiting: the Bay Area, Sacramento, Los Angeles and the Central Valley. Specific high schools and junior colleges have yet to be determined, but Waddell plans to narrow it down to the schools with good newspapers and diverse staffs.

To help fund his efforts, Waddell has applied for a \$59,000 grant with MediaNews Group, owners of the *Chico Enterprise-Record*. Part of the funding would provide financial

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New faculty bring experience, individuality to classes

By Allie Zigulis

Tehama Hall rooms 347 and 349 are the offices of the department of journalism's two new faculty members. Sitting in Room 349 is Morris Brown, who cheers for the Oakland Raiders, watches "World Wrestling Entertainment" and studies Japanese samurai traditions. In Room 347 is Susan Brockus, whose career in journalism began at age 9 in Los Alamos, N.M.

Brockus is a third-generation newspaper publisher. The first memory Brockus has is waking underneath her father's desk and taking in the sights and smells of news. With both parents running a newspaper, Brockus frequently took naps underneath her father's desk

in the newsroom. She spent her life immersed in the news business, including owning a newspaper in Nevada with her husband for 10 years.

With a doctorate in communication with a focus on media and society from Purdue University, Brockus has received several awards from her alma mater. She received the Alan H. Monroe Scholar Award for Excellence in professional research and scholarship and the Bruce Kendall Award for Excellence in teaching.

Experience as a reporter, editor and publisher is valuable when teaching journalism, Brockus said.

"I can teach from real-life experience: how to handle breaking



Brockus counsels one of her many students this semester.

news, getting trapped in interviews and people screaming at you on the phone," Brockus said.

She has worked at six different newspapers and taught for 4 1/2 years at Purdue University. Brockus now

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Tehama Group celebrates 15 years of excellence

By Jessica Licari

Fifteen years ago, 15 students huddled around a 6-inch monitor in a small office that housed the beginning of Tehama Group Communications at Chico State. The combination of a teacher's persistence, students' professionalism and campus support gave birth to a student-managed public relations agency.

Katie Milo, currently the vice provost for research for the Office of Sponsored Programs, was the agency's first adviser. Milo wanted to create a public relations agency that would enable students to apply the knowledge they obtained in the classroom to practical experiences.

"Tehama Group helps students build a skill palette that isn't ordinarily possible in other PR programs," Milo said. "There are professional expectations from the first day any student becomes a member of the agency's staff."

That professionalism has enabled the agency to build a clientele that has included more than 25 on-campus accounts, including the College of Communication and Education, the Office of Public Affairs and Publications, and The Orion. The agency has also served more than 64 off-campus clients, many of which are nationally recognized, such as American Lung Association, Big Brothers Big Sisters and "Chicken Soup for the Soul."

Tehama Group wrote several news releases to help promote the release of "Chicken Soup for the Grandparent's Soul." The co-author of the book, Hanoch McCarty, wrote a letter commending the agency's success.

"The students in Tehama Group were professional, energized and committed to helping make a big difference in getting the word out about the book," McCarty



TGC's 15th anniversary staff from left to right. Back row: Lauren St. Pierre, Kirsten Saladow, Gina Pucci, Allie Zigulis, Jessica Licari, Korina Buhler, adviser Debra Johnson. Front row: Paige Gilbert, Matt Wolpin, Chris Porter, Mark Cardella, Kristin Tarr.

wrote. "These young people really delivered!"

Tehama Group's quality of work is also reflected in its numerous awards. This year, Tehama Group has received two awards from the International Association of Business Communicators, Sacramento chapter. Last year the agency received four awards for writing, production and magazine writing.

With a growing portfolio of awards and satisfied clients, Tehama Group continues to prepare students for jobs.

"We work day and night to meet our clients' needs," said Chris Porter, the agency's current general manager.

"The end result is worth the effort, and the experience is invaluable."

One of Tehama Group's goals is to help students transition from college into the work force. Tehama Group has enabled 195 students to work in the agency during the last 15 years.

"Chico State PR students are readily welcomed by agencies far and

wide, particularly when they have Tehama Group on their resumes," Milo said.

Marideth Post, the Minister of Enlightenment for The Republic of Tea, was the agency's second general manager. Post still remembers why Tehama Group was so important as she began her career.

"It absolutely set me above and apart from other applicants," Post said. "It gave me credibility."

Many past members and advisers watch Tehama Group's progression. They want to see the agency succeed.

"When I think about the future of Tehama Group, I see it right where it is, with a dedicated educator as adviser overseeing its progress," Milo said.

Currently, the agency is in the hands of alumna Debra Johnson. She was an account executive when Tehama Group began in 1990.

"Becoming an adviser to Tehama Group has really brought my life full circle," Johnson said. "It's been 15 years since I was a member of the agency. As adviser, I hope to share knowledge with my students that will help guide their careers just as Dr. Milo helped guide mine years ago." ③

For more information on Tehama Group, please visit <http://www.csuchico.edu/jour/tgc> or e-mail the agency at tehamagroup@csuchico.edu

New faculty excited to teach at Chico State

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teaches "Public Affairs Reporting," "Writing for Mass Media" and "Internet Magazine and Newspapers."

Brockus is interested in researching corporate rhetoric and the interactions among media, technology and culture. One reason why she likes Chico State is because professors find a balance between teaching and research. This balance gives Brockus free time to spend outdoors with her family.

"Chico is a great place to raise a family and I hope to stay here a long time," Brockus said.

After living in almost every state in the country, Morris Brown hopes to stay in Chico for a long time, too.

"Coming to Chico State is something to be proud of, not everyone can do it," Brown said. "People have come to expect good things from this journalism department."

Brown enjoys watching his favorite football team, the Oakland Raiders.

"I have always liked the Raiders because of their smash-mouth reputation. Whether they win or lose, they always have that tough-guy image," Brown said.

Watching "World Wrestling Entertainment" is another way Brown relaxes. His favorite wrestler is The

Rock because he is a big trash talker who can back up his words.

Applying the teachings of Chinese military strategist Sun Tzu to public relations is Brown's hobby. In his research, Brown compares Sun Tzu's classic "The Art of War" to a more recent adaptation by author Donald Krause, "The Art of War for Executives."

Brown's research also stresses boundary management, which is the role of public relations practitioners as liaisons between an organization and its publics.

Brown considers himself a mass communications generalist, having experience as a newspaper reporter, advertising agency copywriter and as an interim public relations director. He also has worked for John Wiley & Sons Inc. in New York and Prentice-Hall publishing in New Jersey.

At Golden Gate University, Brown earned his doctorate in public administration. He also earned a bachelor of arts in journalism from Andrews University and a master of science in public relations and public affairs from Golden Gate University.



The items in Brown's office show his various interests.

In the last 18 years, Brown has taught public relations, mass communications and journalism courses at colleges and universities in California, Colorado, Michigan, Tennessee and Utah. Eight years as a reporter has helped Brown in the classroom when working with public relations students.

"I'm thinking about how I reacted to PR people," Brown said.

Brockus and Brown bring years of experience and recognition to the journalism department.

"Students are here because they want to be," Brockus said. "It's a good change." ③

Two news-editorial students receive Rawlins award

By Mark Cardella

Two students from the department of journalism were winners of the Lt. Robert Merton Rawlins Award. Brea Jones was nominated by department Chair Glen Bleske, and Stephanie Teague was nominated by The Orion adviser Dave Waddell.

Each received a \$2,000 scholarship based on their merit, outstanding accomplishments and extracurricular activities within the university and the community.

Jones is currently double majoring in journalism and political science and is a member of three honor societies, Phi Kappa Phi, Golden Key and Phi Eta Sigma. Jones is also the news editor for The Orion and works for the Community Legal Information Center doing research for people who cannot afford an attorney.

Teague has been a member of The Orion staff as a writer, the features editor and is currently the opinion editor. She volunteers for CAVE and

is active in the sociology department trying to promote the use of solar energy. Last summer Teague wrote for the Red Bluff Daily News as part of a six-week internship.

The Rawlins Merit Awards were established in recognition of World War II hero Lt. Robert Merton Rawlins. After Rawlins died piloting a B-29 over Tokyo Bay, his mother wanted to leave a legacy in the name of her son. ③

Waddell: We're always trying to be better

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aid for students and for visiting professors with diverse experiences.

Department Chair Glen Bleske said that for Waddell to have been granted sabbatical is uncommon and a landmark event since he is nontenured. Most sabbaticals are granted only to tenured teachers, and Waddell is a full-time temporary instructor.

Scott McNall, provost and vice president of academic affairs, said that being tenured was not an issue in granting Waddell his sabbatical.

"The professional growth and

development of all of our faculty, whether tenure-track or professional, is important to the university,"

McNall said. "It makes perfectly good sense to award a sabbatical to a faculty member with the qualities of Dave Waddell."

McNall said the sabbatical provides Waddell with an opportunity for growth and continued

development as an adviser and teacher. He also said that Waddell has done an exceptional job, and the sabbatical will give him an opportunity to continue to do so.

For Waddell, the great job translates to more diversity among

students.

Waddell hopes to recruit the top minority journalism students in the state. But he is always looking for the top students, no matter what.

"The goal here is not only to bring in top minority students but to make The Orion a better newspaper," Waddell said. "We're always trying to be better. That's what makes The Orion so successful." ③



Navarro helps fellow Orion writer Zuri Berry with an upcoming deadline.

Stop the presses!

The Orion just received its ninth National Pacemaker award, first place in Best of Show, and was inducted into the Associated Collegiate Press Hall of Fame at the National College Media Convention in Kansas City.

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Writers
Mark Cardella, Jessica Licari, Allie Zigulis

Editor
Korna Buhler

Designer
Matt Wolpin

Waddell photo courtesy of Brian Kennedy

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