

Journalism Times

Fall 2008

A publication for alumni and friends of the department of journalism

CSU, Chico

Alumni excellence honored by department

By Nikki Sulon

The Celebration of Excellence united Chico State journalism students, faculty, alumni, family and friends to honor successful alumni who have said "yes" to challenges in life and their careers.

The event on Friday, Oct. 10, at the Chico Women's Club honored The Orion and Public Relations Hall of Fame inductees, as well as student scholarship winners, for their hard work and success.

"These Hall of Famers have said yes to challenges," said Professor Kurt Nordstrom, who

was master of ceremonies. "That's why they are in the Hall of Fame."

Three members of the Public Relations Hall of Fame were inducted along with three members of The Orion Hall of Fame. Together, the Hall of Famers have made a significant impact on society, the news industry and the public relations field.

Nordstrom introduced his friend and former student Paul Eagle to the Public Relations Hall of Fame.

continued on page 3



Mitchell C. Naylor and Paul Eagle wait to receive their awards

Changing media trigger new requirements

By Nikki Sulon

The Chico State journalism department has created a new on-line journalism sequence designed to give students visual and online communication skills that will allow them to thrive in the changing world of journalism.

The new sequence of four courses focuses on combining publishing technologies and multimedia skills with traditional journalism skills such as writing, reporting and publication layout design.

"Journalism is changing," Professor Susan Brockus said. "Whether the PR side or news-ed side, we need people to have stronger visual and social networking skills."

Beginning in fall 2009, "Introduction to Online Journalism" will be required for all journalism students. "Internet Newspapers and Magazines," "Online Presentations of News and PR" and "Advanced Photojournalism" are optional



Matt Blake explains online media and communication to student Jamie Kim

electives that can be taken by both news-editorial and public relations students.

Journalism is currently a 34-unit major, but as of fall 2009 it will be a 40-unit major. Students will end up losing a few elective classes and adding required major courses with an emphasis in new media skills. A minor outside the School of Communication is still required for all

journalism students.

Professors Matt Blake and Brockus are teaching the three courses hoping to help students perfect online and visual communication skills. Students will come out of these courses with work to build impressive portfolios.

Both Blake and Brockus have been teaching new media journalism classes, but there have been no specific sequences or prerequisites.

"There was more that needed to be taught, that could be taught," Blake said.

Efforts to move the program forward fueled the curriculum changes.

The department already does very well teaching writing skills, but the new classes are designed to build computer-based skill sets to help students get jobs, Brockus said.

continued on page 2

Required: online communication classes

from page 1

Online news and information offerings are continuing to expand. The demand for journalists trained with online visual and communication skills is increasing. The traditional journalist's role of solely interviewing and reporting is transforming. Journalists now need to hold visual, social and written communication skills.

"The Web is such a different creature," Brockus said. "In just two years, it's changed journalism tremendously. What the students need is changing. ... [your generation] grew up using technology but doesn't know how to make it work. This will be built in throughout the curriculum."

Dramatic changes are ahead, and Blake and Brockus are preparing students for the competitive job hunt after graduation.

"What we are going to see is journalism that we don't recognize

"The Web is such a different creature. In just two years, it's changed journalism tremendously."

- Brockus

as contemporary journalism," Blake said. "It seems that this technology does more than any previous technology."

Both news-ed and PR students need to prepare themselves for the technological changes in journalism.

"PR is adjusting very quickly; news-ed is in transition," Brockus said. "PR students who don't engage in social networking are in trouble."

Brockus recognizes the problem with the way Internet news is offered.

"When you only check news online, you tend to gravitate to news only that you want to read as opposed to reading everything," Brockus said. "That's an issue that has to be resolved, or we're going to have some serious cultural issues."

New course options:

- "Intro to Online Journalism" (JOUR 255)
- "Advanced Photography" (JOUR 453)
- "Online Presentation of News and PR" (JOUR 455)

All of the new course options meet major requirements for writing and visual communication.

Alumni aid department mission

Notes from the Chair - Glen Bleske

The journalism department is getting ready for a visit in fall 2009 from a national accreditation team.

For faculty it means extra homework. For me, it means more gray hair. And for our students and alumni, accreditation represents a stamp of approval on their degrees.

The department was first accredited in 1997 and re-accredited in 2003. Our success is due in part to the success of our alumni who have excelled at newspapers and PR agencies across the state. Members of the accrediting team will contact employers and media agencies to find out how successful our alumni are.

Your success is important to us, and I encourage you to tell the Chico State story whenever and wherever you can. Another thing you can do is contact me and let me know what you are doing now. Our alumni updates are important to us

and to the accreditation process.

Accreditation also requires that the department seek contributions to help fund its mission. As you know from the news, recent hard times are creating serious funding problems for higher education in California, and contributions from alumni and private donors have become even more important.

When we were first accredited in 1997, the department raised only \$230 from alumni. By 2003, our alumni contributed nearly \$4,500. Last year, you gave us \$6,000.

Thank you for your generosity. Your contributions have helped us create endowed scholarships that keep giving every year; we have nearly \$40,000 in endowed scholarship money that did not exist in 1997. Your contributions have helped:

- A single mother complete her education in public relations.

- A news-editorial student afford to take an unpaid internship at a top newspaper.
- An incoming student overcome financial difficulties and come to Chico State.
- A self-supporting public relations student quit one of her three part-time jobs.
- The department increase annual funding for student scholarships from \$3,200 in 1997 to more than \$15,000 in 2008.

Accreditation makes the department stronger. And you and other alumni help us to remain strong and to educate the journalists and public relations professionals of tomorrow.

Contact Glen Bleske at:
gbleske@csuchico.edu

TGC builds Web site for 20th anniversary

By Sara Nielsen

As the 20th anniversary of Tehama Group Communications approaches, a Web site designed to help reconnect alumni and celebrate the past, present and future of the organization has been launched.

During the fall 2008 semester, TGC adviser Debra Johnson and several TGC students produced the framework for the Web site project that will span the next three semesters until the anniversary celebration in fall 2010.

The Web site will strive to embody the creativity and professionalism of the organization, Johnson said. There will be video and audio components, the opportunity for networking through alumni contact information, and up-to-date information on TGC's clients.

With about 400 TGC alumni to contact, TGC students Christine Amorose and Shannon Prior are compiling current information about alumni.

"Our goal in creating the Web site is to provide a place for TGC alumni to come back and reconnect with each other and with current TGCers," Amorose said.

"...the Web site is to provide a place for TGC alumni to come back and reconnect..."

- Amorose

Prior, the general manager of TGC, said the agency plays an important role in gaining public relations experience in college.

"TGC is a great training ground for us as professionals," Prior said. "We have real clients with real issues, and we do our best to meet their communication goals."

Chico State alumna and former TGC student Vanessa Bortnick likes interacting with current students because she hopes her real-world experiences inspire them, she said. Bortnick, the senior director of public relations for Kimpton Hotels & Restaurants, remembers working on the COMM newsletter and "having set deadlines, trying to achieve a certain quality of work. It equips you for life in the real world."

The team working on the 20th anniversary Web site is committed

to the project and the organization.

"TGC has a level of credibility and integrity that students will be hard pressed to find in another college environment," Johnson said.

Ashley Gunther, TGC's current online communications director, is designing, coding and setting up templates that can also be used to update the Web site.

Reconnect with TGC

www.csuchico.edu/jour/tgc/20th_anniversary.html

or send an e-mail to:
tehamagroup@csuchico.edu

20th
Tehama Group
Communications

ANNIVERSARY
1990 - 2010

A taste of journalism

Diane Askea's Boozy Brownies

Everything You Will Need:

- 1 21-ounce fudge brownie mix (or brownies made from your favorite recipe)
- 1/4 cup bourbon
- 1 cup butter
- 3 tablespoons rum
- 2 cups powdered sugar
- 1 tablespoon solid vegetable shortening

Method:

Bake brownies according to package directions.

Drizzel brownies with bourbon as soon as they are removed from the oven and refrigerate.

Cream butter, rum and powdered sugar. Spread on cooled brownies. Refrigerate again. When cold, melt chocolate chips and shortening. Spread or drizzle quickly on top of the brownies. Chill. Enjoy!





Bob Vivian, a retired Chico State journalism professor, died Dec. 16, 2007, at the age of 71.

Bob began teaching public relations at Chico State in 1983. You may have heard his lectures or experienced the wrath of his infamous red pen if you were in his public relations writing, public relations strategy or media pop culture class. Bob was respected and trusted by his students and was awarded several honors for his academic advising.

Soon after Bob retired from Chico State in spring 1999, a scholarship fund was established in Bob's name to help journalism students pursue their academic goals. Bob's students, such as Christina Chavira, knew Bob cared about his students' success, even after they graduated.

"He kept track of his friends' interests and birthdays, often mailing articles of interest, with a brief witty, thoughtful message handwritten on the clipping - and signed 'BV,'" said Chavira, a communications specialist for Enloe Medical Center.

Bob kept Chico State and his students in his heart, and he will forever remain in ours.



If you are interested in donating to the Bob Vivian Scholarship fund, please mail your donations to:
CME Development
California State University, Chico
Chico, CA 95929-0145

Please make your donations payable to University Foundation, CSU, Chico account #08419.



Live, Love, Laugh

Excellence: Hall of Fame inductees awarded

from page 1

Eagle dug up his old Pee Chee folder for the event and brought his first-ever press release and pitch letter, which were graded by Professor Bob Vivian. He has come a long way since his classes at Chico State, taught by Nordstrom and Vivian. Both papers were covered in red pen with remarks like "avoid," "no" and "never."

Former students and faculty remembered Vivian throughout the ceremony. Vivian taught journalism at Chico State starting in 1983. He was known as an outstanding adviser who was always available for students. Vivian died in December 2007.

Vanessa Bortnick and Jeff Burghardt were also honored for their public relations and advertising success.

Burghardt has his own advertising agency in Monterey with a mixture of clients including wineries, resorts and hospitals.

"It's a wild feeling to be back in Chico receiving such an honor," Burghardt said. "I didn't know I was so special."

The hands-on experience at Chico State helped Jan Ferris Heenan build a successful career in journalism, Heenan said. Heenan and Mark Stein were inducted to The Orion Hall of Fame this year.

Another former faculty member, Dr. Richard Ek, attended the event for the first time this year. Ek

Hall of Fame

INDUCTEES

The Orion	Public Relations
 <p>Mark Stein Stein wrote for The Orion in the 1970s. He is now the senior news editor for Condé Nast Magazines and oversees Portfolio.com.</p>	 <p>Paul Eagle Eagle is currently vice president at Imre Communications. At Chico State, he interned for the Chico News & Review and worked for KCSC-Radio.</p>
 <p>Jan Ferris Heenan Heenan was editor for The Orion while also working at The Paradise Post as a Chico State student. She became a writer for The Sacramento Bee and the Chicago Tribune among other publications.</p>	 <p>Jeff Burghardt Burghardt graduated from Chico State in 1990. He interned for Adventure Outings and competed on the ski team. He started working for The Gap at 23 and is now president of Anda-Burghardt Advertising.</p>
 <p>Mitchell C. Naylor Naylor graduated from Chico State in 1969 and then returned to attend graduate school. He taught Chico State journalism courses and was a founding adviser of The Orion. He recently retired after 25 years as an editor and writer.</p>	 <p>Vanessa Bortnick Bortnick graduated from Chico State in 1996. She interned for TGC and served as secretary for IABC. She is now senior director of public relations for Kimpton Hotels & Restaurants.</p>

was inducted to The Orion Hall of Fame in 2006. Ek taught journalism at Chico State until 1991 and managed The Orion during its debut in 1975.

Also inducted was former adviser for The Orion, Mitchell C. Naylor. Naylor spent 25 years as an editor and writer, and was one

of the first advisers for The Orion when it was founded in 1975. He also helped name the publication.

Naylor's advice to current students is to become "Renaissance people."

"Plow your fields in the morning," Naylor said. "Write poetry in the afternoon."

Journalism student award winners

The Chico News & Review Journalism Scholarship

Bryce Benson and Laura Hauser

Jack Henning Jr. Journalism Scholarship

Christine Amorose and Lori Mankin

Blake Family Foundation Journalism Scholarship

Jamie Kim

Lt. Robert Merton Rawlins Merit Award

Hillary Feeney

Marysville Appeal-Democrat Journalism Scholarship

Eric Wendt

The Michael John Edridge Memorial Scholarship

Julian Williamson

A.H. Weibel and A.W. Bramwell Scholarship

Tiffany Harrison, Therese Marucci, Lauren Pope, Nicole Williams and Jennifer Zimmerman

Tehama Group Communications Award

Shannon Prior

Tom R. Hennion Memorial Scholarship

Earl Parsons

Bob Vivian Public Relations Scholarship

Ashley Gunther

Waddell-Bleske Orion Award

Olga Munoz

The Orion Student Journalist Scholarship

Stephanie Maynard

MediaNews Group Journalism and Diversity Partnership Awards

Erik Aguilar, Jeanetta Bradley, Synchro Bull, Jamari Caldwell, Powell Lee and Angela Perez

Mark & June McMahon Community Journalism Scholarship

Brandon Ball

Scripps-Howard Intern Grant

Elizabeth Varin

Professors explore Japan, observe media

By Anna Heidecker

During summer, Assistant Professor Morris Brown Jr. and lecturer John Grant separately traveled to Japan with a similar goal of learning how higher education in Japan compares to Chico State.

Brown, a public relations professor, found that the current curricular study in Japan mimics Chico State's program in the areas of writing and media studies.

"Something I was most impressed with was in Japan people in public relations feel very strongly about the importance of good writing," Brown said.

While Japan labels public relations as media relations, it also is involved with concepts of investor and community relations.

Because of Japan's heavy market of multinational brands, businesses are very sensitive to how they are seen. The idea of



Professor Brown and wife, Maria, visit Japan during summer 2008

perception and how organizations are perceived is undoubtedly universal, Brown said.

The concepts that Japanese universities and Chico State have in common show that they are concerned about the same types of things, with good writing being paramount, Brown said.

Both professors observed the growing Western influence on Japan.

Grant delivered a seminar lecture on popular culture and Japanese values in American films to graduate students.

"The graduate students were so eager to learn," Grant said. "After my three-hour lecture, students continued with questions and conversation until we were kicked out of the room."

Both returned to Chico with an enriched view of Japanese education and culture. They share the hope of continuing to explore the similarities between both countries further.

Journalism Times is produced by:

TEHAMA GROUP
COMMUNICATIONS

Glen Bleske, Department Chair

Writers
Nikki Sulon
Sara Nielsen
Anna Heidecker

Editors
Christine Amorose
Lori Mankin
Emily Whitehead

Designers
Ashley Bradley
Laura Brown
Erik Aguilar

In this edition of

Journalism Times

Celebration of Excellence 1
New Class Requirements 1
Accreditation 2
Inductees and Award Winners 3
Bob Vivian Remembrance 4
TGC's 20th Anniversary 5
A Taste of Journalism 5
Journalism in Japan 6

Non-profit Org.
U.S. Postage
PAID
Chico, CA
Permit No. 217

Department of Journalism
California State University, Chico
Chico, CA 95929-0600

Journalism Times