



BEACH BYLINE

Beach Byline is Cal State Long Beach's Journalism alumni magazine

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4 / BEACH BYLINE

Letter from the Chair

Some good news

The newsroom is getting new equipment and our PR students finish second in a national competition

By Raul Reis

Happy 2009! As department chair, it's my pleasure to welcome all alumni, students, faculty and department friends to a new year at The Beach. We are looking at some exciting and promising times ahead, and I have some great news to share with all of you.

The College of Liberal Arts and the University administration have reaffirmed their commitment to the Daily 49er and DIG magazine by pledging to purchase new computers, printers, scanners and software for the publications. CLA has pledged to contribute more than half of the \$20,000+ needed to revamp the newsroom equipment, with Student Services, Provost's Office and President's Office committed to help with considerable amounts as well.

In addition, the Daily 49er recently won an Alumni Grant that allowed the paper to purchase new digital video equipment. With the new cameras, digital recorders and now new computers, the student publications have been able to produce outstanding multimedia news packages, which are giving our students a much-needed professional edge as they prepare to enter the job market.

In another bit of good news, thanks to a generous \$5,000 gift by an anonymous donor, the Department of Journalism is kicking off a gift-matching campaign to transform our current study room into the Lee Brown Journalism Reading Room. The facility will honor a much-beloved instructor and adviser by providing a well-appointed and well-equipped room where students will be able to read, study, congregate and meet for group projects. (See page 13 for more information).

You'll also find on these pages a story about the success of our Public Relations students at the most recent Bateman national competition held in May 2008. This group of five very talented students won second place in this prestigious competition, defeating 75 teams from the top Public Relations programs from colleges and universities across the country. (See page 6).

The success of the Bateman team provides the perfect introduction to another exciting announcement. The Journalism faculty has recently approved a proposal to revive the Public Relations emphasis. This decision



comes in recognition of the superb job being done by our PR instructors, and as an acknowledgment that a more structured public relations emphasis will better prepare our students for jobs in integrated communications and global communications in the 21st century.

Actually, "Global Media, Global Citizens" is also the theme of our upcoming Journalism Day. You will find the coverage of J-Day 2008 (See page 15), which focused on "Politics and the Media," and learn more about our 2009 program, scheduled for Tuesday, April 28. J-Day will emphasize how interconnected we all are, and how aware of international affairs journalists and public relations practitioners must be in order to succeed in a globalized world.

As you pencil J-Day onto your calendars, you can also schedule our upcoming (first ever) Journalism and Public Relations Careers Day, which will take place on Monday, March 2. Co-sponsored by the Lagrant Foundation and Southern California Edison, this event will bring mass media professionals and prospective employers to campus to discuss job opportunities with our students to show them the realities of the marketplace.

Finally, 2009 and 2010 will be very important years for the Department of Journalism's institutional and organizational well-being. This spring, we'll be going through a rigorous internal assessment that will culminate in the kick-off of our ACEJMC accreditation process in the fall. As part of our internal assessment, which is conducted by a university-wide committee, we'll produce a detailed self-study that will show all the great work the students and the faculty are doing.

Every member of the faculty is engaged in the internal assessment and accreditation process, and we are proud to be putting together a comprehensive report that documents the outstanding accomplishments of our students, instructors and alumni.

Remember that the main purpose of this magazine is to keep open channels of communication between you and the department. We are always excited to receive your updates, feedback, comments and suggestions. So, after you finish reading this issue, please take a few minutes to let us know how you're doing!

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