M.A. Program Spotlight

Once again, UTSA’s M.A. in Communication has been ranked as a top program by the Eduniversal International Scientific Committee. Based on survey data on the satisfaction of our students, the salaries of our graduates, and the program’s reputation, we were ranked #23 nationally! This ranking was reported in the San Antonio Business Journal.

The biggest reason for our success, of course, is the success of our students. In 2013 we had 12 graduates! Many of them have reported back to us about exciting jobs they have secured. Congratulations are due to Katrina Wilgus for her position as Benefits Communications Specialist for Kimberly-Clark Corporation, Elizabeth Wood for her role as Proposal Coordinator with Chenega Corporation (a government contracting company), Jeff Berry for his position as Communications Coordinator for the H-E-B School of Business & Administration at UIW, and Victoria Zamora for her job as a Marketing Business Analyst at Whole Foods! We are also pleased to have welcomed Jenny Cisneros and Leanna Heim to our teaching staff here in UTSA’s Communication Department! If you’ve gotten a great job and haven’t told us about it yet, don’t forget to drop us a line!

Current students, too, are doing interesting work as interns, teaching assistants, and research assistants. We have six current teaching assistants, including two who are teaching their own Public Speaking classes. Other students have recently been supplementing their in-class learning with organizations ranging from KSAT-12 to Valero to the Esperanza Peace and Justice Center, and have done digital media and graphic design work on campus with the Department of English and Discovery Magazine.

In terms of research, our M.A. students have been assisting faculty with research on workplace romance, workplace bullying, age identity among gay men, deceptive affection in hospital emergency departments, media use among Latinos in Texas, and sports fans’ parasocial interactions with players.
Students are conducting successful independent research, as well. Several presented at the COLFA Student Research Conference this past spring, and Douglas Wilbur was granted a $400 professional development award from the Graduate School to attend the Common Ground Publishing Image Conference in Chicago where he presented a paper (co-authored with Dr. Zhang) titled: “From a False Messiah to Just Another Latin American Dictator: Analysis of U.S. Mainstream News Media’s Coverage of Hugo Chávez’s Death.” Doug also published a book review in the Journal of Media and Communication Studies, and is putting the finishing touches on an article soon to be published in the International Journal of Communication.

Yomali De La Cerda has had a paper (co-authored with Seok Kang and Kwan Min Lee) accepted for publication in the Online Journal of Communication and Media Technologies. The paper, entitled, “U.S. Television News about the Smartphone: A Framing Analysis of Issues, Sources, and Aspects,” will also be presented at the Broadcast Education Association in Las Vegas in April.

Lingzi Zhong is writing a thesis entitled, What Does Facebook Mean to Long Distance Romantic Partners in College: The Analysis of its Impact on Relational Satisfaction and Maintenance. Ana Rodriguez is also writing a thesis; hers is called Unified Theory of Acceptance and Use of Technology in the Realm of Social Mobile Gaming Apps: Social and Business Factors Influencing User Adoption, and was awarded research funding from the College of Liberal and Fine Arts.

Let’s spread the good news about UTSA, keep up the good work, and keep in touch!

Sara De’Turk
Graduate Advisor of Record RR

New Facebook Page

“Like” our new Facebook page for updates on community news and important opportunities. This is a place for our community to connect, contribute today! RR

Undergraduate Research & Creative Inquiry Showcase

This annual event will showcase hundreds of undergraduate student research and creative endeavors from across campus. The event is meant to increase visibility of and participation in undergraduate scholarly endeavors across all areas of academic inquiry. Such scholarly experiences enhance learning by complimenting classroom-based instruction, provide real-life, hands-on experience in student’s field of interest, and offer development of critical and independent thinking, creativity, and problem solving.

ELIGIBILITY FOR PARTICIPATION
If you meet one of the eligibility criteria, you are welcome to register and present at the event. Eligibility criteria are:

1) A current UTSA undergraduate student who completed or is currently working on or will be working on (proposals for future scholarly activity with a faculty mentor are welcome)

2) A recent UTSA graduate who completed the research/project in summer 2013 or fall 2013

Registration deadline*: April 11, 2014 (5pm)

For more see: [http://research.utsa.edu/UGresearch/showcase.php](http://research.utsa.edu/UGresearch/showcase.php)  RR

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**Tenth Annual Storytelling Festival Announced (Free)**

The College of Education and Human Development’s Department of Interdisciplinary Learning and Teaching presents

**10th Annual STORYTELLING FESTIVAL**

Keynote Address by Mary Ann Blue, Storyteller

Saturday, March 1, 2014

10 a.m. - 1 p.m.

UTSA Main Campus, Main Building

Multiple Breakout Sessions:

* How to Tell Stories
* Storytelling in the Classroom

Refreshments Available
Second Annual Storytelling Open Mic and Professional Concert (Free)

The Spring Storytelling Open Mic and Professional Concert offers graduate and undergraduate students the free opportunity to present their original works and concludes with a free professional storytelling concert. The event is produced by the department of communication, but it is open to everyone!

This year’s open mic and concert will take place on Saturday, April 12th, 2014, from 1:00 p.m. to 3:00 p.m. at the 1604 campus on the ground floor of the Main Building. For more information contact: ryan.mcPherson@utsa.edu

Interested in Mobile Communication?

Are you interested in Mobile Communication?

Want to study abroad this May-semester, MAY 17 - JUNE 7, 2014?

For Undergraduates, the May-semester course is COM 4413, Topics in Communication. This course surveys mobile communication of the world with emphasis on Korea. Students will be offered to visit Samsung, LG, and Naver. There will also be excursions for students to visit cultural heritages of Korea.

For Graduate Students, this program is a joint course of COMM 4413 and COMM 6953, Independent Study. One graduate student can register for this course. The graduate student attends COMM 4413 and writes a research proposal. The graduate student will also be offered to visit Samsung, LG, and Naver. There will also be excursions for the student to visit cultural heritages of Korea.

Scholarships are available pending approval. A funding application has been submitted to the Korea Foundation. The review results will be announced in December. If it is not available, students can apply for a scholarship or financial aid.

Contact Dr. Seok Kang at 458-6760 or seok.kang@utsa.edu

Communication Week 2014 Dates And Theme Announced (Free)

Save the dates! Communication Week will be held this year between April 7 and 12. The theme this year will be “Diversity Elevates Communication: Deepening our Understandings”. The diverse lineup of speakers and events being planned are sure to please alumni, students, and the UTSA community. As discussed above, the last day of communication week will feature a storytelling open mic and professional concert.
Attention Students!

Apply now for the 2014 AJAY CASTRO SCHOLARSHIP FOR RE-ENTERING WOMEN, sponsored by the Association for Women in Communications-San Antonio. The application, scholarship criteria and a poster are attached, and we would appreciate it if you would post on bulletin boards, include in departmental communications, and/or post as an external scholarship opportunity on your website.

The scholarship (up to $2,000.00) will be administered through the San Antonio Area Foundation, and the application is due by March 21.

An application is also available on the AWC website: www.awcsa.org

This is a wonderful opportunity for women who have not been enrolled in a college or university for at least three years and want to pursue a career in the exciting field of communications.

Diploma Dash

Saturday, March 2, 2013
Bauerle Parking Lot 3
Main Campus

7 a.m. Registration and warm up
8 a.m. The Race begins

Walk, run, or volunteer for the 5K Diploma Dash. Visit the Diploma Dash website to start your training program today!

SMPS San Antonio Student Chapter

The Society for Marketing Professional Services (SMPS) welcomes current undergrad and grad students. Membership is open to all students, regardless of major. The goal of the student chapter is to connect students with San Antonio-area marketing professionals in the A/E/C (Architecture/Engineering/Construction) industry.

Benefits of membership include:

- Advanced notice of marketing internships
- Networking opportunities with San Antonio marketing professionals
- Sharpening marketing and business skills necessary to secure the job you want
- Access to the SMPS National Online Job Bank
- Learning more about service marketing career paths
- Guidance in the selection and launch of your marketing career
Professional development through workshops that give you tools to set you apart from your competition in the job market

We want SMPS San Antonio Student Chapter to be relevant on the UTSA campuses. We're excited to meet with any interested group of students or individual student... membership is always open!

Download the membership application, print and fill out the form and return to the Department of Communication office (MB 2.312).

For SMPS San Antonio members interested in joining the Student Chapter executive committee, contact Eric Mondragon at smpsutsa@gmail.com for details. RR

**Public Relations Student Society of America**

The Public Relations Student Society of America (PRSSA) welcomes current undergrad and grad students. Membership is open to all students, regardless of major.

Unity PR at UTSA is a student-run Public Relations firm that implements real PR campaigns for non-profit organization clients to help you gain real-world experience in the PR world.

Unity PR seeks to find non-profit organizations that need that extra help in PR, volunteering, and an overall helping hand to assist with their events.

To join Unity PR and become apart of our firm, please email us at firmdirector.unitypr.prssa@gmail.com
Please include in your email:

- Your major,
- Year classification (freshmen, sophomore, etc.),
- A list of all PR classes you have taken so far (including current semester).

Visit [http://prssautsa.com](http://prssautsa.com) for more information about PRSSA or Unity PR. RR

**Storytellers at UTSA**

"Great stories happen to those who can tell them." - Ira Glass

Storytellers at UTSA is a nonprofit student organization that nourishes the storytelling culture at the University of Texas at San Antonio as well as the San Antonio Community. In partnership with the San Antonio Storytelling Association, Storytellers at UTSA engage in a variety of super fun storytelling activities including:

- Leadership and Communication Training and Development
- Open Mic Story Swaps
- Master Classes / Story Crafting and Works Telling (Workshops / Critiques)
Visit Storytelling Festivals and Storytelling Conferences

In partnership with the S.A. Storytelling Association: Join Us For Every First Wednesday of The Month For Story Night from 6:30 PM - 8:00 PM at the Brookhollow Library located south of 1604 and 281 at 530 Heimer San Antonio, TX 78232.

All majors are welcome. Please join us to listen or to tell. Undergrad and Graduate Students are welcome. We connect storytellers across disciplines.

Contact our advisor, Ryan McPherson at ryan.mcPherson@utsa.edu for more information.

New Faculty Spotlight

Jessica Raley, Ph.D., Assistant Professor
jessica.raley@utsa.edu

Dr. Jessica Raley is a new assistant professor in the Department of Communication. Her research interests include communication training and curriculum development with a concentration in team communication and patient-provider interaction. Dr. Raley published two manuscripts in the Journal of Communication in Healthcare this fall and received a top paper award at the National Communication Conference. Most recently, she was invited to be an Adjunct Faculty Member in the Department of Surgery at the UT Health Science Center in San Antonio. Dr. Raley is currently pursuing a program of research examining interprofessional communication effectiveness in emergency healthcare teams.

Marina “Red” Madden, M.F.A., Lecturer III
marina.madden@utsa.edu

A design educator with an academic history in the fine arts, and a current scholarship focused on strategic communications in the digital environment. This made Red Madden the perfect addition to the Digital Communication faculty at UTSA starting in the Fall 2013 semester. Her teaching interests range from the design studio practice to the social sciences of persuasion and semiotics. Red is on the front lines of disseminating new ideas in communication that include producing artifacts as well as framing contemporary knowledge of future digital communication scholars. "I remain in a constant state of personal and professional growth and analysis. As the digital world evolves, so must our communication modalities evolve."
Jamie McDonald, Ph.D., Assistant Professor  
james.mcdonald@utsa.edu

Dr. McDonald’s main research area is organizational communication, with a particular emphasis on identity, difference, work, and occupations. The notion of “occupational segregation” (i.e., the ways in which work is organized around social identities such as gender and race) is at the heart of his research agenda. He uses qualitative (especially ethnographic) methods to showcase discursive tensions and paradoxes that practitioners seeking to increase diversity in certain lines of work face as they go about this process. His research is motivated by a strong commitment to social justice and to showing how rethinking the way that we understand “diversity” can enable both scholars and practitioners to escape discursive tensions and paradoxes that they currently face.

Faculty Updates

Sara DeTurk, Ph.D., Associate Professor  
sara.deturk@utsa.edu

Dr. DeTurk has secured a contract with Lexington Books to publish her ethnography of the Esperanza Peace and Justice Center, tentatively titled "Encanto en la Lucha: The Power of the Esperanza Peace and Justice Center." She also co-authored an article about the settlement of Hurricane Katrina evacuees to San Antonio in the Howard Journal of Communications, entitled "Cultural Insiders to Cultural Outsiders: Structure, identity, and Communication in the Adaptation of Domestic, Involuntary Migrants."
Steven R. Levitt, Ph.D.
Associate Dean for Undergraduate Studies & Curriculum
steven.levitt@utsa.edu

Dr. Steven Levitt presented his paper “Cultural Factors Affecting International Teamwork Dynamics” presented at the 13th International Conference on Knowledge, Culture and Change in Organisations, Vancouver, B.C., June 14. It is now under review at the journal Organizational Cultures. Another paper, “Cultural Dialectics in International Teamwork Dynamics” has been accepted for presentation in May 2014 at the International Communication Association conference in Seattle.

Renee L. Cowan, Ph.D., Assistant Professor
renee.cowan@utsa.edu

Dr. Cowan's latest research on workplace romantic relationships and communication will be published in The Western Journal of Communication ("Love at the office: Understanding Workplace Romance Disclosure and Reactions From The Coworkers Perspective") and Qualitative Research Reports in Communication ("Why Are You Dating Him? Contemporary Motives For Workplace Romances"). She will also be presenting a paper on her workplace bullying research ("Actions and Expectations: The Human Resource Professional's View of Instituting Anti-Bullying Policy in U.S. Organizations") at the Central States Communication Association's annual conference in MN. - April 2014.

Seok Kang, Ph.D., Associate Professor
seok.kang@utsa.edu

Seok Kang recently published a study about factors influencing mobile app adoption in the International Journal of Mobile Communication. Another study that examined the journalistic role of social media sources in TV news has been accepted for publication in an AEJMC journal, Electronic News. He will also present a paper about TV news coverage of the smartphone at the Broadcast Education Association convention in Las Vegas, April, 2014. Seok Kang currently serves as the president of Korean American Communication Association (KACA).
Karen L. Daas, Ph.D., Associate Professor
karen.daas@utsa.edu

Karen L. Daas is conducting interviews with domestic violence providers and male victims of intimate partner violence in heterosexual relationships. She will be presenting preliminary findings at the Central States Communication Association annual conference. She continues to teach courses in relational, family, and small group communication. She is also chair of the Faculty Senate Nominating, Elections, and Procedures committee.

Communication Graduate Spotlight: Caitlyn Silvas

Special Thanks to Mysti Frazier, M.A. Career Counselor,
College of Liberal and Fine Arts for this story.

I am a recent 2013 UTSA graduate with my Bachelor of Arts in Communication with A concentration in Technical Communication and minors in Nonprofit Management and Business Administration. I have been able to apply lessons that I have learned through coursework and student involvement in each position that I have gained. With my focus in nonprofits, I have been able to get work experience and have advanced my career through continued practice in my field. I have been successful because of my work-study, internship, and nonprofit positions that have allowed me to develop my strengths and apply communication and writing skills in multiple ways.

During my junior and senior year, I was able to focus on future career opportunities with the help of the University Career Center (UCC). The UCC served as a very helpful resource by providing me feedback on how to better my resume and practice my interviewing skills during mock interviews. Also, the UCC staff was easy to contact any time I needed help, especially through the online chat support. By providing tons of opportunities to network and get information with a variety of organizations in San Antonio, the UCC support was able to guide me in finding what jobs would be best for me.

My biggest advice is to take advantage of professional student organizations, career fair events, and get to know faculty and staff at UTSA. Networking is the best way to advance in your field and to get more information to help you decide which position would be best for you. Also, getting to know the faculty and staff will help you to better understand your possible career field. The faculty and staff are wonderful mentors and have supported me during my time at UTSA and after graduation.
During my 4 years at UTSA, I was involved with numerous social and professional organizations and received my certification as a nonprofit professional. I have been very involved with the nonprofit network in San Antonio and have held positions at Habitat for Humanity of San Antonio, Boys & Girls Clubs of San Antonio, and my current position with City Year San Antonio. RR

Contact & Connect with Caitlyn Silvas at:
csilvas@cityyear.org
www.linkedin.com/pub/caitlyn-silvas-cnp/50/a45/a66/

Faculty Volunteer for Great Conversations!

The honors college is hosting a fundraiser called “Great Conversation!” on February 25. The topic “Are Video Games Making Americans More Aggressive?” is lead by our own Charles "Chad" Mahood, Assistant Professor, UTSA Department of Communication. For more information and to support this event: http://utsa.edu/greatconversation/index.html

RR

Faculty Volunteer as Judges for Annual U.S. Air Force Media Contest!

Red Madden and Viviana Rojas served as judges at the Annual Air Force Media Contest At Port San Antonio February 10-12. Categories included TV Spot Production, TV News Report, TV Feature Report, TV Sports Report, Local TV Newscast, Regional TV Newscast, TV Newsbreak, Outstanding New Broadcaster, Air Force Military Broadcast Journalist of the Year, Air Force Civilian Broadcaster Journalist of the Year, Video Documentary, and Video Field Production. Their community service assistance helped recognize our Air Force members for their outstanding work! RR
Attention Alumni!

We want to hear from you! Please email us a note about yourself and include a headshot picture!

ryan.mcpherson@utsa.edu

Attention Supporters!

Want to contribute to the noble non-profit mission of the UTSA department of communication?

Select "friends of communication" from the drop down menu at this website:

https://giving.utsa.edu/givetocolfa

Thanks for your support! RR

About The Roadrunner Report

The roadrunner report is a newsletter produced in the spring and fall for the community and constituents of the Department of Communication at The University of Texas at San Antonio. Send all requests for advertising, comments, and inquiries to the department’s community relations committee chair:

ryan.mcpherson@utsa.edu

or

ATTN: Community Relations Committee

University of Texas at San Antonio,
Department of Communication,
One UTSA Circle, San Antonio, TX 78249

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