

NEWSLETTER '08 ALUMNI COMMUNICATION

UCSD

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**31st ANNUAL ALUMNI
AWARDS FOR EXCELLENCE**
UCSD Alumni Association Event
June 6, 2009
Contact Suzi Sterner
ssterner@ucsd.edu

2009 COMMENCEMENT
UCSD CAMPUS EVENT
June 13, 2009 - June 15, 2009

THE CHANGING FACE OF PUBLIC RELATIONS

Written By Teresa Wu

Who are the power players of today's marketing world?

"Mommy bloggers," says Jeanette Liang, account executive at Golin-Harris, a top public relations firm. "PR people spend thousands of dollars courting mommy bloggers — it's insane."

Why are these 40-year-

old women in front of their laptops suddenly some of the most influential people on the internet?

The rise of digital media is changing the face of every Communication-related industry, from journalism to PR to marketing. More importantly, for the crop of soon-to-be-graduates, it's creating a new sector of

jobs — positions that require skills with web 2.0 tools like blogs and social networks. These are areas in which our generation is inherently savvy, so why not take advantage of your in-depth knowledge of Facebook?

In some ways, Jeanette is your standard public relations professional. Like the rest of the team, she does the standard PR duties: client meetings, research, pitches to the press, etc. However, her specific knowledge and

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THE RIGHT WAY IS THE

WONG WAY

Written By Hai Lam

The story of Wong Fu Productions is a Cinderella tale of young alums embarking on new entrepreneurial ventures in the field of communications.

What started out as making "fun-films" at UCSD, grew into something much greater.

Today Wong Fu is a well-established production

company with a fan base consisting of millions around the world. The Representing Communication class sat down with the faces of Wong Fu Productions — Philip Wang, Ted Fu, and Wesley Chan — at the premier of the Asian Film Festival.

We asked questions focusing on racial and gender identity in American film.

We also touched upon financial issues that Wong Fu Productions faces in their creative endeavors.

Watch the full-length interview at <http://www.youtube.com/watch?v=Zpu7hprOUBA&feature=related>, or simply search "UCSD Wong Fu Production Interview" on YouTube.



THE DARK SIDE OF THE INTERVIEW

Written By Mike Lee

What are your skills? What can you bring to this company? Do these questions sound familiar? As a UCSD graduate you have been trained to think, question, and analyze, but have you taken the steps to comprehend simple questions and to react to them? For the alum who has emailed hundreds of resumes out and spent hours looking for jobs on Career Builder or Monster.com, I present

to you Sam Kim.

Just like you, Sam has wasted days on deciding what to do with his UCSD education and sent out countless resumes in search of a job. Today he works in the Human Resources department of a small company, dealing with resumes and interviews on a daily basis, and has a lot of useful tips for the average graduate looking to stand out as a potential employee.

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Written By Ben Wisan

This quarter's networking event, sponsored by the Communication Society and the Representing Communication class, brought together alumni from different professions from the field of communication. Panelists included Bob Hansen (NBC Universal KNSD-TV), David Mirisch (Event production, PR), Julie Herrmann (Lead, Information Technology-EMR Training Program), Joel Estrada-Gonzalez (Intern for a lawfirm), Janet McCulley (Co-founder &

Chief Marketing Officer - Muttropolis), and Ian M. Stone (Senior Account Executive, Russo Partners, LLC).

Key highlights from the evening came from journalist Bob Hansen, who in response to the question of "how do you think interns could improve their performance?" declared "I hate interns - most of them are lazy and do more hurt than help." He went to say that most interns do not attempt to be helpful; rather, they are uninterested and lack motivation. Hansen's intern strategy

HIGHLIGHTS FROM NETWORKING NIGHTS

is to never take them on himself, but instead, watch his coworkers' interns and pick out the good ones. He also explained that any intern worth his salt should always be available when they are asked to work and not ask questions, but just complete the duty. Hansen said that "If you ask a State student to do something, they will, if you ask a UCSD student to do something they will ask why?"

While Hansen's delivery was a bit of a jolt, he brought up a very good point. College students often see internships as solving the problem of not having professional experience.

Many students get the idea that as soon as they have an internship their search for future work is over. However, getting an internship is only half of the battle. In many ways, the work has just begun. Once you have an internship, it doesn't mean that you automatically have a job with the company - it's a possibility, but you have to be available, motivated, aggressive, and interested in your work. Hansen said that the very few interns who are motivated and aggressive he takes on himself. Afterwards, they are practically guaranteed a job, if not with his station

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understanding of internet marketing have given her a leg up in the industry.

New media knowledge — understanding how companies can leverage blogs and social networking tools to establish their brands and market their products — is of vital importance in a time in which everyone and everything is online. “It applies in almost every field — music, film, everything. It’s something that sets me apart from all the trillion people in PR — as the new media specialist, I already get way more responsibility than people in the traditional side.”

During her senior year at UCSD, Jeanette held a PR internship — halfway through, when one of the more senior level staffers left, she was thrown into the marketing department to do web copy. Post-graduation, she moved to LA, where she dabbled in advertising for three months before landing a position at a small PR boutique, which she stayed at for eight to nine months. She then moved to a mid-sized agency for two years, until she reached her current position at Golin-Harris.

In terms of her varied experiences at different-sized agencies, Jeanette has taken away valuable experience from all of them. “I’m an account executive where I am now — at a midsize boutique I could be a senior account executive, but I chose to forgo a promotion and get more money at a bigger company.” Bigger companies, she says, are generally better for people first starting out because there are more perks and plenty of structure. The company name also helps in landing other jobs later on, and it definitely comes

with solid training and good background. However, she adds, there’s also a plus to starting somewhere small. “You get more responsibility quicker, and you’ll leave with strong experience and maybe a better title than you would have had at a larger agency.”

Every client requires a specifically tailored strategy. “We analyze who the target demographic is and through what channels we’ll reach them.” Of course, the team will reach out to the typical media outlets: dailies, magazines, newspapers, and broadcast. Increasingly, however, clients are looking to expand their brand presence in online media — that’s where Jeanette comes in.

Blooggin is an alternate form of word-of-mouth marketing because bloggers often have a loyal, built-in following. For example, Jeanette says, often she will coordinate giveaways with mommy bloggers or tech bloggers, in which a product — say, a newly released phone — is given to bloggers for review or for contests with their audiences. “For example, even though bloggers don’t have the same reach as, say, Time magazine, if 90 people comment on a post, that’s 90 people who looked at the product and went to the web site to check out its features.”

The golden question still remains: How much salary can one expect to start out with? According to Jeanette, an average person with a PR or Communication-related position in Los Angeles can expect around \$26,000 annually. “\$30,000 is generous, but in the Bay Area, you can make at least another \$5-10,000 easily.” In addition, higher executives,

after about 10 years of experience, can make \$90,000 and up. However, she notes that having tech and new media as a specialty means that it’s easy to work your way into a higher salary because you can bring something new to the table.

She stresses the importance of scoring internships early on for students interested in this field. “You can think you’re blue that you know what you want to do, but until you’re actually in the trenches, you don’t know.” And beyond that, she points out the value in reading blogs. “There are blogs on PR, new media — if I started doing all that in college, I would be so much more knowledgeable now.”



No matter where you start out, there are plenty of things to learn in any internship or job. “How to write a god client email, how to develop a client relationship. Writing skills, organization — some of that stuff I learned in my first advertising job in LA. Some of the stuff they taught me that was just a part of the standard work routine I still apply today.”

ALUMNI ACCESS DENIED

Written by Yvonne Chen

UCSD is comprised of many divisions that each execute business strategies in ways that affect students’ ability to get an education. These strategies are increasingly based on a privatized model.

I encountered this strategy when contacting an alumni recently. As a student looking for professional experience outside the classroom, I was searching for internship experience, and what better way than to connect with a UCSD alumni? I made an appointment with the Alumni Association was on my way to a great networking opportunity — or so I thought. Before I could gain access to alumni through the Alumni Association network and I was asked to sign up to be

a member, which came with a membership fee of \$25. Included in the \$25 membership is Career Access Network search privileges, a \$25 UCSD bookstore coupon, a \$75 discount off Kaplan courses, two free Price Center movie passes, discounts at California attractions, special events invitations, an @UCSD magazine subscription, and free blue books.

The private business goals of different corporations are embodied in the \$25 membership. I am essentially being asked to partake in multiple business relationships — Kaplan and UCSD, UCSD and the bookstore.

As I have not yet received access to the alumni network, this student is still trying to reap the benefits of this strategy.

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HR Sam says: Be Concise.

Regardless if your job experience is pathetic or filled with 40 hour workweeks, your resume should be concise and to the point. Include only relevant information and don't be superfluous with words.

HR Sam says: Research

To do some research about your job; more than reading the three sentence blurb under the job listing, take the time to really read into the job description and to read between the lines so you can understand what your future employer is looking for. By doing so you can cater to what your prospective company may need and increase your chances of getting an interview or getting hired.

HR Sam says: Save as a PDF

Send in your resume as a PDF file. Many times

employers receive resumes that won't even open, however PDF files are universal on every operating system.

The second step: your interview.

HR Sam says: Practice

Try going over questions that are generally asked in interviews. These questions can easily be found online. Research the requirements of the job that you're applying for so when the interviewer asks you more complex, in-depth questions, you will be able to answer them without awkward pauses. Sam advises that you **MUST** know what you are talking about in order to avoid fumbling words.

HR Sam says: Know the Lingo

Having insider information and articulating specific vocabulary used in the industry will impress the interviewer. So as stated before...do your research!



(networking continued)

definitely another high-ranking television station. In fact, Hansen's first job came about as a result of shadowing professionals at a TV station. He went on to secure an internship that later became his first reporting job.

Panelists also discussed attitude in the workplace. As Mirisch said, "You hire for attitude, and you train for skill." This goes hand-in-hand with what Hansen had talked about. Employers realize that you are a college student with limited experience, and this is why attitude is so important. In an internship, you may be asked to perform tasks you don't understand, but you'll reap the benefits if you stay positive, willing, and available. The internship

experience often involves menial work, but the real value behind interning is developing a professional relationship with an employer that will reward you later. For example, as Hansen suggested, if you're working at a TV station, inquire about why certain decisions are being made, ask the cameraman if you can watch him for a day — show an interest.

In the end, your brief performance at an internship could either get your foot in the door for your future career, or purely be a waste of your and your employer's time — so make sure you're making the most of it.