

# UNDERGRADUATE NEWSLETTER '09

# UCSD COMMUNICATION

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## UPCOMING EVENTS

**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

## WHY NOT PUT ON A GREEN COLLAR?

Written By Julianna

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The big question on every undergrad's mind is, "What should I do with my degree?" Such anxiety is in part due to the endless number of fields that one can pursue af-

ter graduation. I spoke to Mark Sanderson '97, about the path to a happy professional life. A former Communication major, Sanderson works in a career he never considered while at UCSD. Mark is not involved in

a blue collar or even a white collar job; rather he is involved in a career currently in the spotlight for its importance to the global economy- Sanderson works a "green" collar job!

Mark works with The Nature Conservancy as Regional Director of the

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## THE WIRED PATIENT

### CHANGES TO HOSPITAL TECHNOLOGY AND COMMUNICATION

By Christina Peng

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Say you suddenly found yourself ill and stuck at the hospital, waiting hours for lab tests. Would you rather be stuck in a room with just-your-average television, or would you rather get CONNECTED? I talked to Sean Lara, '98 who is a Communication alum working on this very problem. Sean Lara is General Manager of the Western Region for GetWellNetwork, whose mission is "to transform the care process into an interactive patient care environment that drives an optimal quality experience." GetWellNetwork is reshaping the medical institution. Imagine, checking your email, surfing the net, watching the latest blockbuster film, or

ordering room service- all accessible with the push of a button. This is what Sean and GetWellNetwork aim to achieve with their software program, PatientLife.

With a degree in Communication, Sean uses digital media to reorganize how communication happens within the realm of medical care. Communication plays a significant role within hospital operations. Through the PatientLife software, Sean is helping hospitals transition from sterile, cold, and a business-only-institutions to a more modern environment where the necessities of home and work are still within reach. Soon, wired hospital rooms will become a normal part of the experience of being a patient.

This new technology

will also change the nature of hospital work, as it allows workers to care for more patients efficiently. The older methods of hospital communication are in the past. Instead of leaving a note on the door that patient rooms need to be cleaned, nurse assistants can now use communication systems to notify housekeeping which rooms need to be cleaned immediately. By using this new system, patient check-in, room cleanings, and check-out are becoming more automated.

Sean Lara is fusing the growing need for patients and workers to stay connected with digital technology. Sean currently resides in San Diego with his wife whom he met at UC San Diego.

# PROFESSIONAL NETWORKING

By Danny Pavitt

Among the many anxieties of graduating seniors is the possibility of entering the professional world during a recession. Networking has always played an important role in one's professional development. But what is networking exactly? Is it formal and re-occurring meetings? Is it a

single useful conversation? Is it a stack of business cards? All are defined as networking even though at times we miss out on recognizing situations where a networking opportunity presents itself. I talked to Shauna Rodenbo '93 about the importance of networking for college graduates. For this former advertising executive, networking

proved crucial to her own professional development.

Rodenbo has always had a passion for design. Her passion began early in her unofficial role of creating family newsletters and designing wedding invitations for friends, and it continued to grow throughout college. Once out of UCSD, Rodenbo wasted no time moving to New York and

enrolled in an advertising art school, where she specialized in graphic design.

A couple of years after she moved to New York City, Shauna moved back West, taking a job at E! Entertainment in Los Angeles as a member of the "creative services" team. There, she specialized in in-house advertising. She claims working on the print advertising team for E! as her greatest professional accomplishment. Back then, a typical day consisted of anxiously arriving at work to receive and meet deadlines while dealing with demanding clients. Socializing with

**Continued on page 3**

By Nicole Saari

As a brand professor to UCSD you won't find John McMurria on RateMyProfessor.com. But have no fear, I introduce him to you as a must-take faculty member of the Communication Dept. I sat down with McMurria to ask him about his work and path that led him to UCSD.

Professor McMurria earned his B.S. in Business Administration at the University of Colorado, Boulder. Next, he graduated with an M.A. in liberal studies from City of New York Graduate Center, where he took courses in social theory and American history. He earned his PhD in Cinema Studies from NYU in 2004. There he began to see television as a primary site to analyze world culture and politics.

Upon graduation, McMurria worked in the Department of Communications at

## PROFESSOR SPOTLIGHT JOHN McCURIA

DePaul University in Chicago. During his four-year tenure, he helped the program transition from a Department of Communications to its own College of Communications. The new college opened up more resources and faculty funds to broaden options of study. He chose to leave the city that he enjoyed so much to join the faculty at UCSD. UCSD's Communication Dept. was exciting to him because it is interdisciplinary and takes a critical approach to studies of communication. McMurria says, "providing undergrads with a critical background in communication will give them the tools needed in whatever professional fields they chose to pursue."

McMurria's research focuses on television's role as a powerful medium. In particular, he studies the

way T.V. can shape different forms of citizenship, and television as a means of globalization. His written work includes the co-authored *Global Hollywood 2*, which highlights the two-way flow of television globalization. He shows how European countries challenge dominant U.S. television and create local programming by co-producing television content with other nations. Conversely, the emergence of satellite television has grown as a result of non-U.S. countries that show mostly Hollywood movies and other U.S. productions.

Professor McMurria sees the future of television proliferating through satellite distribution technologies, new cable channels, and Internet sites such as YouTube, which allows people

to circulate audiovisual programs. Despite the promise of these new technologies, he feels that broadcast television as we know it will still remain a place where the majority of citizenry tune in. And though these new sites present possibilities for marginalized groups to get their voice out, there are still limiting factors: corporations still choose what gets broadcast and high speed internet remains inaccessible to many.

If you are interested in television media, one of his classes should be right up your alley. He teaches "History of Electronic Media", where he reviews media technologies and their uses from early radio to current Internet communication. Additionally, McMurria teaches "Television and Citizenship", which discusses television as a central space for defining and promoting types of citizenship through inclusion and exclusion.

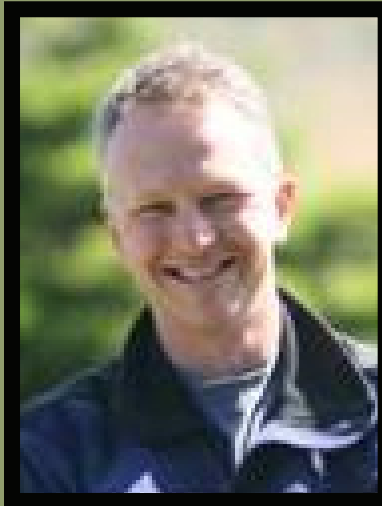
### (green collar cont.)

Southern California district. He truly loves his work and has been on an amazing journey since his time at UCSD. As an undergrad, Mark DJ'd his own jazz radio show, and was news editor for the UCSD newspaper formerly known as "The Triton." These activities allowed him to develop his oral and written communication skills. Yet after college, Sanderson found himself with a Bachelor's degree in Communication and no idea how to use it. He took a job at the Nature Store where he worked hard as a manager. After working for the Nature Conservancy for over 16 years he explains that, "Before, and even after graduation I had no idea I was ever going to end up working for a non-profit."

It was not until after graduation that what Sanderson thought was, "just a job and never a

career path," became the career and political cause that he still shares a passion for years later. A professional and political relationship between the Nature Company and the Nature Conservancy led to a volunteer opportunity for Mark who points out that, "volunteer work is always a great way to get involved, because you can find out if you are interested in the company or position without having to make a commitment." It was the professional and political relationship between the Nature Company and the Nature Conservancy that helped Mark bridge his way from one career field to the next. For Mark, volunteering at the Nature Company led to full-time employment. This reward is inseparable from his commitment to the environment and local animal habitats.

Mark Sanderson believes that it is not the de-



important for keeping one's creative and technical skills up-to-date. Her contacts in New York and California were critical to her adjustment to the forever-changing programs and technical aspects of the job. Particularly in her field of graphic design, there are new programs like InDesign that allow for greater design capabilities than previous programs. Keeping abreast of programs like this afforded Rodenbo an easier adjustment to in-

gree itself, but the breadth of experiences that the degree allows you to encounter that makes one a competitive candidate for any job. Unlike a degree in biology or chemistry, a degree within the social sciences leaves a broad path of career choices that can be made. When interviewing and hiring new members to the Nature Conservancy, Mark Sanderson explains that when he sees a degree in the social sciences or liberal arts, he is always excited to interview the candidate, as they approach the world using a variety of perspectives. According to Mark, in any "green collar" job, it is the passion and the feeling of making a difference that keeps people in this career year after year. Whether you take on a blue collar, white collar, or the new trend of green collar jobs, keep in mind that a degree in the social sciences is actually an advantage.



### (networking cont.)

colleagues was crucial too, because it improved her ability to come up with creative ideas.

Rodenbo draws a clear connection between her professional success and networking. She notes that in the field of advertising, networking is particularly important for keeping one's creative

and technical skills up-to-date. Her contacts in New York and California were critical to her adjustment to the forever-changing programs and technical aspects of the job. Particularly in her field of graphic design, there are new programs like InDesign that allow for greater design capabilities than previous programs. Keeping abreast of programs like this afforded Rodenbo an easier adjustment to in-

creasing work deadlines within unlimited artistic possibilities. The benefit of having a network is that professional challenges are met by staying in communication with other professionals about one's work. According to Rodenbo, networking also increases competition in an industry where only top performance prevails.