

Instructionally Related Activities Report Form

SPONSOR: Nien-Tsu Nancy Chen, Vivian Henchy & Christina Smith (COMM)

PROGRAM/DEPARTMENT: Communication Program

ACTIVITY TITLE: Community-Based Storytelling for Social Change (Class Presentations & Workshop)

DATE (S) OF ACTIVITY: March 9 – 10, 2017

Please submit via email to the IRA Coordinator along with any supporting documentation at david.daniels@csuci.edu within 30 days after the activity. Thank you for your commitment to engaging our students!

A. ADDRESS THE FOLLOWING QUESTIONS:

- (1) PROVIDE A DESCRIPTION OF THE ACTIVITY;
 - (2) HOW DID THE ACTIVITY RELATE TO A COURSE(S) AND/OR LEARNING OBJECTIVES?
 - (3) WHAT DO YOU SEE AS THE STRENGTHS OF THE ACTIVITY?
 - (4) WHAT WOULD YOU SAY ARE/WERE THE ACTIVITY'S WEAKNESSES?
 - (5) HOW WOULD YOU IMPROVE THIS ACTIVITY FOR NEXT TIME?
 - (6) WHAT DID YOU LEARN FROM THE PROCESS?
 - (7) WHAT ARE STUDENT RESPONSES TO THE ACTIVITY? ATTACH STUDENT EVALUATIONS OR ASSESSMENTS (IN ACCORDANCE WITH FERPA RESTRICTIONS YOU MUST REMOVE ALL PERSONALLY IDENTIFIABLE STUDENT INFORMATION)
 - 8) GIVE A SUMMARY OF EXPENSES FOR THE ACTIVITY.
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B. ATTENDEE LIST- SUPPORTING DOCUMENT:

In addition to the report form, *in a separate document*, attach to your email a list of attendees complete with each student major and grade level. This for IRA Committee reference only and will not be published on the IRA website. Include your name and the title of your IRA activity on the document.

C. IMAGES FROM ACTIVITY:

Finally, attach to your email up to 6 images demonstrating student participation (under 2 MB total) with captions/titles. Please attach these photos in .JPEG format directly to email. Thank you!

(1) PROVIDE A DESCRIPTION OF THE ACTIVITY

With the support of the IRA funds, the Communication Program sponsored two guest lectures on March 9, 2017, and a day-long workshop on March 10, 2017. These lectures and workshop were given by Ms. Andrea Wenzel, Postdoctoral Fellow at the Tow Center for Digital Journalism of Columbia University. In addition to her academic position, Ms. Wenzel is a radio journalist, activist and media development consultant. She has worked as a radio producer at WBEZ for a decade and as a consultant on media projects in Afghanistan, Sri Lanka, Ghana, and Iraq for organizations such as BBC Media Action, Internews Network, and other international NGOs. She is well versed in the theory and practice of effective storytelling for social change.

On March 9, Ms. Wenzel provided a guest lecture on her experiences with social change campaigns and solutions-oriented journalism to the students in COMM325 Health Media Campaigns. Her presentation highlighted several communication campaigns that promoted social change globally or domestically, such as a multimedia safer sex campaign in India, radio soap operas that utilized entertainment-education in Afghanistan, and a solutions-oriented journalism initiative in South Los Angeles. On the same day, Ms. Wenzel also gave a guest lecture on radio production to students in COMM 328 Community-Based Storytelling. She provided basic instructions to the students on how to use free, accessible equipment (e.g. their smart phones, free editing software) to perform field recording and editing for a radio podcast. These two lectures were attended by 58 students.

On March 10, Ms. Wenzel offered a more advanced day-long workshop on radio production to interested students and faculty at BRO 2330. She began the day by covering essential elements of audio storytelling (e.g. hosting, interviewing, vox pops, audio tours, on-site interviews, sound effects). She moved on to the technical aspect and guided workshop attendees to practice their recording skills by first interviewing each other and then going around campus to collect material for vox pops. In the afternoon, Ms. Wenzel coached the participants on editing the material they just recorded using the software Audacity. She provided basic tips on audio labelling, saving and naming before giving a demonstration on how to use the various functions of Audacity (e.g. cutting, moving, fading). She then gave the attendees a chance to practice editing and wrapped up the day by offering feedback on each participant's edited tape. This workshop was attended by 11 students and faculty members.

(2) HOW DID THE ACTIVITY RELATE TO A COURSE(S) AND/OR LEARNING OBJECTIVES?

COMM 325 Health Media Campaigns is designed to teach how to increase awareness and change behaviors through understanding the process of researching, planning, implementing and evaluating communication campaigns in the health context. Ms. Wenzel's extensive hands-on experience of designing and executing international health campaigns, subject to a myriad of challenges, provided students with real-world application case studies in international health

improvement efforts and outcomes. Ms. Wenzel's guest lecture served as the basis for our class' subsequent discussions about international health campaigns and the different types of cultural and economic challenges that face these and their execution.

COMM328 Community-Based Storytelling is designed to enhance student understanding of the role of local storytelling and participatory journalism in building and sustaining diverse communities. To provide students hands-on experience with community storytelling, a radio podcast assignment has been integrated into this course. Ms. Wenzel's lecture on radio production basics enabled students to move beyond the conceptual stage to begin the production process for their podcast.

During her visit to CSUCI, Ms. Wenzel also hosted a day-long radio production workshop. This workshop provided students and faculty interested in radio production an opportunity to learn from an expert. Among the workshop participants, there were students from COMM328 Community-Based Storytelling, COMM499 Capstone Project, and the STEM disciplines. Most of these students were producing, or would like to produce, content for our campus radio station, Dolphin Radio. By attending this day-long workshop, they were able to hone their production techniques and receive feedback on their works from a professional. This helped enhance their ability to produce quality original programming for Dolphin Radio in the future.

(3) WHAT DO YOU SEE AS THE STRENGTHS OF THE ACTIVITY?

Ms. Wenzel's career path in journalism, international development and academia makes her uniquely qualified to help our students see the connection between theory and practice. In addition, her versatile experiences enabled her to lead guest lectures and workshop that focused on seemingly separate topics (e.g. social change campaigns and radio production). However, all of her material stemmed from the same core belief in the power of communication to create social change. This belief was communicated clearly to the students during her talks on campus, and students found it inspirational.

(4) WHAT WOULD YOU SAY ARE/WERE THE ACTIVITY'S WEAKNESSES?

The radio workshop on March 10 was attended by 11 attendees, which was satisfactory but not optimal. Even with invitation weeks in advance, it was challenging to ask students or faculty to devote a full day to a workshop given their class, work or other commitment. However, the attendees all felt that they benefited from this more comprehensive training that involved theory, hands-on exercise and feedback elements.

(5) HOW WOULD YOU IMPROVE THIS ACTIVITY FOR NEXT TIME?

An alternative to a full-day workshop would be two 3-4 hour sessions. The timing of the workshop might also have an impact on attendance (e.g. daytime vs. nighttime). However, what would be the optimal time arrangement for the largest number of potential participants for an event is likely to be situation-dependent. Therefore, if we were to organize workshops of a similar length in the future, we should spend some time identifying potential participants' preferences before finalizing the event schedule. Of course, the guest instructor's availability would need to be considered, and that might not always align with participant preferences.

(6) WHAT DID YOU LEARN FROM THE PROCESS?

I learned that it is invaluable for students to hear from someone who is simultaneously an academic, a practitioner and an activist. Ms. Wenzel enabled our students to connect theory with practice while understanding their responsibility as a global citizen. Her versatile professional experiences also broadened our students' thinking about the type of career they could pursue post-graduation.

(7) WHAT ARE STUDENT RESPONSES TO THE ACTIVITY? ATTACH STUDENT EVALUATIONS OR ASSESSMENTS (IN ACCORDANCE WITH FERPA RESTRICTIONS YOU MUST REMOVE ALL PERSONALLY IDENTIFIABLE STUDENT INFORMATION)

Attendees at the guest lectures and workshop were encouraged to write a brief reflection on their experience. Their reflections are overwhelmingly positive, and below is a snapshot of the responses:

"Her presentation was insightful and empowering because there is so much more beyond our own sightline."

"Andrea Wenzel is a brilliant journalist and radio producer who gave us an interesting presentation about her experience as a media projects manager."

"The activity that Andrea did as a class served as a big help because it would [sic] give me inside information about how others are using the tool and what ideas they came up with in sharing our presentation."

"Andrea's presentation was very insightful and informational about the different options and different impacts that journalism can have on communities throughout the world."

"Andrea Wenzel, a guest speaker in COMM 325, wowed her audience with tales from her distinguished career...and gave a motivating and helpful presentation."

"Andrea was extremely intelligent and gave us a deeper look inside the world of journalism, which I enjoyed."

"Andrea Wenzel is a very inspirational person. The work she's done for other people is extraordinary and hearing about it has helped me think about my own health campaign differently."

"I would love to work as a radio producer in the future, and this workshop not only helped me with technical details but also gave me a chance to ask serious career questions to a professional in that field. Thank you!"

"This workshop relates to my academic pursuits as it helps me navigate with Dolphin Radio tools better, which ultimately helps in career and professional development. I am learning how to use new computer software, which makes me more competitive professionally, and it can personally become a hobby."

"This workshop related to my current academic pursuits, future career aspirations, professional development and personal development because as the Communication Coordinator at the CI Food Pantry, my main goal is learning how to market the pantry in different ways. I think it is important for me to achieve goals outside of my comfort zone to reach success in my current position for the CI Food Pantry...The guest lecturer was very knowledgeable and informative. I found this lecture very helpful in pursuing my marketing endeavors."

"The workshop made me come out of my comfort zone. I am a very outgoing person, but I realized having to go out to interview people is more difficult than it sounds."

"Andrea is a very knowledgeable professional. She is extremely personable and willing to give students one-on-one attention."

(8) GIVE A SUMMARY OF EXPENSES FOR THE ACTIVITY.

Speaker Honoraria	\$1500.00
Travel Reimbursements	\$ 849.70
Total	\$2349.70

**B. ON SEPARATE DOCUMENT, PLEASE ATTACH ATTENDEE LIST
(PERSONALLY IDENTIFIABLE INFO REMOVED)**

**C. PLEASE INCLUDE UP TO 6 IMAGES AS ATTACHMENTS TO YOUR
SUBMISSION**



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