

ALUMNI NEWSLETTER

PROFESSIONAL WRITING PROGRAM

UCSB

ISSUE 1 • VOLUME 1 • FALL 2019



OUR WRITING ALUMNI

Thank you for taking the time to take a look through this issue of the Professional Writing Minor's Alumni Newsletter. UCSB loves its Alumni, and we wanted to take a chance to spotlight some of the great work and students who've been part of our writing program.

This issue features highlights, interviews, and spotlights from each of the five major program tracks. You will find interviews with track directors and some notable alumni! Enjoy!

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ALUMNI SPOTLIGHT

**KATHERINE
MOSQUERA**

B.A. FILM AND MEDIA STUDIES
CLASS OF 2018



Katherine currently works for Cumulus Media Radio Station Group, one of the biggest radio broadcasting companies in the country, in the San Francisco cluster. She's the Digital Content Producer & Editor for two newstalk stations, KGO & KSFO, in which she manages the online brand of the stations – social media accounts, news writing and website development. She also assists in writing content for Alternative Rock & Classic Rock stations, KFOG & KSAN.

While attending UCSB, the experience she gained in the writing minor helped her secure and succeed in internships while in the long term, it helped her secure the job that she's continued to hold after graduation. Katherine went on to describe how the minor helped her refine her journalism, web-development, and even coding skills. Those last two are main aspects of her current job, which she developed during her writing minor courses. Her only suggestion going forward is that the minor should be less limited in capacity because every single student could benefit from the academic and professional skills taught throughout the program.

Written by Rachel Kulik



THE DIRECTOR'S MESSAGE

DR. SORAPURE

The original technical track that was started in 1995 became the multimedia track in 2007. In the multimedia track our curriculum covers print design and document design along with digital and multimedia design. Our biggest project is a branding style guide.

Communication, psychology, and sociology are among the most popular major for students in the track and many of our alumni go into graphic and web design, advertising/marketing, sales, event planning, recruiting, grad school, and law school. The website for our track was just updated this past summer and there's a section for alumni but nothing there yet. We would love to hear from alumni about their advice to current students and some insight into what to expect in the working world!



"IT'S A GOOD OPPORTUNITY TO TAKE
EVERYTHING YOU'VE DONE IN COLLEGE AND
FIND A WAY TO PUT IT ALL TOGETHER."



NOTABLE ALUMNI

Meghan Campbell -Account Manager at Insight Global

Daniel Eyal-Field Deputy, Council-member

Julia Graham-Corporate Account Executive at Lever



KYLIE ZAECHLEIN
B.A. POLITICAL SCIENCE
CLASS OF 2018

ALUMNI SPOTLIGHT

"THE MINOR HELPED ME FIND A VOICE FOR WHAT I'M PASSIONATE ABOUT."

Kylie Zaechelein is a 2018 graduate from the Civic Engagement Track. She earned her Bachelor of Arts in Political Science and Philosophy. She now attends McGeorge School of Law as a J.D. Candidate. During her time in the civic engagement minor, she interned for Judge Frank Ochoa where she engaged in various legal responsibilities. Passionate about law, Kylie applied for the civic engagement minor in order to learn and enhance her writing for legal purposes. The minor helped her find a voice for what she's passionate about. In terms of the short term, it helped her with her resume, cover letter, and personal statement for law school applications. The minor helped her represent herself for law school and helped her narrow in exactly she wanted to do. She says the community she gained was so helpful. She gained connections with her classmates and now has this whole network of people who she can turn to in her future professional career. When asked if she had any advice for anyone interested in the minor, she recommends taking as many upper division writing courses. These classes are the most applicable post-graduation and teach you what you will be doing in the real world.

Written by Kellie Ward

CIVIC ENGAGEMENT CO-DIRECTORS



**LJILJANA
COKLIN**



**PATRICK
MCHUGH**

The Civic Engagement Track is co-directed by Professors Ljiljana Coklin and Patrick McHugh. The Civic Engagement track helps students become aware of their own capacity to envision, define, and enact change in their communities and workplaces. The students gain awareness of the nuanced arguing that is required to reach both receptive and resistant audiences as they produce a substantial body of writing and build online presence. The capstone classes include Writing 153A: Civic Engagement and Public Writing and Writing 153B: Writing for Civic Organizations. The first course introduces journalistic genres (explainer, profile story, opinion pieces) to help students define their voice and create a public narrative of an urgent social issue. The second course focuses on professional writing for civic organizations, and assignments range from workplace correspondence to grant writing and online portfolios. Most alumni seek jobs in various legal professions, non-profit sector, journalism, advocacy, and government jobs. Typically Communication, Political Science, Environmental Studies, Global Studies, Sociology, Philosophy, Religious Studies majors apply for this track.

NOTABLE ALUMNI

**Maile Hartsook, Class of 2016,
Development Officer at Foundation for
Food and Agriculture Research**



**Andrew McMaster, Class of 2017,
Freelance Writer in NYC, New York**



**Olivia Nemec, Class of 2017, Associate
Editor at Focus Media Journal**

ALUMNI SPOTLIGHT

NIKLAS EDLINGER
B.A. PSYCHOLOGY
CLASS OF 2011



"I DON'T KNOW WHERE I'D BE TODAY WITHOUT THIS MINOR."

Niklas graduated from the Editing program in 2011 with a major in Psychology. He got an internship with Citrix in the Spring quarter of his senior year which transitioned into a part-time (and later full-time) contract. This gave him his foot in the door and enabled him to use the skills he learned in the minor to eventually become the Senior Writer/Editor at LogMeln, Inc. in the software solutions industry. From coordinating booth panels to marketing and comment pieces to buyer solutions, Niklas is making full use of his editing background almost 10 years after graduation. He would also like to see a job board similar to the one Craig suggested, as he has hired interns and contractors from the Minor throughout his career and thinks it could be potentially useful for opening up more opportunities to find more writers.

Written by Cooper Dinapoli

THE DIRECTOR'S MESSAGE

CRAIG COTICH
EDITING PROGRAM,
DIRECTOR



**"THIS TRACK ISN'T JUST ABOUT EDITING.
IT IS ABOUT COMMUNICATING WITH OTHERS."**

These were the words that Craig used when asked what skills his students learn in the Editing track. Craig has been teaching this track for over 15 years, and this theme has stayed consistent throughout his tenure at UCSB. The editing track is designed like all the other tracks – after being accepted in the fall, the winter classes cover issues of grammar and punctuation, providing a crash training in skills acquisition; from there, the spring quarter centers on incorporating discussions of style in students' and in professionals' writing. Most students also complete an internship that provides hands-on experience in writing and editing.

NOTABLE ALUMNI

**Miles Patton - Class of 2013, Technical
Writer/Editor at General Atomics
Electromagnetic Systems**



**Sohee Oum - Class of 2016, Legal Intern
at UCSB (AS Legal Resource Office)**



**Marissa Dadiw - Class of 2015,
Advertising and Promotions Associate
(Copywriter) at Oxford University Press**

This track primarily sees applicants from English, Communications, Sociology, and Pre-Law (History, Political Science) majors. These students look to improve their understanding of rules and principles, gaining practical writing skills in the process. One of the cornerstones of the track is putting a spin on bad news, wherein the writers learn how to "give feedback that the author understands, helps the piece overall, and is delivered in a positive manner". This is a critical skill for any job because it is an issue of framing a challenging form of communication, and it's something that separates good editors from exceptional editors.

Alumni from this track commonly become writers, lawyers, or pursue graduate school for their respective majors. Craig keeps an active list of emails from editing alumni and uses these contacts to notify this network of job opportunities and generally to stay in touch. To that end, Craig suggested that creating a website that enabled minors/professors from all tracks to network and post jobs would be a nice addition. By pooling their resources and contacts, this service could tighten the links between graduating classes and provide useful opportunities for graduating classes and alumni alike.

**AMELIA
WINTHROP**

 B.S. BIOLOGICAL SCIENCES
CLASS OF 2017

**ALUMNI
SPOTLIGHT**

Written by Katie Mukai



Amelia Winthrop graduated in 2017 with a B.S. in Biological Sciences. Through the minor, Amelia learned how to communicate more technical science topics to an audience who may not necessarily have a science background. She believes that the minor helped her distinguish herself from other applicants when she was applying for jobs. Amelia learned how to clearly and succinctly communicate through her writing which has been an advantage due to the fact that most people with a science background do not have as much writing experience. She has become very successful at her job because of the minor. She currently works on pharmaceutical advertising..

"In the short-term, the minor helped me distinguish myself from other applicants, in the long-term, it has helped me be successful at my current job."

CO-DIRECTORS OF THE SCIENCE TRACK

DOUG BRADLEY & JANET MIZRAHI

"After all, if you can write clearly, it means you are thinking clearly, and that's important in any field and especially important in science."



Janet Mizrahi and Doug Bradley are the co-directors for the Science track. The track has been around for three years and many of the students in this track are science-related majors such as biology, cell biology, physics, and environmental science. This year, many of the students seem to be headed towards medical school or careers in the health sciences. Professor Mizrahi believes that the minor gives students tool to teach themselves how to tackle any new writing situation. By learning to focus on the needs of the reader rather than the needs of the writer, students understand the most important tenet underlying successful professional writing. Professor Mizrahi also states that no one wants to deal with careless errors or poor grammar therefore, learning how to write clearly and concisely will help anyone in their future career paths.

BUSINESS COMMUNICATION

ALUMNI SPOTLIGHT

**ALLEN
TSAI**

B.A. COMMUNICATION
CLASS OF 2017

Allen Tsai is a Senior Public Relations Manager at Salesforce, a Fortune 500 technology company based in San Francisco. In his own words, here are three things to know before starting your career.

WRITE A DAMN GOOD EMAIL

I don't know what the kids at Slack have told you, but 99% of business is still done on email. In this world, your email is your brand. Write in a concise, impactful and authentic style empathetic to your reader's needs. You'd be surprised - or not - at how far this one skill can get you.

BIG THINGS HAVE SMALL BEGINNINGS*

Turns out graduating with a four-dot-oh is just the beginning. (This career B student tips his cap.) Like baseball, life is a game of numbers; there are way more outs than hits. But also like baseball, three hits every 10 at-bats makes you an All Star. So keep swinging. Never stop swinging.

THERE ARE LEVELS TO EVERYTHING

Your career is a forty-year marathon, not a four-year sprint. So play chess with this thing. It's never about the job in front of you, but the one after it and the one after that. Look around corners; stay ready so you don't have to get ready when opportunity calls. (And when it does, strike.)

*Allen's career is a monument to failure. He applied to 20 firms before Text100 took a chance on him out of school. He flamed out of interviews with several companies before landing at Salesforce. So it goes. And he couldn't be happier.



THOUGHTS FROM THE DIRECTOR

"It has been such a privilege to work in this department, I love this minor. I've had so many outstanding students throughout the years."

The first class graduated in 2006 from the Business Communication track, or emphasis, within the Professional Writing Minor. Since then, Dr. LeeAnne Kryder has been teaching and directing several generations of students. When asked about her favorite parts of the minor, Professor Kryder said "It has been such a privilege to work in this program. I love this minor. I've had so many outstanding students throughout the years." Through the years different types of professional writing have been emphasized, but some parts of the capstone remain the same: a collaborative project for a local business or nonprofit "client," and a student-authored website with a portfolio demonstrating a variety of writing skills.

The Professional Writing Minor prepares students to transition from the college world to the professional world. Students share that journey with a small group of graduating seniors who often continue as a strong foundation to their professional network. BizComm alumni have become part of that network, too. Every year the current students conduct informational interviews with alumni, practicing an important network-building task (they write about it too). The alumni serve as helpful guides--and sometimes even eventual employers--in this important transition to professional life.

After graduation, many students use their professional writing skills in public relations and marketing. Every class has today's attorneys, environmental consultants, and accountants. No matter what profession our alumni join, we always enjoy hearing from them. In fact, starting in 2020, we plan to have our first All-Track Professional Writing Minor Gathering during the All Gaucho Reunion. Stay tuned for your invitation!

**LEEANNE
KRYDER,
BIZCOMM
DIRECTOR**



NOTABLE ALUMNI

**Ryan Kinkade, CFA Vice President / Sr.
Research Analyst at Franklin Templeton
Investments (2007)**



**Lauren Willis - Partner relations at Apple
(2009)**



**Jason Vego - Manager, Global Internal
Communications & Employee
Engagement, Citrix (2014)**

CULMINATING COLLEGE CAREERS: THOUGHTS FROM THE PROGRAM DIRECTOR"

DR. SORAPURE, PROGRAM DIRECTOR

In recent years, we've been contemplating adding an additional track to the minor, and it looks like the journalism track will be added within the next year or two! We were the first UC to offer a writing minor when we offered the technical communication track in 1995. Since then, a few other UC's have followed our lead and decided to offer some version of the professional writing minor.

We conducted our own surveys to sense the demand for a writing minor and all of our information came back very in favor of it! All paperwork has been filed with the university and it's out of our hands; now we're just waiting to see what the school will decide to do. Overall, the professional writing minor is a nice way for students to culminate their college careers. It comes at the end of senior year so it's a good opportunity to take everything you've done in college and find a way to put it all together. Not only are you finding a way to showcase the best work you've done throughout college, but you're setting yourself up for a career in a unique way.



"NOT ONLY ARE YOU FINDING A WAY TO SHOWCASE THE BEST YOU'VE DONE THROUGHOUT COLLEGE, BUT YOU'RE SETTING YOURSELF UP FOR A CAREER IN A UNIQUE WAY."



PROFESSIONAL WRITING MINOR

Alumni Gathering

The Professional Writing Program would like to invite you to attend our first annual alumni gathering on Saturday April 25th, 2020. Reconnect with old classmates and meet other alumni! The track directors-- and of course the current student minors-- would love to learn from your post-graduation adventures. Our event will serve light refreshments and is scheduled in time for the All-Gaucha Taste of Santa Barbara. Please RSVP below for yourself and any guests who will be attending.

RSVP NOW!

GOT INTERNSHIPS?

Minor alumni continue to provide networking and professional development opportunities for the current minor students. Please reach out to the Minor Alumni Coordinator, Dr. LeeAnne Kryder, if you have any internship opportunities, job openings, or advice for the minor students.

✉ kryder@writing.ucsb.edu

NEWSLETTER AUTHORS

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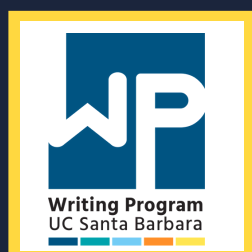
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This newsletter was created as a writing project by students from the Business Communication Track.



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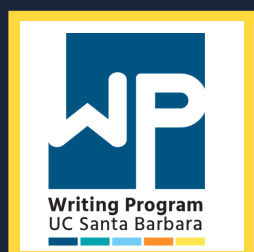
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