

New degree program to aid health-related communication

The U.S. health care system frequently puzzles those who interact with it (which includes all of us, eventually), as well as those who work in it. What treatment options offer the best outcome with the least risk? What is this bill for? Is this fancy new drug really more effective for this medical condition than aspirin? What does this diagnosis mean for a patient's quality of life—and his or her family's? How can a hospital communicate with its medical staff to bring about fundamental changes in the way they work together to improve care and conform to recognized best practices? What's the best way to explain to people how they'll be affected by reforms in health care?

Miscommunication is a major source of both medical error and patients' dissatisfaction with their doctors and other health care providers, and good communication is a cornerstone of good care, especially as the delivery system becomes more complex.

To address this growing need, the newest graduate program in the College of Communication is the M.A. in health communication. This two-year on-campus program will combine critical and theoretical courses in organizational and multicultural communications with practical courses in public relations and communication training and development.

Graduates will be able to understand the links between effective communication and high-quality care. They'll learn the skills needed to design and deliver health communication campaigns and to implement and evaluate health service delivery programs for patients and families. Some new courses will be designed specifically for the program, while others will be drawn from existing offerings.

The program was officially approved earlier this year and has started accepting students for the fall. Lexa Murphy, director of communication studies and one of the program's architects, expects that it will attract students who already have some kind of health care experience but want to move up in their organizations or take advantage of some of the burgeoning opportunities in the field. "If you're a nurse, you may have content expertise, but this program would allow you to learn managerial skills and the politics of organizations, team-building and communicating with people who are culturally different from you," she says.

Murphy credits Associate Dean Don Martin with shaping the new program. Martin led a group of faculty with a range of interests and research in health communication in the design of the interdisciplinary program. Murphy's interest is patient-provider communication, and she has seen much greater pressure recently for team-based work, as organizations strive to coordinate care.

Murphy says the new offering is the only one of its kind in the Chicago area. "Our program is unique in that it cuts across communication-based disciplines; it is not exclusively public relations or communication studies, but both."

One key course will take a close look at disparities in health status and access to health care. "It's really important to us to think about issues of culture and social justice," Murphy says. "People can experience the same health care institution very differently depending on their economic and cultural backgrounds."



Lexa Murphy, director of communication studies, is one of the architects of the newest graduate program in the College of Communication, the M.A. in health communication.

Journalism students use online outlets to hone skills

The world of online media—sometimes scary for print and broadcast veterans—holds no terror for DePaul's student journalists. In April they scored four awards—

all for material published only online—at a regional student journalism competition sponsored by the Society of Professional Journalists. It was DePaul's first venture into this competition, which included entrants from other schools in Illinois, Indiana and Kentucky. The honorees were:

- Best Independent Online Student Publication: The Red Line Project, third place
- Online Feature Reporting: "Pilsen's San Jose Obrero Mission Makes a Difference" (Chicago Storytelling's Fatimah Salami and Amber Tweedie), third place
- Online Depth Reporting: "Cob Connection Brings Urban Farming to Chicago" (Chicago Storytelling/Gapers Block's Lora Swarts and Ivy Liu), third place
- Online News Reporting: "Felony Franks Gives Ex-Cons a Second Chance" (Ashley Kohler and Charlotte Eriksen), third place

Both The Red Line Project and Chicago Storytelling are studios for



Instructor Mike Reilley's online journalism classes. Reilley is one of the founding editors of Chicagotribune.com. The Red Line Project launched earlier this year, just in time to cover the mayoral race and the Groundhog Day blizzard. It covers neighborhoods off the Red Line on the Chicago "L." Students are assigned specific stops, and they generate news and features, both straight text and multimedia, using a custom content management system built by Reilley.



Reilley

"The fundamentals haven't changed, and I hope they'll never change," Reilley says. "You still have to spell names right, get the facts and attribute them. But online journalists face challenges that weren't there 25 years ago—deciding which online information is credible

or understanding copyright before you share and mix content. It's exciting but dangerous."

Undergraduate Katie Karpowicz, who expects to graduate in March 2012 and wants to work in online journalism, has written for The Red Line Project and is a volunteer staff writer for the online magazine Gapers Block, which is not affiliated with DePaul but is happy to showcase the talents of its students. She is scheduled to begin an internship at NBCChicago.com in May.

"I'm learning not only how to combine journalistic writing and multimedia elements in my stories, but also how to market myself and those stories through things like social media," she says.

The student newspaper, The DePaulia, also has evolved and is the seventh most popular online college paper in the country, according to figures from its Web hosting company, which also hosts dozens of other school papers.

Faculty adviser Marla Krause says the paper's online component has changed the way the staff thinks about news.

"A lot of stories run online and never get printed in the newspaper," she says. "If it's breaking news, it goes online. We're a weekly, and we used



Krause

to be able to think about a story for several days. Now we don't do that."



Evensen

Professor Bruce Evensen, a veteran print and broadcast journalist, says online outlets give today's journalism students unprecedented opportunities to practice their craft before graduating. "For any journalist, their most exciting day is when they see their first professional byline," he says. "Now the mastheads are digital, and students can not only exercise their skills and journalistic responsibilities, but be held accountable, because people are viewing their work."



College's offerings and reputation just keep getting better and better

I have good news for you. Our curriculum just keeps getting richer.

The College of Communication is accepting applications for a new M.A. in health communication, which will launch in the fall (see story, p. 1). This program might be perfect for some of you who wish to move into the health care field in an administrative role, those who want to study and research how communication shapes health care, and people working in health care who want to understand the central role communication plays in effective health care.

And that's not all. Two more M.A. programs are being developed right now. We will let you know when they are ready to roll out. At the undergraduate level, three proposed majors in relational communication, intercultural communication and organizational communication are ready to move forward through the approval process. Our recently launched minor and concentrations in Latino media and communication are attracting their first students. We are expanding graduate offerings in training and development for our new concentration. And we have implemented and are expanding short, focused two-credit-hour courses that emphasize specialized skills and knowledge, courses like Final Cut Pro, Online Editing Tools, Survey Design, Focus Groups and Newsprint Design.

For those of you interested in returning to the classroom or encouraging your friends and family to give us a look, there is more to choose from all the time. We offer the same great teaching you remember, but with a deeper and richer curriculum that further enhances the value of your degree.

Undergraduate online offerings are continuing to expand. Since last summer, we have developed and offered 19 online or blended courses, with seven fully online courses available this summer. We are on track for making our B.A. in communication and media fully available online by 2012-13. Our next challenge will be to offer some of the courses in select graduate programs online.

We are planning some continuing education offerings in leadership and organizational change, as well as in new technology skills and tools for the workplace. As soon as we have the first offerings ready, we will notify you on our website and in this newsletter, which also is available online at depaul.edu/conversations.

In addition to our rich offerings, our faculty members are nationally recognized for their work. In the past year, tenure-track faculty produced three books, 21 peer-reviewed articles, five book chapters, three articles in conference proceedings, 24 short pieces, 35 conference papers, 27 conference panels and five performances. Their work was recognized with an outstanding book award for the study of communication, language and gender; the Top Contributed Paper from the Performance Studies Division of the National Communication Association; the Top Non-Student Paper at the Central States Communication Association; a Top Four Paper at the Western States Communication Association; and a \$25,000 grant from the Midwest Campus Compact Consortium. Faculty make all this happen while attracting growing numbers of students to our college with their phenomenal and student-centered teaching.

Student organizations continue to build the visibility and national reputation of your alma mater, too. We now count 12 different activities and organizations within the college where students can get involved. The DePaulia's website receives 25,000 hits per month, placing it in the top 10 online college newspapers in the nation (see story, p. 2). Radio DePaul was one of two finalists this year for the Intercollegiate Broadcasting System's Best College Station in the country and brought home best newscast, best community news, best radio play and best show promo awards. The DePaul chapter of PRSSA presented as a model chapter at a national conference and received a national award for best website. Our newly established Society of Professional Journalists (SPJ) chapter just brought home four Mark of Excellence awards from the SPJ Region V competition, which covers Illinois, Indiana and Kentucky (see story, p. 2). ADventors, Lambda Pi Eta and our performance program are all creating new opportunities for student engagement.

We're hard at work for you, continuing the high-caliber teaching the College of Communication always has been known for while growing the reputation and visibility of the college where you earned your degree.

Goltz focuses attention on pop culture's portrayal of gay male aging

When Assistant Professor Dustin Goltz presents his research on how gay male aging is presented in popular culture, the setting is not necessarily a podium during a session at an academic conference

(see related news items, p. 5 and 7).

One common venue is the stage. For example, Goltz's "Blasphemies on Forever: Remembering Queer Futures" taps 1980s popular culture—from Belinda Carlisle to Freddy Krueger and Molly Ringwald—to explore themes of gay anxiety around aging that's at turns bitter, sentimental and "a little creepy," as Goltz puts it.

"Younger gay males often talk about aging as the ultimate thing to be avoided," he says. "Youth is elevated above all else. Aging is consistently written [in literature, television and film] as punishment—a tragic space."

Although most of Goltz's rhetorical media research has centered on "watching hundreds of hours of film," more recently he has plunged into a firsthand interview project at the Center on Halsted—a gay, lesbian, bisexual and transgender community center—where he recently ran a writing group for older gay men and has edited an anthology of their writings.

In doing so, he has explored queer theory going back several decades, to a time when gay culture was not so focused on finding mainstream acceptance, Goltz says.

"Some of the ways we think about radical gay politics and radical queer politics are rooted in the histories these men are telling," he says. "The anthology project is a gift back to the men. I'm excited for them to have a book of their writings published."

One of the dynamics Goltz's interviews have captured is that from the 1950s through 1970s, when gay culture was much more closeted, it was also less compartmentalized within itself.

"As an underground and highly marginalized culture, the community was far more mixed in terms of race, class and gender," he says. "Now, in the current visibility and commodification of gay male culture, you see how race and class are major factors in determining who occupies differing gay male spaces."

Characteristically, Goltz has worked with three College of Communication students to write and perform their own multimedia pieces in response to the



Assistant Professor Dustin Goltz performs in "Blasphemies on Forever: Remembering Queer Futures" at DePaul in May 2009.

perspectives gained from talking with the men at the center.

In the near future, Goltz will be working with collected interviews and online data to critically examine the underlying assumptions and potentially radical implications of the "It Gets Better" project organized by Dan Savage, an openly gay nationally syndicated sex-advice columnist.

Aimed at addressing anti-gay bullying in middle school and high school and the suicides that sometimes result, the YouTube-oriented project dovetails with Goltz's research into popular culture and aging.

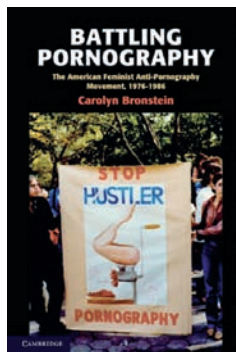
"The false assumption is that longevity is something that's inherently valued. That's not the case," he says. "When you look at it as misery, and punishment, and loss, investing in the future isn't necessarily an intuitive process."

During his two and a half years at DePaul since receiving his Ph.D. from Arizona State University, Goltz's work in the classroom, as a researcher, and on the stage has greatly impressed Dean Jacqueline Taylor.

"He's just a stellar performer," she says. "His research has been cutting-edge and highly significant from day one. With the recent media attention given to the problem of suicide among young gay people, there is growing awareness that the media and society in general portrays a bleak future for young people coming out. Dusty is taking a hard look at the relationships between perception and actual experience. His work is timely and will make a real contribution to issues of increasingly widespread concern."

Four new books published by faculty

College of Communication faculty members have been busy writing books on a variety of topics ranging from pop culture in digital media to the anti-pornography movement.



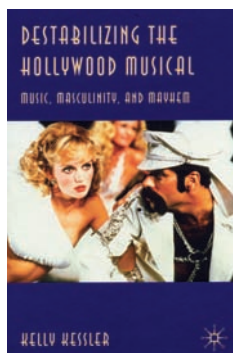
In the past year, four faculty members have published books, with the most recent one due out in June. Associate Professor Carolyn Bronstein's "Battling Pornography: The American Feminist Anti-Pornography Movement, 1976–1986" examines the rise and fall of the American feminist anti-pornography movement, discovering its origins in the cultural conditions of the late 1960s and 1970s.

In advance praise of the book on Amazon.com, Jane Gerhard, an influential historian of women's history, writes: "Bronstein corrects the assumption that the American anti-pornography movement focused exclusively on state regulation and censorship. Bronstein restores historical texture and detail to our understanding of the feminist responses to media violence as part of a larger movement to expand women's equality. She offers a richly detailed portrait of a multifaceted movement concerned with protecting free speech and women's sexual freedoms while still holding media corporations, pornographers and consumers responsible for distributing and consuming images of violence against women."

Among the books published last year was Assistant Professor Dustin Goltz's "Queer Temporalities in Gay Male Representation: Tragedy, Normativity, and Futurity" (see related story, p. 4). The book won the 2010 Outstanding Book Award from the Organization for the Study of Communication, Language and Gender.

In writing the book, Goltz analyzed more than 70 films and 30 television series—ranging from "Shortbus," "Sweet Home Alabama" and "Poseidon" to "Noah's Arc," "Brothers & Sisters" and "Dawson's Creek." The book examines recurring "narrative structures in popular media that perpetuate the extreme value placed upon 'young' gay male bodies, while devaluing health, aging, and

longevity," according to Amazon.com's description of the book. It adds: "Goltz makes a theoretical, rhetorical, and cultural investigation of how the increased visibility of 'positive' gay representation in dominant media shapes contemporary meanings of gay aging, heteronormative future, homonormative future, and queer potential."

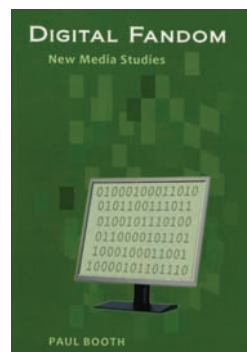


Assistant Professor Kelly Kessler also published a book last year. "Destabilizing the Hollywood Musical: Music, Masculinity and Mayhem" is a critical survey of gender and form in Hollywood film musicals from the 1960s to the present. Kessler explains, "This book examines how, in

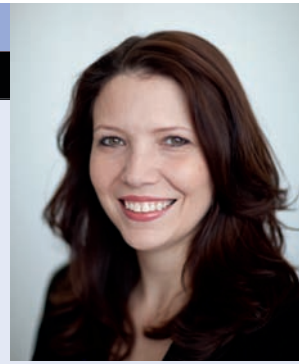
the post-studio system era, cultural, industrial and stylistic circumstances transformed the once happy-go-lucky genre into one both fluid and cynical enough to embrace the likes of 'Rocky Horror' and pave the way for 'Cannibal!' and 'Moulin Rouge!'"

Assistant Professor Paul Booth says in his book, "Digital Fandom," that he explores "how fans of cult television (people who feel an emotional attachment to the show) use social media to form communities, enact new forms of writing and discourse, and 'play' with their media." He adds, "I look at fans of 'Lost,' 'Battlestar Galactica,' 'Veronica Mars,' 'Gilmore Girls' and 'Heroes.' I use the example of the alternate reality game to investigate the way contemporary media studies is shifting with the advent of new technology."

Booth notes, "In this way, 'Digital Fandom' looks at how new technology changes the way we watch and the way we communicate."



More information on all of the books can be found at [Amazon.com](https://www.amazon.com).



DePaul gave Heisler the tools to be effective communicator, leader

Residence:

Brooklyn, N.Y.

Occupation:

Heisler is director of marketing communications at the International Center of Photography (ICP) a New York cultural center dedicated to photography that reflects and influences social change. Its programs include exhibitions, education and community outreach. Heisler is responsible for building the ICP brand and enhancing and protecting the institution's reputation. The main areas she manages are advertising, promotion, social media and public relations.

Education:

After graduating from Harry D. Jacobs High School in Algonquin, Ill., in 1989, she attended Illinois State University (ISU) in Normal, Ill., where she earned a B.S. in journalism in 1993. She graduated with a Master of Arts in communication from DePaul in 2000.

Vital stats:

Heisler's experience includes positions in all facets of communication in corporate, agency and nonprofit environments. Before joining ICP, she was a vice president/account director at Ketchum Public Relations in New York. Her clients included Dr Pepper Snapple Group, FedEx, Macy's and Pfizer. Her husband is Pulitzer Prize winner Todd Heisler, a staff photojournalist at The New York Times. They have been married for 11 years and met as undergrads at ISU while working for the school newspaper, The Daily Vidette.

What I like most about my job is:

"Being surrounded by emerging talent, inspiring faculty and the work of photographers who are truly making an impact in the world."

The biggest challenge I face in my job is:

"Integration. Since its founding in 1970s, ICP has grown dramatically, and we are continuing to expand. My biggest challenge is integrating all of our existing marketing and communication initiatives and establishing an overarching brand strategy."

My College of Communication experience helped me by:

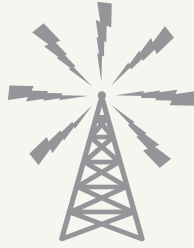
"Providing the tools to be an effective communicator and leader. As a manager and an employee engagement consultant, the courses on assimilation in the workplace and multicultural communication were especially helpful. I valued the collaborative spirit of DePaul faculty and students and the university's commitment to community."

The words I live by are:

"Reflect. Respect. Relate."

Radio DePaul wins four more

top awards: Radio DePaul received 13 nominations in this year's Intercollegiate Broadcasting System Inc. competition, including best radio station in the nation. Radio DePaul was named runner-up in the Best Radio Station category, it was announced at an awards ceremony in March. In addition, Radio DePaul won four awards in the following categories: Best Newscast—Blythe Meyer and Nikki Navarro; Best Community News—Leah Hendrickson, Blythe Meyer and Nikki Navarro; Best Radio Play—Ben Gappa and Shan Kahn; and Best Show Promo—Nick Freedman.



Hernandez Gomez

Remembering a legend:

Friends of legendary journalist Carlos Hernandez Gomez paid tribute to him on April 7 with the second annual Concert for Carlos at FitzGerald's Nightclub in Berwyn, Ill. Hernandez Gomez, CLTV's political reporter, died in January 2010 at age 36.

The concert raised \$5,500 for the Carlos Hernandez Award in Journalism at DePaul, which provides financial assistance to undergraduate students who otherwise might not be able to accept unpaid internships in journalism. The band lineup included The New Fiction (featuring members of Hernandez Gomez's band The Gear).

New look: Visit depauliaonline.com to check out the redesigned website of DePaul University's student newspaper (see related story, p. 2). The new site features more headlines at the top to give readers a better view of how many stories are available to choose from; links to Facebook and Twitter; and more access to multimedia, according to Marla Krause, faculty adviser to The DePaulia.

'The Unspeakable' performance: Directed by Assistant Professor Dustin Goltz, "The Unspeakable: A Gay Future Project" was performed April 30 at Chicago's Center on Halsted Theatre in the Lake View neighborhood (see related story, p. 4). Goltz says this multimedia performance piece "weaves the intergenerational narratives and writings of older gay males with the narratives and experiences of DePaul students. The piece is layered in video, sound and movement, providing a fast-paced, multivocal investigation of aging, future, hopes and anxieties." The performance emerged from an ongoing series of collaborative projects between DePaul and the Center on Halsted's Service and Advocacy for Gay and Lesbian Elders program.



'The Latino Touch': A daylong conference accompanying the 27th Chicago Latino Film Festival 2011 was held at DePaul on April 7. Co-sponsored by the College of Communication and a number of other organizations, "The Latino Touch: Latin American & Latino Cinemas Go Global" attracted experts from Chicago, Mexico, Peru, Chile and Brazil to discuss developments and issues in Latino films, industries and audiences.

Faculty member honored: Associate Professor Lexa Murphy, director of communication studies, has been selected as a St. Vincent de Paul Distinguished Professor (see related story, p. 1). "This is a huge honor for her and a milestone for our college, as she is the first from the College of Communication to be chosen to join the Society of Vincent de Paul Professors," says Dean Jacqueline Taylor. Murphy will be recognized at the university's academic convocation in the fall. The Society of Vincent de Paul Professors is an organization of faculty at DePaul whose goal is to enhance the educational mission of the university in ways consistent with its distinctive values, such as Vincentian personalism, social justice and service.

The DePaulia

The student newspaper of DePaul University

DePauliaOnline.com

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DePaul team recognized for uncovering environmental health story worth telling

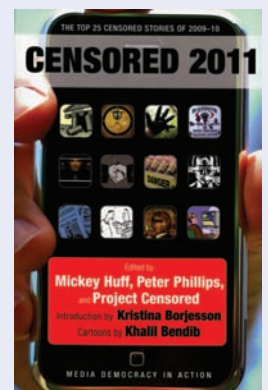
Under the guidance of Marla Donato, an adjunct professor, students enrolled in her Environmental Health Reporting course had an investigative story published as a chapter in “Censored 2011: The Top 25 Censored Stories of 2009–10.”

Chosen from more than 325 submissions from all over the world, “Nanotech Particles Pose Serious DNA Risks to Humans and the Environment” was researched and produced by students Jody Lempa, Tina Shaerban, Katherine Tellez and Jillian Wolande.

Project Censored began in the 1970s to bring attention to underreported news stories that don't have the national prominence that they deserve, according to Donato. “Since it was an environmental health reporting class, we were looking for environmental health stories that really needed to be out there,” Donato says. The students' scoured

journals to find an important story that deserved more attention, researched it for accuracy and wrote about it.

“Nanotech particles are in everything from cosmetics to tires,” Donato says. According to the students' story, some scientists “warn this virtually unregulated new technology can pose serious health risks to humans, including lung damage and possible genetic effects.” To read more, visit projectcensored.org. After clicking on the “Top Censored Stories” tab on the top right of the page, select “Top 25 of 2011” from the drop-down menu.



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