



New partnership aims to give students hands-on experience in health communication

The new master's program in health communication has sought from the outset to give its students plenty of exposure to the world they'll be working in after they graduate. To that end, the program formed a two-pronged partnership with Edelman, the world's largest independent public relations firm. Two health communication students worked at the company as interns for 10 weeks during the winter quarter. While setting up those internships, Don Martin, associate dean and health communication interim director, explored having Edelman staff teach in the program, and three Edelman staffers (two of them Communication alumni) did so in the winter quarter.

"Communication students have lots of anxiety about their transition to the professional world," says instructor Jim Motzer, a recent addition to the faculty who has extensive agency experience and advises the DePaul chapter of the International Association of Business Communicators. One of his missions is to update local agencies on the college's activities and pave the way for communication graduates to apply for internships and jobs.

When he heard that Edelman wanted to meet more entry-level applicants who were familiar with the special demands of the health care field and had the skills to address those demands, Motzer saw the company as a natural partner for the new graduate program.

"This partnership is creating a model that we hope to replicate with other organizations," says Dean Jacqueline Taylor. "As near as we can tell, it's unique, and we're excited."

Edelman Vice President and Group Manager Liz Dunavant headed the teaching team for Topics In Health Communication: Communication in the Pharmaceutical Industry—Present and Future. Her colleagues were public relations/advertising program alumni Gentry Lassiter (M.A. '10) and Jill McDonnell (M.A. '08), who work as account executives in Edelman's health care group.

"We are always looking for bright people, and Jill and Gentry exemplify the attributes of those who are successful in our office," Dunavant says. "It made sense for us to make inroads at DePaul and see if there were more students like them. It's really smart that DePaul has introduced this program because there is a need for that type of niche thinking." Edelman's Chicago office is a seven-minute walk from the college, making the relationship geographically convenient as well.



Martin



The graduate-level course covered product communication in the context of the pharmaceutical, biotech and medical device industries, with a focus on conforming to the intricate regulatory requirements that govern drug and device advertising.

"The industry needs more people who have a sense of what these regulatory agencies do and who understand the ethical issues connected with communicating on these complex topics," Dunavant says. "We want students to learn how to navigate that space and be effective."

Martin, who created the health communication program, says the Edelman partnership is one of several outside collaborations. In the spring quarter, the program will welcome Kevin Kenward, director of research for the Health Research and Educational Trust of the American Hospital Association. He will teach a course on research methods. The program also has formed a curricular relationship with Rosalind Franklin University of Medicine and Science in North Chicago, Ill., that will offer online courses to students at both schools in the spring and summer quarters.



Communication is more powerful than ever before

What a wonderful moment in history to be teaching and studying communication.

The power of communication to change the course of events has never been more apparent.

Whatever message you create, through whatever channel you employ, can go viral and circle the globe. Our students, whom we work to prepare as first-class communicators and analysts of communication, sometimes find themselves on a much larger stage and with a much larger audience than they ever imagined.

A recent “Good Day DePaul” report addressed an international issue, and comments from M. Cherif Bassiouni, professor emeritus in DePaul’s College of Law and president emeritus of its International Human Rights Law Institute, touched on a hot topic. Less than two weeks after the show was posted (a show we would normally expect to be downloaded 100 to 200 times), it had been viewed 6,746 times, all around the world.

Student reporters now have a global audience. A typical print run of our student newspaper is 5,000 per edition. The Jan. 23 online issue of The DePaulia was viewed by 9,337 people, making it the second-most popular campus paper on its website host that day, just behind Ohio State.

We also teach our students how this changed environment has reshaped communication. Bank of America announced a new debit card fee, only to be met with a massive online protest from customers that had the bank suddenly walking back the proposed fee. The Komen Foundation canceled funding for breast-cancer screenings at Planned Parenthood and kicked up a firestorm of protest that resulted in an abrupt reversal within the space of three days. Through these incidents, our public relations students learn how quickly a story can catch fire in a digital world and how consumers are much more able than ever to make their voices heard.

The Arab Spring revealed how digital technology profoundly impacts politics and government. Our journalism classes routinely consider the sway that citizen journalists armed only with cellphones can have on breaking stories.

We always are looking for new ways to address the educational needs of savvy social media practitioners. Capitalizing on the expertise of our faculty and the interests of our students, we are collaborating with the School of Cinema and Interactive Media to design and offer a new M.A. in digital communication and media arts.

The power of communication to change the course of events has never been more apparent.

The centrality of communication in face-to-face settings is equally obvious to people in every field. Health care professionals across the city have greeted our new master’s in health communication with extraordinary enthusiasm. It’s not enough to have well-trained health care providers delivering high-quality care. These providers also need top-notch communication skills. Our new program addresses this need, and doors are opening around the city for partnerships and collaborations, such as the wonderful connection with Edelman you can read about in this issue (see story, p. 1). Our new master’s in relational communication prepares students with sophisticated knowledge about interpersonal communication that boosts their effectiveness and insight in personal and professional settings (see story, p. 5).

What we teach, what we study, has enormous resonance and relevance in our world right now. Of course, our graduates know this already. As I meet with you, I hear story after story about how you bring to bear the knowledge you gained in our classes 20, 10, two years ago. As we always told you, you cannot not communicate. And these days, what you communicate can have a reach far greater than we ever before imagined.

College helps area youth through several community programs

Being part of the DePaul community is not just about teaching, learning and research. The university's powerful tradition of service permeates the College of Communication, where faculty, staff and students reach out to inspire and educate Chicago's elementary and high school students.

Sometimes the outreach takes the form of sharing practical knowledge that students can put to use that same day. Four members of the DePaul chapter of the Society of Professional Journalists (SPJ) spent a day of their winter break at Brother Rice High School on the Southwest Side to teach a journalism class how to use social media for newsgathering and reporting. Chapter Secretary Tabitha Hurley was joined by Ali Trumbull, Lauren Camplin and Katie Karpowicz. They gave the high school students a crash course on how to use Twitter, including picking an appropriate Twitter handle, using hashtags and retweeting. Three students in the class already used Twitter, but the chapter helped register the rest of 20-plus students on the social media site.

"There are many strong high school journalism programs out there, but most aren't teaching online and social media skills," said SPJ DePaul faculty advisor Mike Reilley, noting that only one in four high school newspapers has an online component, according to a recent Knight Foundation study. SPJ members presented an online journalism workshop last year at Marist High



School, and Reilley hopes it will become an annual event for the chapter.

The students planned the session themselves, creating slide presentations and deciding how to set up the lab. "Students like it, [high school journalism] advisors like it—it's a win-win all around," Reilley says.

Role models are a powerful influence on a high school student's career decisions, and good ones can sometimes be hard to find. That's why more than 120 mostly Latino



Communication faculty, staff and students this winter helped two dozen 9- and 10-year-old students from Ruggles Elementary School on the South Side with their reading skills, meeting once a week for eight weeks on the Loop Campus.

students from nine different Chicago-area public high schools were invited to campus on Feb. 2 for a symposium on journalism offered by the college's Latino media and communication program.

Speaking at the symposium were many prominent Chicago Latino journalists, including Hoy Chicago Managing Editor Fernando Díaz, WGN-TV reporter Judie Garcia, Sun-Times columnist Alejandro Escalona and Tribune reporter Antonio Oliva. Students listened to presentations from the DePaul admission office and New Futuro, an organization dedicated to helping Latino high school students plan for college. DePaul journalism faculty members Lou Rutigliano, Rick Brown and former Tribune staffer Margaret Ramirez also participated. Afterward, roundtable discussions allowed the students to ask questions of the speakers in a small-group setting.

"We want to reach back into the Latino community at the high school level," says Cristina Benitez, director of the Latino media and communication program, which was established in 2010 to provide course work for students interested in addressing Latino populations. "For many of these students, their parents have not gone to college and they don't have personal role models." The students were chosen on the basis of their class rank, and some

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College helps area youth through several community programs

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More than 120 mostly Latino students from nine Chicago-area public high schools were invited to campus on Feb. 2 for a symposium on journalism offered by the college's Latino media and communication program. (above and right)

had done writing in their schools or communities. Last year's inaugural symposium focused on advertising and public relations and attracted about 30 students. Benitez hopes to make it an annual event and expects its rapid growth to continue because of the expansion of the Latino population in the United States.

To many kids, higher education can seem far-removed and unattainable. This winter, the college helped dispel some of the mystery for 9- and 10-year-old students from Ruggles Elementary School on the South Side. Once a week for eight weeks, 24 students arrived by bus at the Daley Building on the Loop Campus. Communication faculty, staff and students helped them with reading skills and showed them what college looks like.

Wilke Family Endowed Scholarship established to help students fund education

Sisters Marty and Nancy Wilke decided to give each other a little something different for Christmas last year. Instead of swapping scarves or toasters, they created the Wilke Family Endowed Scholarship to benefit a student in the College of Communication and a volleyball player in the Driehaus College of Business. Together they will donate a total of \$50,000 to the fund over the next five years.

Marty Wilke, who earned her bachelor's in communication (then part of the English and communication department) in 1986, is the first communication alumna to endow a scholarship in the college. (Previous donations have been from alumni whose degrees were earned before it was established as a separate discipline.) She's the vice president and general manager at Chicago's WGN-TV and oversees cable news station CLTV. Her sister is a graduate of the Driehaus College of Business and played volleyball while at DePaul. Wilke has been part of the Dean's Advisory Council for the College of Communication since 2009.

Wilke started DePaul as her sister had done, at the Driehaus College, but she decided accounting wasn't a good fit and contemplated dropping out. Nancy Wilke persuaded her to shop around the university for a more congenial field. Marty Wilke investigated communication courses, including one taught by Dean Jacqueline Taylor.

"I was immediately engaged and thought, 'This is too good!'" she says. "I was telling and writing stories." She stuck with her studies, working multiple jobs and taking out loans, struggling to meet the bills. After graduating, she had a decade of success in the ad agency world before taking a local sales job with WGN-TV in 1996, where she climbed steadily and was named general manager in 2008.

"We're so proud of her and what she's accomplished," says Taylor, citing Marty Wilke's distinguished career in advertising and marketing.

Wilke is glad to be able to give back. "I hope they identify students like me to receive the scholarship—someone who just needs that extra boost to stick with school."



Marty Wilke



“Before they go to kindergarten, middle-class students have been read to for 300 hours on average,” says Professor and Associate Dean Don Martin, the college’s liaison for the program.

“These kids get only 20 hours. For some of them, this was the first time they had ever been in a Loop high-rise. One little boy said, ‘Things look so different from up here.’”

The program is coordinated through Chicago’s Working in the Schools Foundation, which teams elementary

schools with Chicago corporations. The college is in good company: corporate participants in the program include Aon Corp. and the Federal Reserve Bank.

Martin has been overwhelmed by the dedication of the college’s students. About 40 have signed up to tutor. “They’re so enthusiastic and happy, and they’re staying even after the tutoring is over,” he says. “I have never seen a response like this.”

Dean Jacqueline Taylor takes great pride in the many ways that the college has found to reach out. “Every one of these programs was generated by the faculty,” she says. “They get that we’re not just preparing students for careers, but inculcating a real sense of responsibility to serve.”

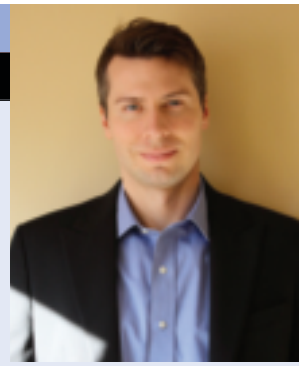
College offering new degree in relational communication

Many of the College of Communication’s academic offerings focus on communication that’s one-to-many: journalism, advertising, public relations. But there’s always been a place in the curriculum for one-to-one communication, and those courses have proven so popular that the college has just begun to offer both a major and a master’s degree program in relational communication.

The new program allows students to study such subjects as attachment, relationship maintenance, nonverbal communication, persuasion, conflict resolution, family communication, gendered communication, and the “dark side” of interpersonal relationships. The master’s program requires completion of 12 courses and a final exam or thesis. The undergraduate major requires 13 courses.

Dean Jacqueline Taylor says high student demand for the courses was the key factor in the decision to offer a degree in the field. The program officially will start accepting students for the fall quarter, though a few current students have already transferred in. Taylor says success will be measured both by how many students the program attracts and by the experiences of its graduates in finding employment or acceptance into Ph.D. programs. She thinks its appeal is potentially very broad. “Some of our graduate programs, like journalism, public relations, advertising or health communication, are clearly designed for students on a specific professional track, but this one provides great background for a variety of work,” she says. “Students can use what they learn in almost any field they go into.”

For now, the program will be built on existing courses. Many of them routinely fill up the moment they’re offered, says Associate Professor Tim Cole. “Students see how applicable it is to their lives to understand how to deal with different people and personalities,” he says. “Employers are looking for students to have training in technical skills, but they also want to see ‘soft skills’ and the ability to get along. They need to know how to interact in groups, because most work is done collaboratively.” Cole says it’s not uncommon for job candidates at higher levels to be asked to interview with dozens of people at a company, just to make sure they can work effectively with a variety of people.



Courses on cultural differences continue to shape thinking of McDonald's executive

Residence:

Chicago

Occupation:

Martin is director of internal communications for McDonald's Corp.-Asia, Pacific, Middle East and Africa (APMEA) region. He coordinates leadership and staff communication activity across the 37 countries in the APMEA region. His primary objective is "to connect our people to our business strategy, developing communication strategies and executing the supporting tactics—speeches, events, print and Web communication—that support our business objectives."

Education:

Raised in Chicago's western suburbs, Martin graduated from Downers Grove North High School in 1992. After receiving an undergraduate degree in corporate/organizational communication from Northern Illinois University in 1996, he worked first in the retail sector, then in financial services. When he joined McDonald's financial shared services department in 2001, he was motivated by the company's tuition reimbursement benefit to work on his master's degree. He worked full-time while he attended DePaul and earned his M.A. in corporate communication in 2007.

Vital stats:

On his 15th birthday, Martin applied for a job at his local McDonald's restaurant. His only motivation was to earn enough money to buy a car. He ended up enjoying working in the restaurant and stayed for two years, long after he bought the car. "A decade later, when I found myself looking for a career reboot, it was because of the positive experience I had when working as a crew person that I thought immediately of McDonald's."

What I like best about my job is:

"It's important to me that I work for a company that does good in the world. Having spent a significant amount of time visiting many of the communities in which we do business in countries around the world, I am continuously proud of the difference we make in the lives of our employees. In the more than 8,300 restaurants of McDonald's APMEA, we employ more than 450,000 people. McDonald's is committed to providing lifelong learning opportunities that foster talent, develop leadership attributes and ultimately shape careers. I work with dozens of talented and inspiring leaders who began their careers working in one of our restaurants, moving 'from the crew room to the boardroom,' as we say."

The biggest challenge I face in my job is:

"[Because I'm] working across 16 time zones with employees who speak more than 800 languages and dialects, the logistics of coordinating communication activities is complex. It's that complexity that gives my job the texture that makes every day interesting. While collaborating with our local markets, I always look to accommodate their schedules and time zones, so I'm often on late-night or early-morning calls. Traveling frequently to the other side of the world means a lot of time spent on airplanes. But living and working in an environment where we are all always connected, I have come to enjoy 14-hour flights for the opportunity they provide me to catch up on work or reading ... or sleep."

My College of Communication education helped me by:

"Giving structure to my passion for learning about different cultures and how we live and work together. The courses I took with Dr. Lexa Murphy were the most directly responsible for shaping my career. Her presentation of Hofstede's cultural dimensions was full of 'Aha!' moments, and I remember coming home from her classes with my head full of ideas that I still wanted to discuss. These lectures and discussions informed the thinking I use every day in my job as I seek to communicate with people who come from an endless variety of cultural backgrounds."

The words I live by are:

"Never pass up an opportunity to try something new."



E&P honors: The Red Line Project, supervised by instructor Mike Reilley,

was honored by Editor & Publisher in its annual EPPY Awards. Chicago Sidelines (redlineproject.org/chicago-sidelines.php), created in spring 2011 by the journalism program's Online Sports Reporting class as part of The Red Line Project, won first place in the Best College/University Individual Sports Website category. The Red Line Project also was a finalist in two other categories: Best College/University Journalism Website and Best College/University Journalistic or Documentary Report for the 10 Remember 9/11 Project.

Award-winning report: Two students received a Crystal Pillar award at the 53rd Chicago/Midwest Emmy award ceremony in November. Aaron White and Lindsay Losch's report "Guns on Campus," which explored campus gun violence and proposed concealed carry laws, for "Good Day DePaul" won in the College Student Production—News: General Assignment category. View the report at vimeo.com/31740950.

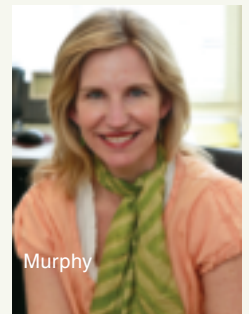
DePaul hosts performance community: Performers from Chicago's arts community and colleges and universities gathered to share their work and build connections at "Queer Community: A Performance Process" in January. The evening began with performances from students of DePaul, Northwestern University, Columbia College Chicago and the School of the Art Institute of Chicago (SAIC) and artists from the performance community. Afterward, panelists Mark Jeffery, assistant professor of performance at SAIC; Ramón Rivera-Servera, assistant professor of performance studies at Northwestern; and Sharon Bridgforth, visiting multicultural faculty member of The Theatre School at DePaul, discussed the works that were shared. The event took place in the performance space in the Daley Building and was presented through the support of DePaul's College of Communication, LGBTQ studies program and Office of Institutional Diversity and Equity.

Contributing to Mindfire: About 50 DePaul students have joined Ketchum's Mindfire, an open innovation community where hundreds of students from more than 30 universities worldwide tackle real challenges facing

Ketchum and its clients. Students began participating in January, and the program runs through May. About once a week, a challenge is posted on the Mindfire site with information about the assignment, including the audience, messages, communications channels and client benefit. Participants submit creative ideas, comments and insights to the shared community. Ketchum and its clients provide a prize to the student who submits the winning idea. Through Mindfire, students gain practical experiences and global perspectives and receive other incentives from Ketchum, including career coaching with Ketchum leaders, exclusive webinars and job notifications.

Faculty council leader: Associate Professor Michaela Winchatz has been elected president of DePaul's Faculty Council. The Faculty Council is the authorized body through which faculty members are ensured full and equal participation in carrying out governance of academic and scholarly activities and faculty personnel matters in the university.

Faculty honors: Assistant Professor Dusty Goltz received an Excellence in Teaching Award during the fall convocation in recognition of significant achievement in teaching and commitment to the university's teaching mission. Lexa Murphy has been named a Vincent de Paul Professor. These elite teacher-scholars devote their talents to enhance the education mission of DePaul both within and outside the university.



Journalism adds concentrations: With the start of the winter quarter, the journalism program launched two graduate concentrations: sports journalism and reporting metro Chicago. The two concentrations reflect the interests of faculty members and students in the future of sports journalism and urban and community-based reporting. "There is a distinctive style in Chicago sports reporting and in reporting our city," says Professor Bruce Evensen. "The experiential learning emphasis of our program helps to make Chicago a wonderful and wide laboratory for students."

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Association leader: Leah Bryant, associate professor of communication studies, has been elected second vice president of the Central States Communication Association (CSCA), a professional academic organization of primary and secondary school teachers, students, college and university professors, and communication professionals. CSCA serves communicators in North Nebraska, Kansas, Oklahoma, Missouri, Illinois, Iowa, Wisconsin, Minnesota, Michigan, Indiana and Ohio.

IABC mentors: A select group of DePaul students is participating in Mentor Match, a mentorship program offered by the Chicago chapter of the International Association of Business Communicators (IABC). “Mentor Match is a great example of the support DePaul’s IABC

chapter receives from IABC/Chicago,” says faculty advisor Jim Motzer. “The program has received a big thumbs-up from all the DePaul students involved.” Students preparing for careers in business communication—including public relations, advertising, internal communication, human resources, health communication, video production and graphic design—are matched with a mentor in their specialty and encouraged to connect with their mentors at least once a month. Mentors are communication professionals from a variety of companies and organizations, including The Boeing Co. and The University of Chicago Library. The program kicked off in October and runs through April. “My mentor is a fabulous resource who can provide great insight, feedback, and motivation,” says Allison Brock, a public relations major.



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