

CONVERSATIONS

A publication for College of Communication alumni



Summer 2013 Vol. 6 No. 1

Alumni support helps fund innovative programs and experiences. For more information, see page 11.

IN THIS ISSUE

2 | Notes from the dean 3 | Farewell from Jackie Taylor 7 | New master's program

What a run, you say? We’re only just getting warmed up!

I suppose it would be easy to rest on our laurels: to keep playing to the remarkable growth metrics, the litany of awards and accolades, and to coast for a while. But then again, our faculty and staff simply wouldn’t stand for it. If I’ve learned anything these past six years as associate dean, it’s that in this college, developing new and exciting opportunities for our students is a way of life. In fact, not a week goes by without someone proposing a new initiative, program or event to enhance our students’ educational opportunities.

This entrepreneurial spirit is paying huge dividends beyond the classroom as well. We’re seeing private citizens and industry leaders take notice of our programs and accomplishments, seeking to partner with us in providing communication students with even better facilities and ever more rewarding learning experiences. In February, for instance, the college received a \$100,000 gift from a single donor, the largest in our history. The following month, Chris Graves, global CEO of Ogilvy Public Relations, met with students and faculty to share his insights on the strategic planning and execution of Ogilvy’s award-winning Mexico tourism advertising campaign. In April, 24 agency leaders and more than 150 PR faculty and student representatives from six area universities converged on the college for two programs focused on the future talent needs of the PR profession. That same month, the college hosted the 2013 Gender Matters Conference, which brought together undergraduate and graduate students, faculty and community activists from more than 50 academic institutions to discuss gender studies, queer theory, rhetorical criticism, community organizing and more.

All the while, the outstanding accomplishments and accolades keep pouring in. Our student media

organizations continue to take the college media world by storm. The DePaulia recently won first place in the General Excellence category for weekly newspapers/large school at the Illinois College Press Association Awards. Our student newspaper also took home several other prizes. And when the Society of Professional

“We’re seeing private citizens and industry leaders take notice of our programs and accomplishments, seeking to partner with us in providing communication students with even better facilities and ever more rewarding learning experiences.”

Journalists announced its 2013 finalists for the Region 5 Mark of Excellence Awards, DePaul student media were represented 16 (!) times. Kudos to faculty advisors Rick Brown (“Good Day DePaul”), Marla Krause (The DePaulia) and Mike Reilley (The Red Line Project), and their student media teams, for their extraordinary run of sustained excellence.

No less significantly, the Via Sapientiae Award, the highest academic honor that the university bestows for a lifetime of extraordinary leadership and service, was recently awarded for the very first time to a member of the College of Communication. How fitting that it should go to Jackie Taylor, our founding dean, in recognition of her outstanding leadership, vision and service to the university and to the college.

As we look to the future, we remain singularly focused on offering our students the highest-quality communication education and the most enriching learning opportunities available. We remain committed to sustaining the standard of excellence Jackie’s leadership laid a foundation for. I actually believe that our best as a college is yet to come. With faculty and staff as talented as ours, the possibilities really are endless.

Stay tuned.



(Jean-Claude) Bruno Teboul, professor and interim dean

Farewell from Jackie Taylor Founding dean of the College of Communication



For the past six years, I had the good fortune to serve as the founding dean of the College of Communication. We saw amazing growth and development during that time, nearly doubling our enrollment, doubling the full-time faculty, creating new curricula and moving into state-of-the-art facilities.

In mid-March, I left DePaul and began a new job as the provost and vice president for academic affairs at The College of New Jersey. While it was difficult to say goodbye, the time seemed right to embark on a new adventure.

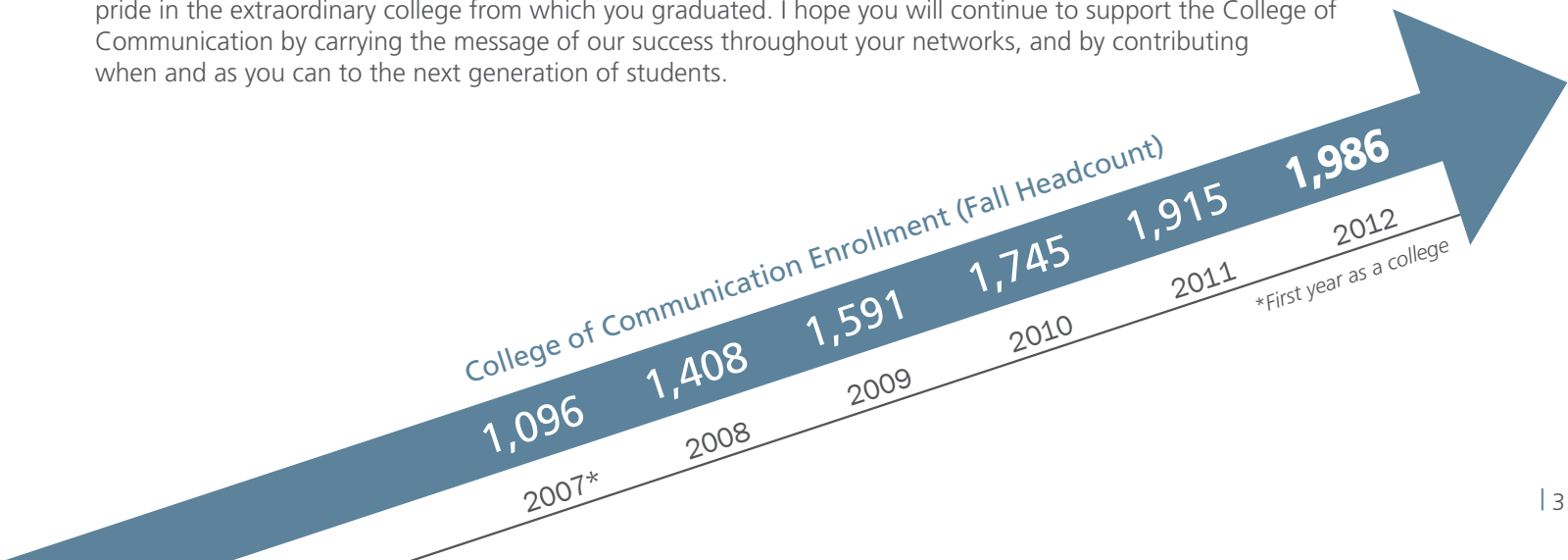
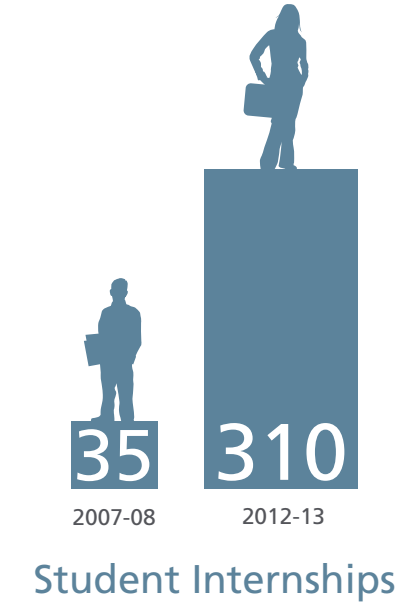
Nothing that I have ever done professionally has been half as much fun or one-tenth as exhilarating as serving as the founding dean of the College of Communication. In the right city, in the right university, at the absolutely right moment in history, we brought together an incredible team of scholars and staff members who put communication at DePaul on the national map. We created student organizations, wrote award-winning books and articles, entered our students in contests

and came home with the trophies, and taught our fascinating subject matter in ways that connected to our students and left them wanting more. This extraordinary group of people worked together to expand our curricula from one undergraduate major and two master’s degrees to eight undergraduate majors and seven master’s degrees. Enrollment growth followed new program growth, and during the first six years, our market share of communication degrees in Illinois increased from eight percent to 12 percent of the state total.

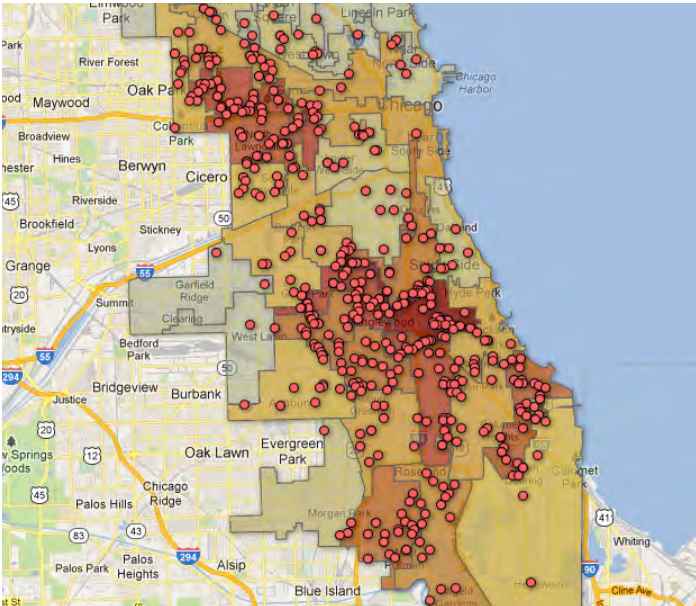
As a college, we increased the number of communication interns from 35 to 310 and grew our online and hybrid (online/face-to-face) course offerings from zero to this year’s total of 88. Undergraduates can now complete the entire Communication and Media major online, and several graduate programs are beginning to develop online offerings.

One of my top priorities was to nurture the next generation of leaders. Many faculty and staff members have played key roles in our success, none more so than Bruno Teboul, Ph.D., who has stepped up to serve as our interim dean while we search for the college’s next dean. Bruno has been indispensable to the success of our college, and we are fortunate that he is willing to serve in this crucial leadership role at this time. It was not easy to leave DePaul, but my departure was made easier knowing I leave the college in such good hands.

Whatever of value I am able to bring to The College of New Jersey, DePaul will have a part in, because DePaul taught me much of what I know about higher education leadership. My parting wish is that you, our alumni, will continue to feel pride in the extraordinary college from which you graduated. I hope you will continue to support the College of Communication by carrying the message of our success throughout your networks, and by contributing when and as you can to the next generation of students.



Students tackle Chicago’s gun violence problem in comprehensive report



Last year, 443 people were gunned down in Chicago. This figure represents a staggering 88 percent of the city’s homicides, and the deadly streak continued into the first month of 2013, as 43 gun-related deaths rocked Chicago. For the students in Mike Reilley’s Online Journalism II class, there were a lot of unanswered questions. “The morning of our second or third class, Obama had just released his 23-point gun proposal, and homicides in Chicago were skyrocketing,” Clayton Guse (CMN ‘13) recalls. “We realized there was something going on here.” Guse and several classmates quickly made the decision to investigate further, and their findings culminated in a special feature for The Red Line Project, an award-winning local news site produced by DePaul journalism students. The resulting project, entitled “Out of Control,” is an extensive report on Chicago’s gun violence problem and related issues.

Angelica Robinson and Josclynn Brandon, graduate students who freelance for The Red Line Project, interviewed Donna Hall, whose 21-year-old son succumbed to gunshot wounds earlier this year. Andrew Rodriguez researched the connections between firearms and mental illness, while Nikara Johns examined the aspects of youth culture that aid and abet gun violence. Meanwhile, Scott Sutton dug deep into Chicago’s gun laws and loopholes. Infographics, audio and video recordings, and interactive timelines further enriched the students’ comprehensive reports.

Guse’s article focused on the difficulty of untangling the diverse factors that lead to gun violence. “I was looking at the source

of the problem and solutions, which turned out to be way more complicated than I ever expected,” he says. Like many courses in the college, Reilley’s class offered students an opportunity to connect with the wider community outside DePaul. As Guse logged hours in some of Chicago’s toughest neighborhoods, he found himself thinking about his path across the city. Around the same time, Reilley invited Derek Eder, an open data web developer, to speak to the class about Google Fusion Tables, which transform data sets into searchable maps. For Guse, the possibilities of this resource were immediately apparent.

“The cool thing about Chicago is there’s all this awesome data,” Guse shares. “I pulled data from the RedEye homicide tracker, which is a really easy-to-use spreadsheet, and the Google Fusion Tables were able to geocode it.” Guse worked closely with Reilley and Eder to perfect his map. The result is a striking visualization of the city’s wards, color-coded by the number of homicides, and peppered with red dots indicating gun fatalities. When you click on a red dot, a box pops up with the victim’s name, age, gender, race, place of death and so on.

Viewers can move interactive sliders to sort the homicides by address, age of victim and date of death. “What I find interesting is to start at the beginning with the date and move it right, because you see how cyclical [the violence] is,” Guse notes. “You’ll see a shooting in one area, and then another will pop up right next to it, and then it’s quiet for a while, until a few more appear.” Guse is quick to point out the gravity of the situation. “There’s dozens of stories if you just sit there and look at it,” he says. “Every dot means somebody is dead.”

Thanks to Guse and his classmates, some of those stories are being told in new and important ways. While the statistics are grim, Guse tries to focus on the positive. “One thing I discovered is that as many people there are murdering people, there’s way more people trying to stop that from happening,” he says. “I just hope we can get people talking.”



Photo courtesy of Josclynn Brandon.

Visit redlineproject.org/gunviolence.php and redlineproject.org/gunschicago.php for more information.

A lifelong passion for education brings alumnus full circle

Christopher Bona (CMN ‘95, LAS MA ‘98) drinks his first of eight daily cups of coffee in the early hours of the morning. As director of global marketing communications at GE Healthcare, Bona’s schedule jumps between time zones in Europe, Asia and the United States. Meetings at 5 a.m. and 11 p.m. are common, but Bona takes it all in stride. “I think the best part of a job in communications is helping drive the business,” he says.

To achieve this goal, Bona develops and implements programs that showcase how the company’s medical imaging systems help meet healthcare needs. With audiences that include patients, customers and employees, Bona finds himself drawing regularly on skills acquired as a student. “I use what I learned at DePaul quite a bit, whether from my communication or sociology classes,” he notes. “Understanding different media channels, how large groups of people behave, public speaking, how to articulate a persuasive message—these are all techniques and concepts I studied at DePaul.”

Bona, who also holds an MBA from Lake Forest Graduate School of Management, describes himself as “passionate about education and DePaul,” so it’s not surprising that you can find him on campus as an adjunct professor in the College of Communication. “I might be the one at

the front of the room, but there’s a lot that I’m learning personally and professionally from my students,” Bona shares. In courses such as crisis communications, media relations and public speaking, Bona enlivens classroom discussions with real-world examples that help students think outside the box. His experiences run the gamut from traveling with Magic Johnson to promote HIV awareness and education, to communicating the impact of improved healthcare infrastructure in developing countries, to facilitating a product donation that helped save several stranded pilot whales in Key West, Fla.

While Bona admits that those career highlights were unimaginable when he was a student at DePaul, he always knew that communications was the right path for him. “As a student, I served on the debate team and liked to write,” he explains. “As a professional, I enjoy crafting a message that helps educate an audience or even persuade them to make an actionable outcome.” In the years since he graduated, Bona has been pleased to see the communications department “grow and flourish into its own college,” and he is grateful that he can give back as an adjunct professor. “My relationship with DePaul as a student, an alumnus and a faculty member has been fulfilling and reciprocal on so many levels,” Bona notes.



Christopher Bona’s tips for recent graduates:

Be a student of the business first; be a practitioner second.

“To add value as a communications professional, you have to understand how what we do in communications drives the business. It is important for our function to have a ‘seat at the table’ with company leadership as they make decisions.”

Learn to serve before you lead.

“Everybody has to start somewhere. Someone has to make a media list. Someone has to look for news clippings. Try to put that role into context and understand how it can help the business.”

Communications is a strategic management function.

“It’s important to understand that shaping perception, defending reputation and delivering on a commitment of transparency are part of the responsibility of communications professionals.”

Uphold the ethics of the profession.

“Don’t be afraid to stand your ground on ethics. We’re only human, and businesses are run by humans, so we’re challenged every day to make tough calls and sound decisions.”



New master's program blends digital communication and media arts

Starting this fall, a select cohort of students will begin a new graduate program in the College of Communication. The Master of Arts in Digital Communication and Media Arts is an interdisciplinary degree offered jointly through the College of Communication and the College of Computing and Digital Media. Graduates of the program may go on to achieve careers in social media, online marketing, interactive media design, audio editing and delivery, and other similar industries.

Paul Booth, assistant professor of media and cinema studies, spearheaded the development of the new degree with Matt Irvine, an associate professor in the College of Computing and Digital Media. Unlike similar programs elsewhere, this master's degree capitalizes on the resources and teaching emphases of two distinctive colleges. "One of the innovative aspects of the program is how it melds theory and practice," Booth shares.

"It's not enough to understand how to edit a video—you have to ask, 'why do edits work like that, what is the mechanism behind it?'" This dual perspective will give students many opportunities to explore their interests, refine their skills and become experts in the terminologies of both disciplines. "What sets our degree apart is that it's specifically designed to be so focused in digital technology, so focused in skills and theory, but also general and interdisciplinary enough to allow students to chart their own journeys," Booth explains. To that end, students take four core classes that are split evenly between both colleges, in addition to elective options, which correspond to either the digital communication track or the media arts track.

"I'm very excited about this program," Booth affirms. "I'm just really curious to see what the students make of it." After more than three years of planning and preparation, it's finally time to find out.

Master of Arts programs in the College of Communication

Journalism

Prepares students as skilled journalists on multiple media platforms, with an emphasis on their responsibility to contribute to the informed citizenry that makes democracy and social justice possible.

Public Relations and Advertising

Prepares students for an ever-changing 21st-century communication landscape through exposure to both theory and practical experience in the fields of public relations and advertising.

Health Communication

Prepares students to meet the diverse communication needs of healthcare consumers, providers and organizations.

Media and Cinema Studies

Provides students with the critical skills, historical grounding and research methodologies for understanding the cultural and social impact of film, television and digital media in our globalized world.

Relational Communication

Prepares students to identify, analyze and manage relationships across a variety of interpersonal contexts (close relationships, family communication, workplace relationships).

Organizational and Multicultural Communication

Prepares communication specialists through a blending of highly desired skills (presentation, team decision making, organizational leadership, conflict management and diversity training) with theoretical sophistication (multiculturalism, organizational identity, globalization, technology and critical theory).

Digital Communication and Media Arts

Prepares students to use digital technology in order to perform, persuade and communicate in a new media environment.



Around the college

- 1 In January, DePaul's Society of Professional Journalists (SPJ) came together with Chicago Sun-Times staff to host Mark Luckie, manager of journalism and news at Twitter. The full-day event featured workshops, lectures, Q&A sessions and an evening reception. Later that week, DePaul's SPJ student executive board visited Gordon Tech High School to share their newfound knowledge about the social media tool.
- 2 This year marks the 50th anniversary of the beloved BBC television series "Doctor Who," and the college celebrated in style. On May 4, the college brought together half a dozen renowned scholars for a series of roundtable discussions, public forums and episode screenings. Writer Robert Shearman, who was nominated for a Hugo Award for the "Doctor Who" episode "Dalek," offered the keynote address.



- 3 More than 100 alumni and friends gathered at Maggiano's Little Italy on April 25 for an evening reception. Guests caught up with old friends and made new acquaintances over beer, wine and hors d'oeuvres.
- 4 With co-sponsor Governors State University, the college proudly hosted the third annual Gender Matters Conference in April. This interdisciplinary conference, which focused on the theme of instabilities, brought together students, scholars and activists to critically examine the ongoing role that gender, sex and sexuality play in structuring society.



- 5 The DePaul community bid farewell to Jackie Taylor, dean of the college since its inception, at a reception on March 8. Faculty, former students, colleagues and alumni shared memories and thanked Jackie for her many years of service during the special event, which was held at the Union League Club of Chicago.

- 6 On April 17, the college brought together the leaders of several top Chicago public relations agencies with representatives from the PR departments of six local universities. Over breakfast, the agency heads shared their thoughts on the current talent needs facing the profession. A subsequent networking reception gave hundreds of students the opportunity to interact with these experts.



- 7 On May 17-18, the Media and Cinema Studies program welcomed graduate students to Beyond the Margins, a conference focused on the relationships between the mainstream and the marginal as they occur within various media. Students from more than 18 universities in eight different states presented their research papers, and Dana Polan of New York University delivered the keynote lecture, "Square Cinema."

The DePaulia

In February, The DePaulia won first place in the General Excellence category for weekly newspapers/large schools at the annual Illinois College Press Association Awards. The newspaper also won several other awards:

- First place for In-Depth Reporting
- First place for Column Writing
- Second place for Front Page Layout
- Second place for Special Section
- Third place for Film Review
- Third place for News Photo



The Society of Professional Journalists (SPJ)

The Society of Professional Journalists (SPJ) recognized 16 entries—the most of any university in the region—from The DePaulia, The Red Line Project and “Good Day DePaul” as finalists for the Region 5 Mark of Excellence Awards. This was the second consecutive year that DePaul led the region in awards. Four of these entries won first place during the regional competition in St. Louis, and The Red Line Project’s coverage of election night went on to win first place in the SPJ National Mark of Excellence competition. The other three first-place finishers are also competing against 11 other regions for national recognition.

First-place finishers:

- TV In-Depth Reporting (Eva Green) – “Good Day DePaul”
- Online News Reporting (Election Night Staff Coverage) – The Red Line Project
- Online In-Depth Coverage (Election Night Preview/Voter’s Guide) – The Red Line Project
- Feature Photography (Joanie Faletto) – The DePaulia



Radio DePaul



Radio DePaul was named the Best Online College Station for the second consecutive year at the Intercollegiate Broadcasting System international conference in March. Additionally, student Taylor Tingle won the Best Talk Show Grand Prize for her interview with DePaul professor and author Paul Booth, while students Jessica Schell, Natalie Vanderlaan and Clayton Guse won the Spot News Grand Prize for their election night coverage.

Frank Karel Fellowship

In April, Allison Preston was awarded the Frank Karel Fellowship in Public Interest Communications, an experiential summer program that trains and inspires undergraduate students to become leaders in public interest communications.



Nya Brooks (CMN '14)



“I hope alumni know that we value their generosity and support.”

Financial support from alumni helps to strengthen programs, fund innovative research and provide scholarships to deserving students. Each contribution truly elevates the caliber of DePaul. “What I love about DePaul is that it gets you aware of the world—it’s a really eye-opening school,” shares Nya Brooks, a senior in the College of Communication. “Students here work hard and are involved in multiple things, because we appreciate our education. I hope alumni know that we value their generosity and support.”

More than two-thirds of DePaul students receive financial support to help pursue their educational dreams. As the university enters the homestretch of the Many Dreams, One Mission Campaign—the largest philanthropic undertaking in DePaul’s history—alumni are coming together to help fulfill a \$100 million scholarship goal. Gifts of any size make a difference, because many small gifts add up to one large financial impact. Alumni can direct their gift to the College of Communication or to any other fund of their choosing.

To make a gift today, please visit giving.depaul.edu.

For more information about the Campaign, please contact Janet Trzaska, director of foundation relations, at jtrzaska@depaul.edu or (312) 362-8930.

CONVERSATIONS

We welcome your story ideas, questions and comments. Please contact Kelsey Rotwein at (312) 362-6368 or krotwein@depaul.edu.

Office of Alumni Relations

alumni.depaul.edu
dpalumni@depaul.edu
(800) 437-1898

College of Communication

communication.depaul.edu
communication@depaul.edu
(312) 362-8600

Office of Advancement

giving@depaul.edu
(312) 362-8666

Editor

Kelsey Rotwein

Designers

Francis Paola Lea
Susanna Ludwig



Stay connected to DePaul through our online communities, including Facebook, LinkedIn, Flickr, YouTube and Twitter. Visit alumni.depaul.edu to sign up today.



**REUNION
WEEKEND** | **2013**
OCTOBER 18-20

Save the date for
Reunion Weekend 2013!
For more information, visit
alumni.depaul.edu/events/reunion.