

CONVERSATIONS

A publication for College of Communication alumni



Current SPJ DePaul President Brianna Kelly (CMN '13) and former President Ali Trumbull (CMN '12, MA '13) display recent SPJ DePaul awards. Read more on page 6. | Photo courtesy of Meg Wagner (CMN '13).

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Interim Dean Jean-Claude Bruno Teboul

On the map, on the move

We're off to another terrific year. Student interest in our undergraduate majors continues to rise, and our fall graduate class is the second largest ever. Our already high first-year retention rate and four-year graduation figures are climbing, students express high satisfaction over exceptional advising services, and probation rates in the college are at an all-time low.

Faculty and students are turning heads, both at home and overseas. Associate Professor Dustin Goltz, for instance, received the National Communication Association's Lilla A. Heston Award for his contributions to advancing the field of performance studies. Instructor Kim Clark's documentary series "Big Questions," examining issues of poverty and justice, premiered on WTTW Channel 11, and Assistant Professor Maria De Moya Taveras presented the top-ranked public relations paper at the International Communication Association conference in London. Furthermore, a recent report from the Communication Institute for Online Scholarship described DePaul's College of Communication as one of the nation's most competitive terminal MA programs in research productivity; not only is the college more productive than many PhD-granting institutions, but it is also within touching distance of the top 25 PhD schools.

Our co-curricular organizations continue to shine. Adventors, a student advertising club, was recognized as the DePaul Student Organization of the Year, with Instructor Ken Krinstein receiving the Faculty Advisor of the Year award. On the media front, the Society of Professional Journalists (SPJ) bestowed several awards on SPJ DePaul; read more on page 6. Further, the SPJ Region 5 Mark of Excellence competition recognized The DePaulia, "Good Day DePaul"

and The Red Line Project with four first-place, seven second-place and five third-place awards. Not to be outdone, Radio DePaul won Best Live Game Sports and Best Longform Program at this year's Illinois Broadcasters Association Student Silver Dome Awards.

Building on this success, we continue to think strategically about how we can add value to our educational offerings and to the opportunities we provide our students. We currently have teams of faculty and staff working to develop actionable initiatives in nine strategic areas. Two initiatives currently underway are well worth highlighting here. First, and in recognition of the (re)training needs that many professionals currently face with the advent of new forms of digital media, we have begun to develop Continuing and Professional Education programming for professionals in various communication fields. The aim is to make our college the premier provider of professional communication education in Chicago within the next five years. Second, a newly created December term course included a study away component in New York for approximately 40 students. In addition to coursework, students spent four days comparing the public relations, advertising, and Latino media and communication industries and cultures in New York and Chicago. Led by three faculty members, the group visited agencies, examined work flow processes, and talked to leaders and professionals in both cities. The video promoting the program (vimeo.com/74119802) is now being used as a model for study abroad promotion at DePaul.

This is a great time to be part of the College of Communication. Our faculty and staff are engaged and excited about generating new knowledge and developing high-quality educational offerings and services, and our students are enjoying their learning experiences with us and taking advantage of these opportunities. This can only bode well for our future.

Renowned journalist Chris Bury joins the faculty

Chris Bury, an award-winning journalist, anchor and reporter who is best known for his work with Ted Koppel on ABC News' "Nightline," recently added a new title to his resume. In the fall, Bury accepted a position as senior journalist-in-residence in the College of Communication. "I'm delighted to be here at DePaul," Bury says. "The students are really curious and excited about journalism."

While Bury, a multiple Emmy and Peabody award winner, brings an impressive range of global experience and industry expertise into the classroom, his personable manner and straightforward teaching style reflect his Midwestern roots. Bury, who grew up on the South Side of Chicago, studied political science as an undergraduate at Southern Illinois University and then as a master's student at the University of Wisconsin. A self-proclaimed political junkie—he's been to nearly every Republican and Democratic national convention since 1980—Bury parlayed a part-time gig covering the Wisconsin legislature for WTMJ-TV into full-time employment. In 1982, Bury signed on with ABC News and remained with the media corporation for the next 30 years.

Bury traveled the globe reporting on developing and breaking stories. "At 'Nightline,' we had a team that was given the freedom to pursue stories that matter," Bury recalls. These stories encompassed some of the most potent issues and controversies of recent decades. Bury covered the drug wars in Mexico, unrest in the Middle East, economic crises in Asia and political upheaval in Haiti. In 2003, he sent dispatches from Afghanistan, where he was embedded with the U.S. Army's



Chris Bury (front) with Ted Koppel, longtime "Nightline" anchor. Photo courtesy of Chris Bury.

10th Mountain Division in Kandahar province. "Most often, we would get a phone call and just go," Bury says of his itinerant lifestyle. "One thing I'm trying to convey to my students is that you can't be a journalist and rest on your laurels."

To that end, Bury set high expectations for his first cohort at DePaul. "I'm sending them off on reporting assignments every week," he explains. "The students have to get out, meet people, talk to people and get color." Their self-selected beats include the fashion industry, education, gun violence, student government and the counterculture, among others. Bury also hopes to inspire his students with frequent guest speakers. Mark Brown, a columnist with the Chicago Sun-Times, stopped by to discuss the social justice elements of journalism. "He's written extensively about the poor and the homeless," Bury shares. "In giving voice to the voiceless, his work really fits with DePaul's Vincentian mission."

Another speaker discussed the digital aspects of journalism, including the role of Twitter. "Today's students have to be far more nimble than I was at their age," Bury notes. "They have to report, write, blog, tweet, create websites, and shoot and edit video." It's a daunting reality, but also an exciting one. "These students are at the beginning of something new and challenging," Bury says. Nonetheless, the essence of journalism remains the same. "No matter the medium, there's always going to be a market for people who tell stories," Bury emphasizes. That's an encouraging assessment from a master storyteller—and now, teacher.

Public relations students shine on national stage

Seven DePaul public relations students faced a full house on the first day of the Public Relations Student Society of America (PRSSA) 2013 National Conference. As representatives of DePaul's PRSSA chapter, they lived up to their reputation. "This is the fourth straight year we've won a bid to present at the national conference," notes Dan Azzaro, an instructor in the college and the group's advisor.

"Over the last few years, we've gone from a simple PowerPoint presentation to a combination of video, PowerPoint and audience interaction," Azzaro explains. This year, the executive board continued a chapter tradition of spoofing a popular TV series, loosely tailoring their presentation around "The Bachelor," ABC's reality dating show. "We're known for doing these goofy parodies," says Maureen Ray, president of DePaul PRSSA. "But the content is serious."

The chapter started planning "After the Final Card: A Discussion of Effective Networking" last spring. "It's very much like pitching new business at an agency," Azzaro shares. "You have an RFP process, you submit what you can do, you have an overall plan and then you find out if you're selected." The process foreshadows the realities of working in a competitive industry where creative brainstorming and collaboration are prerequisites for success.

DePaul's chapter wrote a three-page bid that outlined their qualifications for speaking about effective networking, discussed relationships they've built through networking and provided a rough sketch of their presentation. "In your professional career and as a student, you're going to meet a lot of people. You won't end up working with all of them, but it's still important



DePaul PRSSA students (left to right): Christina Schoot, Sarah Wilson, Sarah Curnow, Maureen Ray, Ally O'Connor, Stephanie Swiatek and Meagan O'Donnell in Philadelphia. Ray holds the Dr. Frederick H. Teahan award, which the chapter received for hosting the best regional conference in 2013.

to know how to network," Ray explains. The topic resonated with the national PRSSA board, and DePaul received a green light after pitching their idea over the phone, nabbing one of only eight slots at the late October conference.

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A short video introduced DePaul's theme at the packed conference. "Playing off 'The Bachelor,' the first scene shows a 'contestant' at a career fair," Ray says. "She shows what not to do when it comes to networking." After the clip aired, the executive board stayed in character, with various members playing contestants, the host and a recruiter. The group reviewed the mistakes the contestant made and

what she could have done differently. Then they played the second part of their video, which featured the winning contestant, whose appropriate and effective networking skills impressed the recruiter.

DePaul's development session provided tips and tools that the student audience utilized throughout the remainder of the five-day conference. Seminars, keynotes, dinners and award ceremonies kept chapter participants on their toes. "Between networking with other students and hearing inspirational speeches from leaders in the industry, my passion for public relations really grew," shares Stephanie Swiatek, DePaul PRSSA's vice president of external relations. "The energy and insight I found in Philadelphia motivated me to discover how my peers and I can change the industry for the better," she adds.

For Swiatek and the rest of the executive board, presenting at the PRSSA 2013 National Conference was a step in the right direction. "It's a great way to learn what you can do," Ray says. "And it's a lot of fun!"

Alumna finds success bringing bands and brands together

On any given day, you might find Jackie Campbell (CMN '04) meeting with Taylor Swift's marketing team to discuss branding strategies, hosting corporate sponsors at a music awards after-party or delivering a presentation at General Mills. As director of partnership marketing at Big Machine Label Group, one of the nation's top country music record labels, Campbell oversees relationships between corporate partners and the label, whose star-studded roster includes Tim McGraw, Rascal Flatts and Taylor Swift, as well as breakthrough acts The Band Perry, Florida Georgia Line, Justin Moore and other up-and-coming artists.

The Stockton, Ill., native became a country music fan in high school, but it wasn't until a trip to Nashville, Tenn., after her freshman year of college that Campbell considered working in the industry. "When I was a sophomore, there was a part-time job posted on the DePaul student job site for a position in the research department at US 99.5," Campbell says, referring to CBS Radio's Chicagoland country station. "I ended up working there for nearly 10 years."

At US 99.5, Campbell focused on nontraditional advertising opportunities. While radio stations typically generate revenue through advertising spots, Campbell's responsibilities entailed connecting brand partners with concerts, music events and other forms of nontraditional radio advertising. "Every country artist comes through Chicago, so we created third-party brand partnerships to promote the concert and the station," Campbell explains.

Campbell's role at Big Machine Label Group, where she's worked for more than two years, requires a different strategy when it comes to corporate brands. "In radio, it was an implied relationship between artist and brand partner," she notes. "But when the artist is

directly representing a brand, there's more sensitivity around choosing the appropriate partnerships." Campbell adds that each artist's personality and phase in their career also influence the collaborations.

With more than 15 artists on Big Machine's roster, Campbell works closely with a wide range of companies, and she draws regularly on skills she developed in her DePaul classes. "The way I put together presentations and conduct meetings in the corporate world is absolutely reflective of what I learned at DePaul," Campbell explains. "I also think the small class sizes really forced my classmates and me to practice effective communication on a daily basis."

While Campbell didn't know what she wanted to be when she "grew up," she knew that majoring in communication would open doors. "The career opportunities available in the communication field really appealed to me more than anything else," she says. Campbell also remembers being drawn to the plethora of classes at DePaul. "I was infatuated with the course catalog! I'm an obsessive planner, so I started mapping out course requirements during my first campus visit," she laughs.

This tendency to plan ahead and stay organized continues to serve Campbell well, even though she admits that balancing her work and personal life isn't always easy. Campbell is based in Chicago but travels frequently for events and meetings around the country, as well as regular visits to Big Machine's Nashville headquarters. "I work all the time, but I think that comes with being in an industry and a job that you love," she says. "When I'm standing in the back of a room listening to a sold-out crowd sing back every line of a song from an artist who I get to work with—well, that just never gets old."



Photos courtesy of Laurie Kapugi.

Jackie Campbell's top four tips for recent graduates:

"Start at crazy and work backwards."

This quote from Scott Borchetta, Big Machine Label Group's president/CEO, is the company's unofficial motto. Don't scale back your ideas or dreams before you have attempted them.

Network and socialize.

Take lunch with your parents' friend, go to the trade organization's happy hour or strike up a conversation with the stranger next to you at a bar. You never know who you might meet, and the best jobs are often filled through word-of-mouth recommendations before they're even posted.

Be nice.

When you're nice, people are more eager to help you. Whether you're trying to secure a dinner reservation or land a new job, being nice is more effective than the alternative. (Disclaimer: Being nice does not mean becoming a pushover!)

Find a mentor.

Find someone whom you trust and respect, who has more work and life experience than you have, and who will offer you good advice. That person may not always tell you what you want to hear, but he or she will tell you what you need to hear.

Student organization spotlight: SPJ DePaul

When it comes to federal holidays, Constitution Day may not be the first that comes to mind. But as the mid-September commemoration approached, DePaul's Society of Professional Journalists (SPJ) leveraged an opportunity to showcase a defining characteristic of their profession. "We wanted to make students think a little more about what it means to have free speech," explains graduate student Brianna Kelly (CMN '13), the president of SPJ DePaul. "It's easy to take for granted, but free speech isn't an option in many countries." To encourage reflection on this issue, SPJ DePaul invited the DePaul community to write anything at all on poster boards displayed around campus.

Predictably, the free speech "walls" engendered comments ranging from the profound to the crude to the argumentative, leading the executive board to deem the event a success. As a freedom of information project, the event fulfilled one of four requirements mandated by the national SPJ office. In the second half of the academic year, the chapter will present a panel featuring female sportswriters, as well as visit a local high school to conduct social media training.

In SPJ DePaul's short history, the chapter has already made an impact on the national level. The chapter officially formed in 2010 and quickly implemented innovative programming. "From the beginning, we talked about organizing our chapter a little differently," says Mike Reilley, SPJ DePaul's faculty advisor. "We've focused on using technology to get students involved and excited." Nearly every week for more than a year, the chapter hosted Twitter chats on industry topics. To their surprise, the digital conversations attracted participants from around the globe. "Anything related to the SPJ Code of Ethics was a particularly hot topic," Reilley recalls. "The Twitter project really put us on the map." Indeed, only 18 months after being admitted as a full chapter, SPJ DePaul was named the



2011 National Campus Chapter of the Year and the Region 5 Campus Chapter of the Year.

The executive board's focus and initiative pay off in other ways as well. Shortly after the Boston Marathon bombing, Reilley received an email from Lauren Camplin (CMN '12), former SPJ DePaul vice president who is now employed at ESPN. "I was doing media for SportsCenter when the bombs went off, and I was solely responsible for all the video and sound for about four hours straight," she wrote. "You never think you'll have to deal with those kinds of situations or make those calls; all those ethics lessons definitely helped me." Meanwhile, founding member Ali Trumbull (CMN '12, MA '13) applies the skills she honed as president to her job at Wrapports. "I'm a community news manager for three local Pioneer [Press] sites, so the managerial oversight really prepped me for that," she says.

Under Trumbull's leadership, SPJ DePaul grew to 75 members, making it one of

the largest in the country. This past summer, the national arm recognized Trumbull with the Julie Galvan Outstanding Graduate in Journalism Award, honored Reilley with the David L. Eshelman Outstanding Campus Adviser Award, named SPJ DePaul the 2013 National Campus Chapter of the Year and announced SPJ DePaul as the Region 5 Campus Chapter of the Year. "It was actually the first time a single chapter has received all four awards in one year," Reilley notes. Despite SPJ DePaul's many achievements, the current president insists there's still more to be done. "I'd like to build an even stronger community within the journalism program at DePaul," Kelly states emphatically. "I want to get everyone involved!"



"The scholarship really made my summer experience possible."

Last summer, senior Hanna Guerrero packed her bags and moved to New York City for three months. The aspiring journalist had earned a coveted internship at National Public Radio's "Latino USA," where she worked with investigative reporter and anchor Maria Hinojosa (DHL '10), who is also the Sor Juana Inés de la Cruz Chair in DePaul's Latin American and Latino Studies program. "It was amazing being with the production team of a weekly radio show," Guerrero says. She helped develop themes, researched story ideas and even spoke on air about the importance of internships.

Guerrero's internship experience wouldn't have been possible without scholarship support. Receiving the Carlos Hernandez Meritorious Scholarship for Undergraduate Journalism made a significant difference in Guerrero's ability to pursue the "Latino USA" opportunity. "The scholarship is specifically geared toward Latino journalism majors who are doing an internship," Guerrero explains. "It really made my summer experience possible."

Each year, gifts from alumni open doors for students like Guerrero. A gift of any amount can go a long way toward making an impact, especially when it's combined with gifts from fellow alumni. DePaul has launched an alumni participation challenge that emphasizes this collective approach to giving. All for DePaul is an effort to achieve 9,000 alumni donors this fiscal year. Since participation is the goal, it's a wonderful opportunity for alumni to send a vote of confidence to current and future DePaul students.

"I think it's so great that DePaul has a scholarship like this," says Guerrero. "I just really appreciate the generosity of those who supported my academic career and gave me this invaluable experience."

For more information on All for DePaul, please visit alumni.depaul.edu/allfordepaul.

Around the college

1 Paul Booth, assistant professor in media and cinema studies, published "Fan Phenomena: Doctor Who" in August. Booth edited the collection of works by scholars and fans of the seminal British series, as well as penned both the introduction and one of the essays. The book reveals the varied manifestations of "Doctor Who" fandom while offering insight into the series' ongoing appeal for fans of all ages.

2 The DePaul Academic Advising Network approached Adventors, a student organization for advertising students, to help drum up nominations for its annual Gerald Paetsch Academic Advising Award. Playing off the word game Mad Libs, Adventors created a multimedia, universitywide campaign to encourage students to get involved in the award nomination process. The club's strategy included a commercial on "Good Day DePaul," an email blast, posters, flyers, tabletop ads and more. "We wanted to create something funny, recognizable and interactive," shares Lisa Plachy, former Adventors president. "Many students have connected with a faculty member, so we also wanted to speak to that emotion."

3 The Plank Leadership Summit 2013 was held at DePaul on Nov. 14. Offered through the Plank Center for Leadership in Public Relations, the summit convened public relations executives and educators to review the results of the largest study of public relations leadership ever conducted. A group of Public Relations and Advertising (PRAD) students also attended, and many others viewed the proceedings via webcast at colleges and agencies around the world. Ron Culp, director of the PRAD master's program, kicked off the event. Pictured: Rod Cartwright, partner and director of global corporate practice at Ketchum.

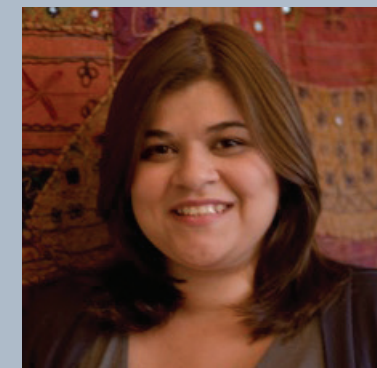
4 Associate Professor Tim Cole (right) and Assistant Professor Matt Ragas are serving as Coleman Fellows for the 2013-14 academic year. The program, sponsored in part by the Coleman Foundation, is directed by the Coleman Entrepreneurship Center in DePaul's Driehaus College of Business. As two of the five Coleman Fellows for the current academic year, Ragas and Cole will integrate concepts of entrepreneurship into their courses while sharing best practices and insights with previous and current fellows.

Ragas was also recently inducted into Page Up, a new public relations organization consisting of 80 top staff leaders in major U.S. corporations, agencies and universities. He is the only academic in the inaugural class. Meanwhile, Cole received a DePaul University Excellence in Teaching Award earlier this year (see page 11).



CMN welcomes new faculty

This past fall, the college was pleased to add Chris Bury (see page 3), Maria De Moya Taveras, Mike Devlin and Adriane Stoner as new members of the faculty.



Maria De Moya Taveras, assistant professor of public relations and advertising, brings more than 10 years of professional experience as a public relations specialist and print journalist, as well as more than six years of teaching at the university level, to DePaul. A native of the Dominican Republic, Taveras earned a master's degree in business and economic reporting as a Fulbright scholar at New York University and a PhD from the University of Florida.



Mike Devlin is a new assistant professor of public relations and advertising. His teaching and research interests include sports communication and creative advertising. The author of six journal publications examining the links between sports communication and advertising effectiveness, Devlin earned a PhD from the University of Alabama.



Double Demon Adriane Stoner (CMN '02, MA '08), who received the College of Communication Excellence in Teaching Award as an adjunct instructor in 2012, joins the faculty as an instructor in organizational communication. Stoner teaches courses in both relational and organizational communication, with an emphasis on the impact of new media.



Graduate student Stacia Doss received a \$10,000 scholarship from The Lagrant Foundation, which supports minority students in advertising, marketing and public relations. The spring 2013 award also included a welcome dinner in New York City, a career development workshop at Ketchum and opportunities to meet with industry experts.



In August, the Association for Education in Journalism and Mass Communication honored The Red Line Project with four awards in three divisions. Clayton Guse placed first and Joe Ruppel (CMN '13) placed third in the International Division Student Newswriting Competition, instructor Mike Reilley placed third in the Newspaper and Online News Division "Teaching News in the 21st Century" competition and The Red Line Project placed third in the Visual Communication Division "Best of the Web" competition. The Red Line Project also earned third-place honors in the Horizon Interactive Awards in the Website: School/University category.

"Big Questions," a hybrid documentary and talk show series on social justice issues around the world, was nominated for a Chicago/Midwest Emmy award in the Public/Current/Community Affairs – Series category. Instructor Kim Clark is one of the creators of the WNIT PBS show, which aired its premier episode on WTTW Channel 11 in Chicago in October.



Four graduate students and two recent alumni presented papers at the Midwest Popular Culture Association and Midwest American Culture Association's annual conference in October. Presenters included graduate students Kristen Micek (LAS '12), Christopher Olson (CMN '13), Margaret Redlich and Carmen Ramson-Herzing, as well as alumni Katie Wilson (CMN MA '12) and Jef Burnham (CMN MA '13). Micek and Wilson also won the Mentor/Mentee challenge. Olson (left) and Wilson (far right) are pictured with Writing, Rhetoric and Discourse graduate student Katie Booth.



The Communication Institute for Online Scholarship, which tracks contributions to communication journals, referenced DePaul's communication graduate programs in a fall 2013 newsletter article titled "Top MA programs exceed PhD programs in research output." DePaul was included in a list of terminal master's-granting programs whose prolific journal authorship surpasses the mean level of productivity of PhD-granting programs.

Three faculty members recently received prestigious teaching awards:

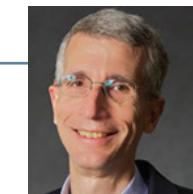
Dustin Goltz, associate professor and director of the organizational and multicultural studies program, received the 2013 Lilla A. Heston Award for Outstanding Scholarship in Interpretation and Performance Studies from the National Communication Association. This award recognizes Goltz's outstanding published research and creative scholarship in the field.



Tim Cole, associate professor of relational communication, received DePaul University's Excellence in Teaching Award at the fall convocation ceremony. The selection committee noted that Cole demonstrates an exhaustive commitment to course preparation and also cited his consistently exceptional teaching evaluations. Cole is pictured second from left with fellow award winners. (Photo credit Jeff Carrion.)



Instructor Jim Motzer was honored with the College of Communication 2013 Excellence in Teaching Award for Term Faculty. Motzer infuses his courses with stories and strategies gleaned from more than 30 years of public relations agency experience.



The Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication honored Jason Martin, assistant professor of journalism, with a first-place award in the Promising Professor competition. This award, the division's highest for teaching, recognizes outstanding accomplishment and promise for future achievement among early career academics.

Amy Merrick received the College of Communication 2013 Excellence in Teaching Award for Adjunct Faculty. As a journalist with impressive clips from leading publications, Merrick ensures that her students are prepared to enter the field with the most cutting-edge reporting techniques and excellent writing chops.



CONVERSATIONS

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