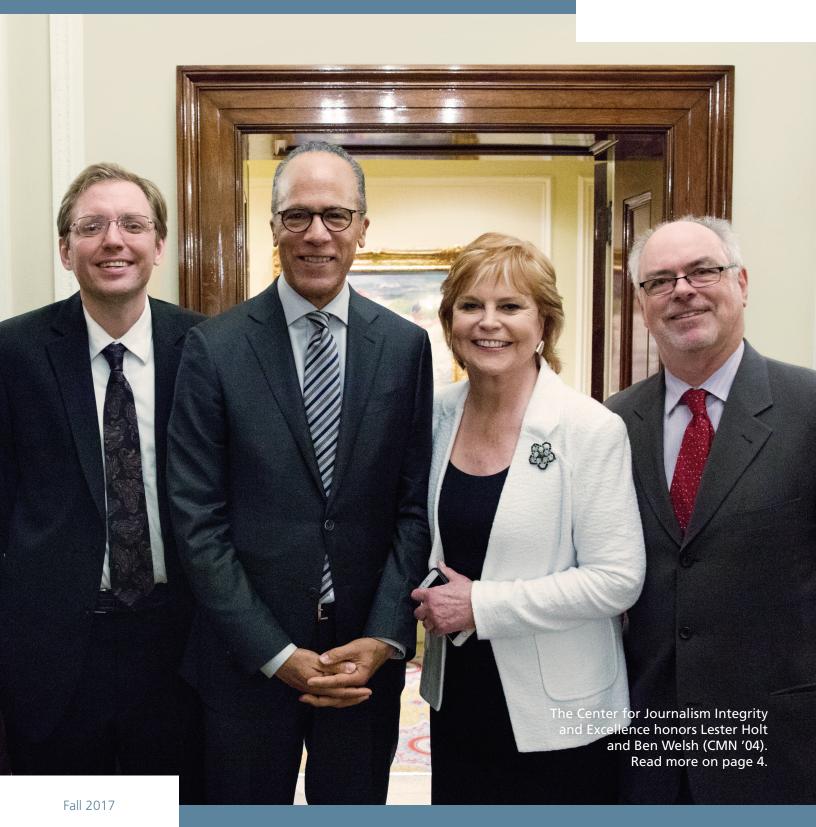
CONVERSATIONS

DEPAUL UNIVERSITY



A publication for College of Communication alumni





REFLECTING ON THE YEAR

WITH DEAN SALMA GHANEM

CONVERSATIONS

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alumni.depaul.edu (800) 437-1898

College of Communication

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

Editor

Jacob Sabolo (LAS '12)

Art Director

Francis Paola Lea

Designers

Vimal Kachhia Courtney Yoelin (LAS MA '14)

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As we prepare for the start of a new academic term, I'd like to take a moment to reflect on the previous year. While the projects, innovations and accomplishments are many, the driving force behind all the activities is passion

Passion for the role of journalism in a democratic society inspired the events sponsored by the Center for Journalism Integrity and Excellence. From lectures and panel discussions on topics such as free speech and fake news to the first annual Center for Journalism Integrity and Excellence Awards, the center has been busy spreading this message to DePaul students and the Chicago community.

Passion drove our students to achieve on the regional and national stage. Our students received numerous awards for case study analysis and journalism, and in advertising campaign competitions. A Fulbright Scholar also came from our ranks this year. Our faculty were busy as well,

racking up awards and recognition for their scholarship and leadership.

Passion fueled alumna Marty Wilke (CMN '86, DHL '17) throughout her career to her current role as president and general manager of WBBM-TV/ CBS 2 Chicago. We were honored to have her deliver the college's 2016-17 commencement address.

While we mourn the passing of two College of Communication Dean's Advisory Council members, Al Golin (DHL '12) and Albert Nader (LAS '54). we will always remember their passion for their fields and DePaul. Both were unyieldingly generous with their time and expertise, and are gravely missed by family, friends, colleagues and the DePaul family.

Passion drives our plans for an upcoming milestone—the 10th anniversary of the college. Watch for ways that you can get involved in our 10-year celebrations in future correspondence.



Alumnus' business helps children and young adults with autism

Brad Balduf (CMN '92) has never been afraid of change—or taking risks. A former member of DePaul's golf team, Balduf started his career in sales at RAM Golf and business development at Ameritech Mobile before joining American Tower, a multibilliondollar wireless and broadcast infrastructure company, in 1998. Balduf took on several roles with the company, eventually becoming vice president of strategic accounts. Despite his success, he left the company three years ago to run his own businesses.

"American Tower was in its early stages when I got there in 1998 ... [Ten years later], a lot of the fast pace, fast growth and high energy had kind of dissipated into just standard operating procedure. For me, it lost a lot of its luster. I had the desire to start something new," says Balduf.

Balduf worked with a former American Tower colleague to build and launch Parallel Infrastructure, a nationwide developer, owner and operator of telecommunication towers, where he is now the vice president of national business development. But Balduf admits that what he is most proud of is BY YOUR SIDE – Autism Therapy Services

(BYS), the business he built from the ground up that provides speech, occupational and applied behavioral analysis therapies to children and young adults with autism.

Balduf co-founded BYS with his friends Craig and Julie Martin in late 2009. At the time, individuals diagnosed with autism did not have enough services available to them. "The reason I got into it initially was because of my entrepreneurial spirit. I know how to start a business, and this was something great that we could do within the community," says Balduf. "Then as we got more and more involved, I saw the strides we were making with kids. It really became a personal mission for me."

Since the first center opened in Burr Ridge, Ill., in 2009, the company has grown to include two more centers, one in Schaumburg, Ill., and another in Morton Grove, III. BYS also offers services in DeKalb III., and Indianapolis.

Balduf will never forget the moment he realized the strength of BYS's impact. About two months after the Burr Ridge center opened, Balduf saw a father

observing his son's therapy session. When Balduf noticed that the father seemed distressed, he went to talk to the director of therapy. She conveyed to him that the son, who was nine years old, had never been able to sit while he ate. He always needed to stand. He could only eat one item of food at a time, and he would not allow anyone to watch him eat. In the 10 weeks since the child had been in therapy at BYS, he learned to eat in front of two therapists and mix foods while remaining seated. "We went into the other room, and his mom and dad were in there crying," says Balduf. "That's when I realized that this was my calling."

Even though Balduf has made a living as an entrepreneur, he is glad he pursued a communication degree at DePaul. "I'm having a successful career because of the path I chose. The businesses that I've worked with or created have revolved around different aspects of communication. My DePaul education helped provide the road map to my proudest achievement, BYS. I wouldn't have done things differently."

HOLT, WELSH HONORED AT THE 2017 CENTER FOR JOURNALISM INTEGRITY AND EXCELLENCE AWARDS



Lester Holt (front center) and Ben Welsh (front right) held a Q&A moderated by Carol Marin (front left) for journalism students. Photo credit: Jeff Carrion/DePaul University

"NBC Nightly News" and "Dateline NBC" anchor Lester Holt and Pulitzer Prize winner Ben Welsh (CMN '04) were honored at the Center for Journalism Integrity and Excellence's first annual awards ceremony, which took place on April 20 at the Union League Club of Chicago. The center's directors, Carol Marin and Don Moseley, presented the awards.

"There was never any question who we hoped would be our very first Distinguished Journalist awardee. It was always Lester Holt," said Marin. "Journalism is lifted up by the elegance, high ethical standards and excellence of Lester."

Holt began his career in New York City as a television reporter in the early 1980s. In 1986, he joined WBBM-TV in Chicago, where he spent 14 years as a news anchor and reporter. "I have such incredible memories of being [in Chicago], not only because it was then and still is the best news town in America, but because it set the course for who I would become as a broadcast journalist," said Holt during his acceptance speech. "It was here that I learned that being a reporter is not a career step—being a reporter is what we are."

Holt later joined NBC news, notably covering the 2000 presidential election, the 9/11 terrorist attacks and the invasion and war in Afghanistan, among several other major world events. He became the anchor of "NBC Nightly News with Lester Holt" in 2015. He has also served as the principal anchor for "Dateline NBC" since 2011. In addition, Holt moderated the first 2016 presidential debate, for which he received high praise.

"[Mainstream media] represents a commitment to the time-honored practices of digging for facts, shining the light in dark corners,

giving a voice to the voiceless, holding our leaders and institutions accountable, and being transparent about where our information comes from," said Holt. "It's a great time to be a journalist."

Welsh received the Distinguished Alumnus Award for his outstanding career, beginning as one of Marin and Moseley's first interns while attending DePaul and extending to his current role as editor of the Los Angeles Times' Data Desk. In 2016, Welsh and his LA Times team won a Pulitzer Prize for their coverage of the 2015 San Bernardino shootings and the subsequent terrorist investigation.

During his acceptance speech, Welsh recounted working with Marin and Moseley. "The luckiest thing for me was to see Carol and Don work. I was inspired by their sense of purpose, by their dedication to finding and telling stories that mattered, stories that otherwise wouldn't be told," said Welsh. "I learned what separates reporters who get the story, the Carols and Dons of the world, the Lester Holts of the world, from the ones who don't. It's hard work, it's persistence, it's a willingness to take on tedious tasks others haven't or won't. Most of all, it's a determination to finish the job."

Earlier in the day, Holt and Welsh held a Q&A moderated by Marin for journalism students.



5TH ANNUAL POP CULTURE CONFERENCE SELLS OUT OF TICKETS

In June 1997, J.K. Rowling made one of the most significant impacts in pop culture history. "Harry Potter and the Philosopher's Stone" was published in the United Kingdom (and was published in the United States in September 1998 as "Harry Potter and the Sorcerer's Stone"). Now, two decades later, fans have made what became a seven-book series into a global phenomenon, buying hundreds of millions of books, visiting theme parks and purchasing merchandise, and breaking box-office records attending the nine Warner Brothers films based on the books, including a spinoff series that launched last November with "Fantastic Beasts and Where to Find Them." In honor of the 20th anniversary of the publication of "Philosopher's Stone," the College of Communication hosted Harry Potter and the Pop Culture Conference on May 6.

This is the fifth year of the popular conference, conceived and orchestrated by Associate Professor Paul Booth. Booth said he never imagined that the conference would grow to what it is today. In 2012, Booth was having a conversation with his then-student Spencer Flynn (CMN '14), when Flynn asked him if he was planning on holding an event at DePaul to celebrate the 50th anniversary of "Doctor Who." "I thought that was a pretty cool idea," says Booth. "I could do a talk or invite some people to do a panel. It just kind of snowballed from there."

Since the conference on "Doctor Who" in 2013, subsequent conference themes have centered on Joss Whedon (creator of the "Buffy the Vampire Slayer" television series), "Supernatural" and "Star Trek." An estimated 275 fans attended this year's Harry Potter event, making it the first year that the conference series sold out of tickets. "Harry Potter got kids reading. It got grown-ups reading,

too. It really did inspire people," says Booth. "I'm not surprised that Harry Potter caused such popularity for the conference."

Fans spent the day attending academic panels on a variety of topics in the Harry Potter universe, including religion, the occult, whitewashing, queer readings, education, activism and social change. Christopher Bell, associate professor of communication at the University of Colorado at Colorado Springs, delivered his keynote speech, "Defending Tom Riddle: The Failure of Albus Dumbledore." Alanna Bennett, an entertainment writer for Buzzfeed, gave a second keynote address about race-bending Hermione Granger and the future of the Harry Potter franchise.

"WITHOUT A DOUBT, ST. VINCENT WOULD BE A HUFFLEPUFF. LOYAL, CARING, HONEST." - PAUL BOOTH

As in previous years, the conference included a charity fundraiser. Nearly \$1,900 was raised for the Harry Potter Alliance, an organization that engages fans to advance equality, human rights, social justice and literacy. "They promote things that DePaul very strongly believes in. They're a very Vincentian organization," says Booth.

When asked to which Hogwarts house St. Vincent de Paul would belong, Booth said, "Without a doubt, St. Vincent would be a Hufflepuff. Loyal, caring, honest. I think Hufflepuffs, almost more than any other house, represent the best of Hogwarts and the best of the world. We could all do a lot worse than try to be Hufflepuffs in our lives."

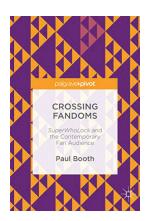


Volunteers dressed in their Harry Potter gear help with registration. Photo credit: Katie Booth

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BOOKSHELF

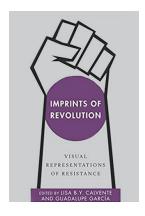
Recent faculty publications



Crossing Fandoms: SuperWhoLock and the Contemporary Fan Audience

In "Crossing Fandoms: SuperWhoLock and the Contemporary Fan Audience" (Palgrave Macmillan), Associate Professor Paul Booth looks at how fans interact with each

other through digital technology and create crossover fandoms, specifically SuperWhoLock, in which characters from "Supernatural," "Doctor Who" and "Sherlock" all exist in the same universe. Booth interviewed fans at conventions and examined SuperWhoLock fan-created content online to see how fandoms react to each other. "I think it's an interesting facet of our media culture. It's important to know what people are doing with the media, because that has important implications outside of fandom—it means understanding the larger media environment," says Booth.



Imprints of Revolution: Visual Representations of Resistance

Assistant Professor Lisa Calvente co-edited "Imprints of Revolution: Visual Representation of Resistance" (Rowman & Littlefield International), a collection of essays that analyze how revolutionary movements are visually represented. She also penned the introduction and co-

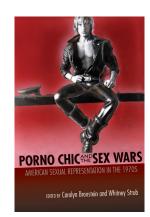
wrote a chapter about the Cuban Revolution. "Our aim was to incorporate the visual to rethink the notion of revolution by looking at its discursive formation. Revolution can be applied to today's world by looking at various contexts across the globe and how people have used the idea of revolution and the visual," says Calvente. "Imprints of Revolution" begins in 20th-century Mexico and continues to contemporary moments.



Movie Comics: Page to Screen/Screen to Page

When people think of movies adapted from comic books, they tend to think of recent Marvel or DC films. Assistant Professor Blair Davis, author of "Movie Comics: Page to Screen/ Screen to Page" (Rutgers University Press), shows that movie and comic adaptations go back to the beginning of cinema. In his book, Davis looks at the origins of the "comic book

movie," and traces media adaptations in the silent era of cinema through the classical Hollywood period. "We enjoy the process of adaptation because it feels like we're meeting a character again for the first time," says Davis. "That process is nothing new, we've just limited our examples."



Porno Chic and the Sex Wars: American Sexual Representation in the 1970s

"Porno Chic and the Sex Wars: American Sexual Representation in the 1970s" (University of Massachusetts Press) examines new and emerging genres of pornography during the decade and the audiences to whom

those forms appealed, including women, gay men, transgender individuals and evangelical Christians. Carolyn Bronstein, associate dean and a Vincent de Paul distinguished professor, coedited the book and contributed an essay. "Our society is quick to condemn pornography," says Bronstein. "Pornography is not just about sex, it's also about human connection. It is not always a simple text of titillation. I would love for readers to come away with the idea that pornography has nuance, and that it can serve an affirming and uplifting role for its users, especially those on the sexual margins."

PRAD Rising

The Public Relations and Advertising (PRAD) program and students continue to receive national recognition

PRAD students once again earned top honors at the 2017 Case Study Competition in Corporate Communications, a national competition sponsored by the Arthur W. Page Society in alliance with the Institute for Public Relations. Brooke Lichtman, Jaymie Polet (CMN MA '17), Bria Smith (CMN '16, MA '17) and Rubai Soni won the competition's grand prize for their entry "Walking the 'Encryption Tightrope': Getting to the Core of Apple's Privacy and Security Battle with the FBI." In addition, Eva Marnen (LAS MA '11, CMN MA '17) and Haleigh Stern (LAS MA '16) were awarded the first-place prize in the communications category for their study of the Wells Fargo culture crisis.

The grand-prize-winning submission examined a case that occurred in the aftermath of the 2015 San Bernardino shooting in which the FBI demanded Apple unlock a suspected terrorist's phone and the company refused on the grounds of protecting consumers' privacy. "We liked the case because it started a dialogue about privacy versus security that set a precedent for other companies, and how they should handle this balancing act," said Lichtman during an interview at the Page Society's awards ceremony.

This is the third consecutive year that PRAD students have won the grand prize and the fourth year that teams have placed; teams have won a total of nine awards under the guidance of Associate Professor Matt Ragas. "It's very rewarding to watch the professional growth and development of our students and alumni," says Ragas.

According to Ragas, for the past two years previous winning teams have offered tips and advice to submitting teams. "I think in true DePaul style, there's an interest in paying it forward and helping each other. We have a great PRAD community. Students really want to help each other and there's a lot of pride in it," says Ragas.

In addition, the Public Relations Student Society of America announced that two DePaul undergraduate PRAD teams earned honorable mentions at the Bateman Case Study Competition. Brooke Beatty, Sydney Bickel (CMN '17), Joash Mencias (CMN '17), Arielle Shapiro and Andrew Willet were recognized for their submission "It's Tough to Be Tough." Mia Hinkebein (CMN '17), Kate Hohenstatt, Alexa Ohm (LAS '17) and Meghan Thesing (CMN '17) received an honorable mention for their entry "We Are DePaul Blue." Both teams developed campaign strategies for Campaign to Change Direction, a mental health organization committed to changing the culture of mental health. The teams worked with DePaul's Office of Health Promotion and Wellness to educate students about stress and mental health issues.

PRAD also received an honorable mention—the equivalent of second place—from PRWeek as Outstanding Education Program of the Year, the fourth consecutive year the program has been nominated as a finalist. Ron Culp, PRAD professional in residence, explained that judges were impressed with PRAD's 100 percent placement rate of recent graduates, as well as the diversity of the student body.

"I've been at DePaul for six years and I've noticed the quality of faculty, the caliber of students and the education they're getting is going up," says Culp. The outlook for the PRAD program is bright, according to Associate Professor Kelly Chu, chair of the PRAD program. "The program continues to garner national recognition, thanks to its talented and hardworking students and faculty," says Chu.



PRAD grad students—with Roger Bolton, president of the Arthur W. Page Society (far left); Associate Professor Matt Ragas (center); and Tina McCorkindale, president and CEO of the Institute for Public Relations (far right)—accept the grand prize at the Page Society's Spring Seminar Awards Ceremony in New York. Photo credit: Arthur W. Page Society

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Accolades | CONVERSATIONS

Accolades | CONVERSATIONS

ACCOLADES

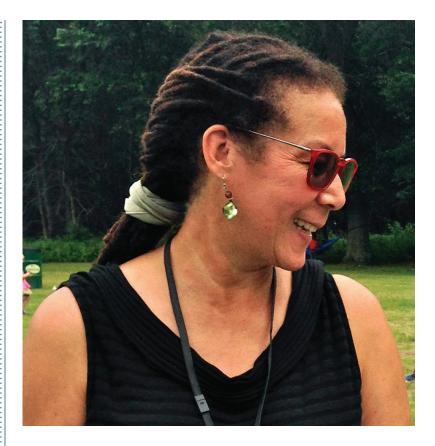
In January, the Midtown Education Foundation (MEF) named PRAD faculty Volunteers of the Year for their work with the organization's apprenticeship program. MEF offers special programming and opportunities for low-income youth in Chicago, including the apprenticeship program through DePaul focused on public relations and internal communications.



Left to right: Matt Ragas, Jill Stewart (SNL MA '08), MEF Executive Director Glenn Wilke, Don Ingle and Jim Motzer. Photo credit: Ron Culp

Associate Professor **Leah Bryant** was named Alumni of the Year by Texas State's communication studies department. She was presented with the award at an event during the department's communication week, where she spoke about her research regarding challenges in relationships and the "dark side" of communication.





Judith McCray, adjunct faculty member, received an Emmy Award from the National Academy of Television Arts and Sciences' Chicago Midwest Chapter for her documentary "Chicago's True Nature: The Forest Preserves of Cook County." The documentary takes an in-depth look at one of the largest and oldest forest preserve systems in the nation.

Radio DePaul was honored with four awards from the Intercollegiate Broadcasting System, including Best College Radio Streaming Station (for a university with more than 10,000 students). The station won Best Podcast and two other awards at the College Media Association Pinnacle Awards.





Three public relations and advertising students, **Patricia Cole, Marsha Sanchez** and **Imani Shabazz**, were awarded LAGRANT Foundation scholarships. The foundation aims to provide opportunities for ethnic minorities in advertising, marketing and public relations. The students were three in a class of 20 (consisting of students from Duke, Syracuse, USC, Harvard and Northwestern, among others).

Student media won 16 Society of Professional Journalists Mark of Excellence Regional Awards this year. 14 East Magazine received seven awards, placing first for Best Independent Online Student Publication, Best Digital-Only Student Publication and Best Online In-Depth Reporting (Ivana Rihter). The DePaulia received five awards, including first place for DePaul Investigation, Sports Writing: Large School and General News Reporting (Rachel Hinton, CMN '17). Good Day DePaul received four awards, including first place for Television General News Reporting (Daniel Beedie, CMN MA '17) and Television Breaking News Reporting (Lorraine Taylor, CMN MA '17).



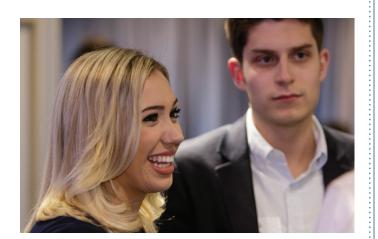
Students pose with 16 Society of Professional Journalists award certificates.

The DePaulia won an Associated Collegiate Press (ACP) All-Around Pacemaker Award for News Organization of the Year, one of six ACP awards it received. In addition, the newspaper won 15 Illinois College Press Association Awards, including first place for Sports Column Writing (Ben Gartland, CMN '17). Sports News Writing for Senior Journalist in Residence Chris Bury's investigative class's story on the Wintrust Arena. and Matt Paras (CMN



Left to right: Matt Paras and Rachel Hinton

'15, MA '16) and **Brenden Moore's (CMN '17)** coverage of Milo Yiannopoulos' controversial speaking engagement at DePaul.



Left to right: Stephanie Wade and Nick Buffo. Photo credit: Jeff Carrion/ DePaul University

Good Day DePaul won first place for Long Form Reporting at the Chicago Television Academy's Chicago/Midwest Chapter Emmy Awards for **Nick Buffo (CMN '16)** and **Stephanie Wade's (CMN '16)** investigation of homelessness in Chicago.

IN MEMORIAM

DePaul mourns the loss of Al Golin (DHL '12) and Albert Nader (LAS '54), who were both members of the College of Communication Dean's Advisory Council and deeply committed to DePaul's mission and values.

Al Golin (June 19, 1929–April 8, 2017)

Golin founded one of the world's largest public relations agencies, Golin/Harris Communications, also known simply as Golin. The Chicago-based company's clients include McDonald's, Walmart, Nintendo and many others. Golin received numerous awards from organizations, including the Public Relations Society of America and the Arthur W. Page Society. He also received an honorary degree from DePaul in 2012. "DePaul awarded Al an honorary degree because he so beautifully embodied the university's ideals," said the Rev. Dennis H. Holtschneider, C.M., former president of DePaul. "The world is better because of Al Golin, and we were honored to have our students learn from him."

Albert Nader (Aug. 1, 1932–Dec. 22, 2016)

Nader founded Questar in 1985, a Chicago-based company that produces, acquires and distributes video programming. Questar has a library of more than 5,000 titles on subjects ranging from nature and history to religion and travel. Nader played a key part in the company's response to changing technologies, distributing VHS tapes, then DVDs and now digital recordings on streaming services. Nader was recognized by the Institute for Entrepreneurial Studies at the University of Illinois at Chicago and was inducted into the Chicago Area Entrepreneurial Hall of Fame. "I will miss Albert's energetic presence on the Dean's Advisory Council," said Dean Salma Ghanem. "His contributions were insightful, and he had such a strong love for DePaul. His loss is felt by many including the media world, his family and his friends, of which I am proud to call myself one."

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AROUND THE COLLEGE



Carol Marin, director of the Center for Journalism Integrity and Excellence, interviewed former President Barack Obama at the White House just days before his farewell address in January. Marin asked Obama about violence in Chicago, state politics and his legacy as president.



event for students admitted for the 2017-18 academic year. Students and their families were given the chance to learn more about curricular



and internship options, meet with current students and faculty, and sit in on communication classes. They also were able to learn more about housing, financial aid and academic advising.

Students in the DePaul chapter of the Public Relations Student Society of American (PRSSA) planned and organized **PRpalooza**, a PRSSA Midwest regional conference. The two-day event allowed PRSSA



members to learn more about music and entertainment public relations in Chicago through agency visits, breakout sessions, panel discussions and networking.



Last fall, the College of Communication hosted a reception and keynote address by **Rishad Tobaccowala**, chief strategist at Publicis Groupe. Tobaccowala, who was described by Ad Age as "the known Zen master of the agency world," discussed disruption and how to stay ahead of the transforming communication landscape.

Associate Professor
Dustin Goltz

developed "Critical Performance Dialogue: Skepticisms and Imaginaries," a conference that examined the role of performance theory in communication studies. The conference,



hosted by the College of Communication, featured a series of workshops that addressed current issues and opportunities in performance theory.

The latest data compiled by DePaul's Career Center showed impressive career outcomes for College of Communication graduates:

94% of undergraduate

8 90% of graduates

were employed or continuing their education.

The percentages reflect graduates' statuses six months after graduation.

In celebration of its 10th anniversary, the college will be hosting the Communication

Alumni and Friends Awards on March 7, 2018.

We welcome you to nominate alumni and friends in the following categories: Distinguished Alumnus/Alumna Award, Outstanding Service to the Community Award, Outstanding Service to DePaul Award and Rising Star Award. The deadline for nominations is Sept. 22, 2017. To learn more, please visit communication.depaul.edu.



Brendan Pedersen and Ivana Rihter lived on the same floor of the Clifton-Fullerton residence hall their freshman year, but they hardly knew each other. "We were friends of friends of roommates," explains Pedersen, "but I did lend her a tie one time." "Yes, you did," says Rihter. The two eventually held major roles at 14 East Magazine, which launched in May 2016, during the online publication's first full-year run in the 2016-17 academic term.

Pedersen, a senior double majoring in journalism and political science, was previously the managing editor of the magazine and is now the editor-in-chief. Rihter, a senior double majoring in journalism and peace, justice and conflict studies, was the editor-in-chief during last year's run and is currently the chief community officer until she graduates after the autumn quarter. The team looks back at what made the run successful and what has made them successful at DePaul.

Pedersen and Rihter both agree that cultivating a culture and community for the

small staff at the magazine was vital. "We have really pushed this idea of inclusivity, acceptance and just general support," says Rihter. Pedersen recalls the first staff meeting held after the 2016 presidential election. "I felt like we could talk about what we all were feeling. It was cathartic in a way that I den't think would have been persible with

were feeling. It was cathartic in a way that don't think would have been possible with any other group that I've been a part of at DePaul," he says.

Over the course of the year, Pedersen, Rihter and the staff quickly became used to working long nights to meet deadlines. Rihter particularly remembers working on a two-part series about mass incarceration. "We sat there and went through every word of my story to make sure it was correct. I had just gotten all of my interviews that night ... It was just a wild evening of very cheap Domino's pizza, rapid transcribing and terror publishing," she says.

Pedersen recalls a similar scenario when the team was working on a story about an informant case involving Occupy Cleveland activists and the FBI, which was written by Bea Aldrich (CMN '17), a former associate editor of the magazine. The entire staff took over a study room in the Daley Building to get the piece out on the website. "It's an incredible piece of student journalism, so seeing this group of people come together and make it a reality is something that I will not forget," he says.

Both Pedersen and Rihter credit Amy Merrick, professional lecturer and the magazine's faculty advisor, and the journalism program not only for the publication's success, but also for their own achievements as journalists. "I think Amy has been one of the best professors at DePaul to engage with my writing in a really authentic way and help me grow as a writer," says Pedersen.

"Our journalism department is really something special," says Rihter. "The professors have had such a huge impact on me as a writer. They've pushed me to not just tell stories, but to tell them well and fairly, and to tell them in a way that fosters who I am as a journalist."

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