

# CONVERSATIONS

A publication for College of Communication alumni



PRAD was named Outstanding Program of the Year by PRWeek. Read more about the big win on page 8.

Photo by PRWeek

Fall 2018

IN THIS ISSUE

4 | CJIE Awards

6 | Student Media Spaces

7 | "Black Panther"



# meditations on an ORANGE

**Every great mind has a muse.  
Every great professor has ... an orange.**



THE COLLEGE OF COMMUNICATION CONNECTS STUDENTS WITH THE LATEST IN COMMUNICATION RESEARCH, INNOVATION AND CREATIVITY—ALL WITH THE HELP OF ITS DEDICATED FACULTY. DISCOVER HOW FACULTY MEMBERS KEEP THE COLLEGE FRESH IN THEIR NEW VIDEO, “MEDITATIONS ON AN ORANGE.”

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# THE BLUE DEMON AND THE LAKER

## ALUMNA HELPS KOBE BRYANT INSPIRE YOUTH

It's the 2018 Academy Awards. Cast members from “Star Wars: The Last Jedi” are presenting the Oscar for Best Animated Short Film. Mark Hamill announces Kobe Bryant’s “Dear Basketball” as the winner. Bryant takes the stage with only seconds to speak. While he’s giving his speech, Bryant says, “Thank you, Molly Carter. Without you we wouldn’t be here.”

Before she was thanked by the former Los Angeles Laker, before she was taking selfies with her husband on the red carpet and before she built her impressive career, Molly Carter’s (CMN ’96) story began at DePaul.

“Walking into freshman year at DePaul, I would have never thought that I’d be walking down the carpet at the Oscars,” says Carter, chief marketing officer at Kobe Inc., Bryant’s company. “That’s the exciting part about life—you never know where it’s going to take you.”

Carter says she always wanted to be a Blue Demon. Her father, Austin Flynn, was the dean of the College of Education in the 1970s. After he passed away when she was very young, DePaul provided Carter and her brother, Tim Ring (CMN ’91), with scholarships to attend the university.

It was at DePaul where Carter decided to go into sports public relations. “I was working in [the Athletics Department], and sports were a big part of my upbringing. My dad was friends with Ray Meyer and [my brother and I] grew up going to games. It was part of the ethos of my family,” Carter explains.

“I just really enjoyed working in sports and being around athletes.”

Carter has worked with the Chicago Bulls, the Chicago White Sox, the Atlanta Hawks, Nike, Converse and Gatorade, among others. She started working at Kobe Inc. in 2015.

“What I like about working for Kobe [Inc.] is we don’t do anything that’s been done before. I think that’s consistent with the projects I’ve chosen to fight for throughout my career,” Carter says.

One of the biggest projects Carter and Kobe Inc. have undertaken is creating Granity Studios. (“Granity,” Carter explains, “is a word that Kobe created, meaning greater than infinity.”) The studio is a multimedia content creation company focused on teaching young athletes how to be better versions of themselves. One of the ways Granity achieves this is through storytelling, which is partly how “Dear Basketball” originated.

Narrated by Bryant, the animated short tells his story from when he was a kid with big dreams to his retirement from the NBA. Glen Keane (“The Little Mermaid,” “Beauty and the Beast”) provided animation for the film, and John Williams (“Star Wars,” “Jurassic Park”) composed the score.

“‘Dear Basketball’ is so good because it touches on human truths about triumphs, dreams and seeing those dreams come to life. That’s really our goal—to tell stories

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that might be about sports, but are rooted in human emotion. They’ll resonate with anyone who is watching, sports fan or not,” Carter says.

Carter is thrilled to see her work with Kobe Inc., Granity and Bryant inspire kids all over the world. “Our target for everything that we’re doing here is to reach 9- to 12-year-old kids as they’re starting to figure out who they are as people,” Carter says. “If we can make an impact on those kids and on the future, we’ve done our job.”



Photo by Aaron Poole/AMPAS





## The Center for Journalism Integrity and Excellence Honors Pauley, Pistone

Jane Pauley, host of “CBS Sunday Morning,” and Ann Pistone (CMN ‘90), investigative producer with ABC7 Chicago, were honored at the second annual Center for Journalism Integrity and Excellence Awards. Held in April at the Union League Club of Chicago, the awards were presented by the center’s directors, Carol Marin and Don Moseley.

“[Jane’s] journalism has won a lot of awards that are a testament to her excellence. But it’s her integrity that shines through absolutely everything. Jane has never wavered in who she is ... In every stage of her career, at every turn in her life, she seemed to instinctively find her true north,” Marin said. “Journalism integrity and excellence are the reasons why we award Jane Pauley for her work.”

Pauley, who received the center’s Distinguished Journalist Award, became the first woman co-anchor on a major evening newscast when she joined Chicago’s WMAQ-TV in 1975. Only 10 months later, Pauley was tapped to co-host the “Today” show, replacing pioneering newswoman Barbara Walters.

Pauley later co-anchored “Dateline NBC” for more than a decade and hosted her own daytime program. She is the author of two best-selling memoirs that not only detail her life in the news, but also her experience with bipolar disorder. Pauley is currently the solo anchor of “CBS Sunday Morning.” Her outstanding career has made her one of the most prominent figures in broadcast news.

During her remarks, Pauley shared that Chicago helped prepare her for her career. “Chicago was the epicenter of journalism in America, and it still is today. There isn’t a city in this country that respects journalism like Chicago does. It’s rich with journalism heroes and legends ... and I am on the fringes of that remarkable history,” Pauley said. “It’s such an honor to be associated with the words integrity, excellence and DePaul University.”

Since joining ABC7 in 1999, Pistone has received numerous awards, including a national Emmy for her story exposing the extent to which government agencies and chemical companies were unprotected against terrorist attacks. As an investigative producer on ABC7’s I-Team, she helps deliver breaking news and stories that bring truth to light. She has also worked with WFLD-TV Chicago, CNN, CNBC and WGN.

In a powerful speech, in which she told her DePaul story and thanked colleagues, friends and family, Pistone dedicated her Distinguished Alumna Award to a specific group of people: “Employees who whistleblow on their own companies, the residents who point fingers at their government while they’re living under them, the families who come to us and complain about nursing homes while their loved ones are still living in them and the victims of scammers who know they’re still in the crosshairs. These people take a huge risk coming forward to a journalist like me and telling their stories.”

She added, “They say, ‘If my story can prevent one person from going through what I had to go through, then it’s all worth it.’ And that is just proof to me that there are far more good people in this world than bad.”

During her remarks, Dean Salma Ghanem announced the creation of the Journalism Internship Scholarship, a fund designed to help students with costs associated with interning for academic credit. The scholarship became a reality with the generous support of Dean’s Advisory Council member Tony Hunter (MBA ‘95) and his wife, Susan. To learn how you can contribute to the scholarship, please visit [bit.ly/JOURIntern](http://bit.ly/JOURIntern).

Photo by Sandy Rosencrans

# ALUMNI AND FRIENDS SHINE AT AWARDS RECEPTION

In honor of its 10th anniversary, the college hosted the inaugural Communication Alumni and Friends Awards in March. A special reception was held at the Union League Club of Chicago and included remarks from Dean Salma Ghanem and Lourdes Duarte (CMN ‘99), anchor and investigative reporter at WGN-TV Chicago and Dean’s Advisory Council member. Below is a complete list of this year’s honorees.



Photo by Sandy Rosencrans

### Distinguished Alumna Award

**Sarah Kustok (CMN ‘04, MA ‘10)**  
Reporter, YES Network and Fox Sports

### Outstanding Service to the Community Award

**Rashanah Baldwin (CMN MA ‘11)**  
Broadcaster, WKKC 89.3 FM  
Media and Communications Specialist, Baldwin Media Group

**Laurence Holmes (LAS ‘97)**  
Broadcaster, WSCR-AM 670  
Adjunct Faculty, DePaul College of Communication

**Evangeline Semark (CMN MA ‘14)**  
Director of Communications and Engagement,  
Evanston Township High School District 202

### Outstanding Service to DePaul Award

**DJ Hurula (CMN ‘96)**  
Principal and Creative Director, ONE Brand Studio Inc.

**Jay Porter**  
CEO, Revere

### Rising Star Award

**Krysten Gibson (CMN ‘08)**  
Associate Director of Data and Insights, VML

**Tara Giuliano (CMN MA ‘14)**  
Head of Client and Product Marketing, Nuveen

**Leah Hendrickson (CMN ‘12)**  
Social Media Manager, Chicago Blackhawks

**Jenn Klock (CMN ‘10)**  
Senior Marketing Manager, Jellyvision





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2



3

1. An editorial team at work! The 14 East staff holds a meeting in their new home. 2. The DePaulia's staff members finally have cell phone reception, something they did without in their last work space. 3. Live on the air! Radio DePaul Sports is now broadcasting live from its new studio.

The DePaulia, 14 East Magazine and Radio DePaul Sports moved into new homes on the Loop Campus this spring. Located on the first and lower-level floors in the DePaul Center, the work spaces are a significant upgrade for the award-winning student media organizations.

"We are excited to announce that thanks to the support of the university and the persuasiveness of our student journalists, we have new, permanent work spaces on the Loop Campus," says Dean Salma Ghanem. "Our student media win so many awards, and we are beyond thrilled that they now have new homes."

The DePaulia was previously housed in the basement of University Hall, a residence hall on the Lincoln Park Campus. 14 East Magazine has not had a centralized work space since its launch in 2016. Radio DePaul Sports—DePaul's only student-run sports station—broadcasts all of DePaul's home sporting events in the heart of Chicago.

# ON THE MOVE



## THE SUPERHERO THE WORLD NEEDS

ASSOCIATE PROFESSOR AND COMIC BOOK EXPERT ON THE SUCCESS OF "BLACK PANTHER"

When "Black Panther" premiered last February, it was the movie everyone was talking about. Critics praised it, fans filled theatres week after week to see it, and merchandise and toys flew off shelves. It was almost impossible not to see a post about the film on the internet or a story about it in broadcast and print news, and Blair Davis, associate professor of media and cinema studies, was the comic book expert the media talked to.

Shortly after the movie's release, Davis was interviewed by the Chicago Tribune, Voice of America, Reel Chicago and ABC7 Chicago, among others, to offer his thoughts on the cultural impact and success of "Black Panther."

Davis affirms that Marvel's growing franchise of movies like "Captain America" and "The Avengers" has significantly changed the box

office marketplace and the superhero movie landscape. The studio's movies make millions and "Black Panther" was no exception: it shattered records and has earned about \$700 million domestically.

"It's a very different marketplace now than it was 15, 20 years ago. [Black Panther] is not the first black superhero on screen," Davis says. He points to movies like "Blade" (1998) and "Spawn" (1997) that had relatively lower budgets and weren't as accessible to mass audiences. "I'm glad they've built up the 'Avengers' series, because by the time they came around to 'Black Panther,' 'Avengers' gave it a way to spotlight black identity on a much larger scale than was ever possible before."

Even though its financial success was expected, Davis says that the world's positive response to the movie was not quite as

expected. He references the "grassroots community efforts" to get people to see the movie: community groups, celebrities and sports figures bought out theatres to show "Black Panther" to children who might not have been able to afford a ticket. The young audiences were then able to see a movie that features a black superhero, African culture and an almost entirely black cast on the screen.

The film also focuses on strong, empowering women. Characters like Nakia, Okoye, Shuri and the Dora Milaje warriors are essential to the movie's plot and the superhero's survival. "We're getting into a pattern in which it's not just the muscle-bound men that are what an action hero can be," Davis says.

"THE LEVEL OF CULTURAL SIGNIFICANCE IN THE MUSIC, IN ADDITION TO THE NARRATIVE, CASTING AND DIRECTOR—I JUST THINK 'BLACK PANTHER' DOES SO MANY THINGS CULTURALLY RIGHT. IT WILL BE REMEMBERED MORE THAN MOST OTHER SUPERHERO MOVIES."

The film's soundtrack, curated by Pulitzer Prize winner Kendrick Lamar, was number one on the Billboard 200 when it dropped around the film's release. According to Davis, the soundtrack and score are essential components of the film as well.

"The level of cultural significance in the music, in addition to the narrative, casting and director—I just think 'Black Panther' does so many things culturally right," he says. "It will be remembered more than most other superhero movies."

Davis is the author of several publications, including "Movie Comics: Page to Screen, Screen to Page" and "The Battle for the Bs: 1950s Hollywood and the Rebirth of Low-Budget Cinema." His latest book, "Comic Book Movies," was released this year (see page 10). Last April, he was featured in AMC's new documentary series, "James Cameron's Story of Science Fiction."



# AROUND THE COLLEGE

## PRAD Wins Outstanding Program of the Year

The public relations and advertising (PRAD) graduate program was named PRWeek’s 2018 Outstanding Education Program of the Year after receiving second place in 2016 and 2017.

“DePaul has grown its program while raising the bar. The [program] is one of the largest in the United States. Applicants to the graduate program have increased 25 percent, enrollment increased 23.3 percent last year and students’ average entering GPA increased 7.3 percent over the past three years,” PRWeek stated.

The program was selected by PRWeek this year over finalists Baruch College, Georgetown University, Syracuse University and the University of Alabama. One hundred percent of PRAD graduates find employment within six months of graduation. The real-world-focused curriculum offers interactions with countless Chicago and New York agencies and corporations, and more than 250 professionals visit the college’s classrooms annually.

A big congratulations to PRAD faculty, staff, students and alumni!



(Top) Associate Professor Matt Ragas (right) with Aaron Westbrook (CMN MA '14), content manager at Combs Enterprises. (Bottom) Ragas with the college's former public relations chair, Rochelle Ford.



In May, the college held “Ten Years, Ten Books,” a celebration of the college’s 10th anniversary. Faculty spoke about books that influenced their careers, research and lives. Told in PechaKucha format—20 slides, each 20 seconds—the presentations featured faculty members Paul Booth, Chris Bury, Vinnie Cicchirillo, Maria De Moya Taveras, Dusty Goltz, Kelly Kessler, Bree McEwan, Amy Merrick, Matt Ragas and Barb Willard.

The college, in collaboration with Michigan State University, hosted “Rising to the Top: Hispanic Women in Advertising” in March. Presenters discussed the impact of women of color in advertising, and the event featured original work by Club de Creativos of Madrid and Latin American creatives.



The annual Pop Culture Conference spooked its audience this year. The 2018 conference celebrated movie slashers like Freddy Krueger, Michael Myers and Jason Voorhees. Additionally, more than \$850 was raised for the American Civil Liberties Union, the Vancouver Foundation’s Full Flood Endowment Fund and GlobalGirl Media.



The Center for Journalism Integrity and Excellence hosted U.S. Representative Mike Quigley in April. Quigley, who represents Illinois’ 5th district, discussed his concerns about Russia’s interference in the 2016 presidential election and the “fake news” phenomenon with advanced reporting students.



Photo by The DePaulian/Brian Pearlman

Stay up to date on student media awards and achievements by visiting [go.depaul.edu/studentawards](https://go.depaul.edu/studentawards).

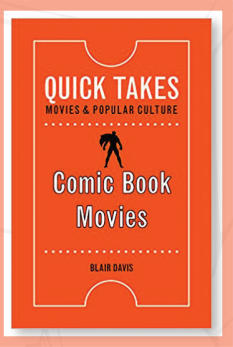


In March, DePaul’s chapter of the Public Relations Student Society of America (PRSSA) hosted “Going PRo.” The regional conference focused on sports public relations and media. College students from the Midwest networked with representatives from the Chicago Bulls, Chicago Blackhawks, Wilson Sporting Goods, Gatorade and CBS2 Chicago. Learn more about DePaul PRSSA President Andrew Willett on page 11.



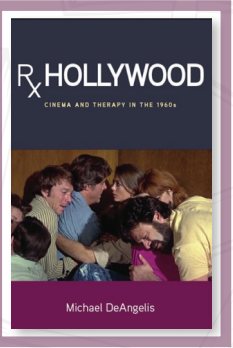
# BOOKSHELF

## RECENT FACULTY PUBLICATIONS



### Comic Book Movies by Blair Davis

With the recent success of movies like “Black Panther” and “Avengers: Infinity War,” superhero movies will undoubtedly continue to reign at the box office. But how are those types of movies portraying the modern-day world? In “Comic Book Movies” (Rutgers University Press), Blair Davis, associate professor of media and cinema studies, explores that question while looking at common patterns and themes in comic book cinema, as well as throughout the genre’s history.



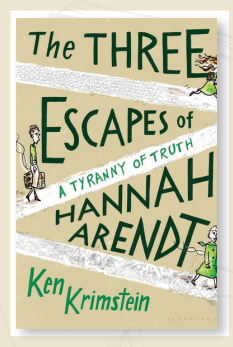
### Rx Hollywood by Michael DeAngelis

In “Rx Hollywood” (SUNY Press), Michael DeAngelis, professor and chair of the media and cinema studies program, analyzes the depiction of therapy and psychology in films from the 1960s and ’70s. Through his examination of a wide range of films, DeAngelis discovers an emerging trend of therapeutic practices that address individual psychological issues as social problems.



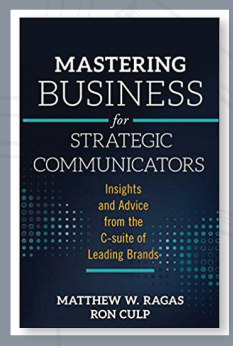
### Journalism and the American Experience by Bruce Evensen

Journalism Professor Bruce Evensen’s “Journalism and the American Experience” (Routledge) examines journalism’s role in democratic institutions and culture in the United States. He argues that journalism not only was essential for documenting the founding years of the United States, but also continues to affect public policy, American exceptionalism and the position of the United States in the world.



### The Three Escapes of Hannah Arendt: A Tyranny of Truth by Ken Krimstein

In the graphic biography “The Three Escapes of Hannah Arendt” (Bloomsbury), Ken Krimstein, public relations and advertising (PRAD) professional lecturer, tells the story of Hannah Arendt, one of the most prominent philosophers of the 20th century and author of the seminal 1951 book “The Origins of Totalitarianism.” Arendt escaped Nazi persecution in Europe during World War II, and her life experiences defined her groundbreaking thoughts on how to live freely as a person and citizen in troubled times.



### Mastering Business for Strategic Communicators by Matt Ragas and Ron Culp

Matt Ragas, PRAD associate professor, and Ron Culp, PRAD professional in residence and graduate program director, contributed to and assembled more than 20 essays by current and former chief communications officers for “Mastering Business for Strategic Communicators” (Emerald Publishing). This collection of insights and advice from expert professionals in companies such as GE, GM, Southwest Airlines, Starbucks and Walgreens Boots Alliance provides readers with a rare view of the roles played by top strategic communicators.



# TAKING FLIGHT

## PRAD SENIOR REALIZES HIS PASSION FOR PUBLIC RELATIONS



**“I like how DePaul is connected with the city through our alumni network and professors knowing professionals. Chicago is the PR capital of the world, and we’re right in the heart of it.”**

”

Andrew Willett originally thought he was meant for the stage. In high school, he worked with the Cleveland Play House, where he met a scenic designer who happened to be an alumnus of The Theatre School at DePaul. Although Willett eventually decided that a career in theatre wasn’t in the cards, discovering DePaul made him eager to enroll.

A career aptitude test indicated that Willett’s strengths were in areas like creativity, communication, business and writing. The results suggested careers in public relations (PR), and he learned that DePaul has one of the best public relations and advertising (PRAD) programs in the country. Willett’s path was set.

“I like how DePaul is connected with the city through our alumni network and professors knowing professionals,” Willett explains. “Chicago is the PR capital of the world, and we’re right in the heart of it.”

Willett took his first PR class with Rajul Jain, assistant professor of PRAD, during the spring quarter of his freshman year. He recalls arriving to class early one day and gazing at downtown Chicago from the classroom’s floor-to-ceiling windows.

“I remember thinking, ‘I love this professor, this class is great and I like PR. I’m in this beautiful classroom with this gorgeous

view,’” Willett recalls. “The energy from the city radiates through DePaul’s pipes and windows and into the classroom.” He felt like he was where he was meant to be.

Jain later suggested that Willett join a case study course, in which Willett participated during his sophomore year. His team received an honorable mention from the Bateman Case Study Competition for their campaign on mental health awareness on college campuses.

Willett also met Jim Motzer, professional lecturer in PRAD and adviser to DePaul’s chapter of the Public Relations Student Society of America. Willett became involved with the chapter, ultimately serving as president during his junior and senior years. The organization helps students from the Midwest network and connect with PR firms and organizations in Chicago. Willett is also a regional ambassador for the Public Relations Society of America, or as he calls it, the “government of PR.”

After he graduates from DePaul, Willett, an avid traveler and frequent flyer, eventually wants to lead all branding and communication for an airline. In the meantime he plans to move to New York and make his mark in airline PR.

“I’m going to be the PR queen of New York.”

### SUPPORT STUDENTS LIKE ANDREW

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## CONVERSATIONS

We welcome your story ideas, questions and comments. Please contact Jacob Sabolo at (312) 362-8820 or [jsabolo@depaul.edu](mailto:jsabolo@depaul.edu).

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- Crisis communication
- Effective communication with social media
- Effective presentation and communication skills

To register, please visit [bit.ly/DPUCPE](http://bit.ly/DPUCPE).