



## College explores new frontiers of journalism with courses on Twitter, entrepreneurial journalism

**The College of Communication is exploring the new frontiers of journalism through courses on Twitter, entrepreneurial journalism and backpack reporting, providing students with cutting-edge knowledge in this rapidly changing field.**

This fall, DePaul University journalism alumnus Craig Kanalley (M.A. '09) began teaching what is among the first college-level journalism courses focused solely on Twitter and its applications. News articles about the groundbreaking course have appeared in major news publications, including the Wall Street Journal and the Chicago Tribune.

It is one of several innovative journalism courses offered by the college to help prepare students to work in the burgeoning digital landscape. Other new media courses are being offered by the college at the graduate and undergraduate levels. Among them are Niche Journalism, Reporting for Converged Newsrooms, Backpack Reporting and Entrepreneurial Journalism.

"DePaul is really at the forefront in helping to define a new model for journalism moving forward," says Professor Bruce Evensen, who directs the graduate journalism program (See related story, p. 5). Microblogging sites such as Twitter facilitate eyewitness reporting and enable it to occur quickly and easily. "Where journalism comes into this is, how can we verify these postings?" Reliable, trustworthy news reports have long "been the gold standard" for American newspapers, Evensen says.



Evensen

Kanalley's course, Digital Editing: From Breaking News to Tweets, addresses that challenge. The course really is about learning how to make sense of the clutter of the Web, particularly in situations of breaking news or major developing stories, and how to evaluate and verify the authenticity of reports by citizen journalists.

"Thousands share information about these stories and how they're affected through Twitter every day, and there's a need to sift through this data to find relevant information that provides story tips and additional context for these events," Kanalley says.

Students focus on the social networking platform Twitter and apply concepts discussed in class to Kanalley's live journalism Web site Breaking Tweets ([breakingtweets.com](http://breakingtweets.com)). The site integrates news and relevant Twitter feedback to create a one-of-a-kind Web experience for readers by providing eyewitness accounts of breaking news stories from around the world.

Since its launch in January 2009, the site has gained an international following and has more than 400,000 page views; it has been praised by new media analysts as a major player in the social media field. Iranian authorities blocked Breaking Tweets because of its reporting on the Iranian election. In May, the site broke a story on the attempted attack on the royal family in Holland before the story was picked up by BBC or CNN.

In April, Kanalley was named one of the 100 top collegiate journalists by UWIRE, a community-driven service for student journalists. He was one of four DePaul students who covered the presidential inauguration via Twitter and live blogging, which ran on the Chicago Sun-Times' Web site as the "D.C. Project."



Kanalley

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## Course explores new frontiers

While Kanalley acknowledges that it's easy to be intimidated by social media, his advice to alumni is to not be afraid to experiment with it, especially Twitter. "It's revolutionizing communications in general," he says. "People are still learning different creative uses of it. I think there are so many different ways people can

use it—from marketing to breaking news or building relationships with other people and networking.

"I think part of the challenge is finding your niche, finding how you want to use it and how it can benefit you—and I think that's unique for every person."

**For more information about these courses, visit [communication.depaul.edu](http://communication.depaul.edu).**

## Social media sites enable alumni, students to stay connected

**Ryan Shanks (B.A. '97) was browsing through the profiles of his DePaul College of Communication alumni contacts on LinkedIn, an online professional network, when he noticed that they were members of the site's DePaul Alumni Group. He joined it immediately.**

"I do not remember exactly when this was, but it must have been in the past year," says Shanks, who lives in Dublin, Ireland, with his wife and daughter. "I was interested in finding out what some of my old friends are up to nowadays."



Since joining the group, Shanks has found it easier to keep up with news of the careers of all those friends he has reconnected with. He also frequently touches base with some DePaul classmates and acquaintances via Facebook, the giant social media site, where the DePaul Alumni Association and other DePaul-associated groups have created vibrant online communities.

DePaul's alumni social media communities have grown exponentially since they were established more than a year ago. Currently, there are more than 6,350 members on the DePaul LinkedIn Group. More than 300 of them are communication graduates. The corresponding alumni group on Facebook has attracted 4,780 fans.

The ability to be in touch via social media is especially important for Shanks because, although he still

works for Accenture, the company that hired him soon after graduating, he has moved around quite a bit in the last 12 years. For the first three years, he was based in the United States. Then he was transferred to Stockholm, Sweden, where he worked for eight years. Currently, he is a management consultant in the firm's Dublin office.

But even for DePaul graduates who live in Chicagoland, the social media communities can be great places to link up. Tim Adornetto (B.A. '89, LAS M.A. '92), owner of KT Design & Development, a brand communication firm in Grayslake, Ill., joined the DePaul alumni LinkedIn group four months ago, hoping to network with alumni who are small-business owners like himself.

"Also, I keep an eye out for employment opportunities for friends who are looking for work," explains Adornetto. "I've also passed job leads along to DePaul alumni who have posted their employment goals."

The enthusiastic embrace of cutting-edge media technology and platforms isn't confined to alumni. Established as a college in 2007 in the era of digital convergence, the College of Communication started offering courses in new media from day one. And DePaul keeps adding innovative classes about communication modes that weren't even in existence or were flying under the radar two years ago (See story, p. 1).

To connect to any of DePaul's alumni social media, including the Demon Tracks blog, Twitter and Flickr, visit [alumni.depaul.edu](http://alumni.depaul.edu).



## College offers the right thing at the right time

### **The air crackles with excitement and ideas. Partly, it must be our new facilities.**

Over the summer, we moved from Lincoln Park to the South Loop, where our college now occupies two-plus floors in the 14 E. Jackson Blvd. building. The space provides great facilities for teaching, meeting and gathering. State-of-the-art labs, filled to the brim with the latest technology, flow into comfortable lounges and gathering spots for students, faculty and staff. The build-out even includes a club room for the college's student organizations. We're ready and willing to host guests in our new space, and company has been coming. They include 25 reporters from across the country at the highly successful McCormick Foundation-supported Specialized Reporting Institute on Chicago's bid for the 2016 Olympics (See story, p.8), a delegation from one of the top advertising agencies in the city for a productive meeting to discuss future collaborations, and several curious alumni eager to see the new space.

The faculty, a collegial group, evidences delight in our new lunchtime gathering spot on the 18th floor, with a glorious view of the Harold Washington Library and the South Loop. Each week, faculty come to me with new ideas about how we can bring our neighbors from the city and the world into our new space, always with a focus on enriching the educational experience of our students.

But it's not just the space, beautiful though it is, that causes the College of Communication to bristle with ideas and creativity. Nor is it just the moment in history, one which foregrounds the importance of communication in every business, organization and home. Because, if that were the source of this energy, then the excitement happening in our college would be happening in every communication program around the country. What is making this moment so rich at DePaul is the result of a wonderful convergence of the right curricula, with the right faculty, at the right university, in the right heart-of-the-city location, at the right moment in history, and with the right organizational structure.

Because our college decided to create academic programs without departments, we made space for much richer collaborations than could otherwise emerge. In "Group Genius," Keith Sawyer draws on research in psychology to argue that creativity and innovation are best fostered in an environment of loosely structured collaboration, where people can build on one another's ideas incrementally and spur one another on to do their best work. Such an incubator of creativity emerged in Paris in the early 20th century, when writers and artists (including such luminaries as Hemingway and Picasso) gathered in the salon hosted by Gertrude Stein and Alice B. Toklas. Sawyer describes the collaborative efforts that led to such inventions as electricity and airplanes. He argues that even in moments of creativity and invention that have often been recorded as individual breakthroughs, communication and collaboration were essential to singular achievements. We do our best work when we occupy spaces and organizational structures that allow us to share our ideas in a collaborative and non-hierarchical environment. And we influence one another to be better and to see and do more than any one of us could accomplish alone.

The faculty, staff and students of the College of Communication are urging one another to create an ever-richer array of educational experiences and opportunities for all of us. You can feel the energy and excitement as the college grows together. Some of the results of what we are creating are described in these pages. With so much creativity in the air, I can promise there is much more to come.

## 'Good Day DePaul' gives students hands-on broadcast experience

**“Good Day DePaul,” the College of Communication’s student TV newscast, returns with bigger ambitions for its second year. Plans include opening the newscast to undergraduates and having students work beats that will cover sports, entertainment and international stories, says Lisa Pecot-Hebert, an assistant professor and director of the undergraduate journalism program, who oversees “Good Day DePaul.”**

The newscast’s goal is to help its audience “get to know the students, programs and activities at DePaul University,” as anchors announced in the very first program, launched in October 2008.

“Good Day DePaul” began as an independent study project with seven graduate students who had taken Pecot-Hebert’s broadcast journalism courses. During the broadcast’s inaugural year, only graduate communication students were involved in the program, she says. “We needed to jump in, and they knew everything because I had taught them how to do newscasts. I didn’t need to train them. They wrote their own newscasts, performed on air and did production.”

Pecot-Hebert also knew who had on-air talent, but she gave everyone a chance to perform in front of the camera. She rotated students through on-air duties, producing and operating the camera. “We all worked the background,” she says. “We tried to have a professionally produced program. About 80 percent of the stories were about DePaul.”

The crew recorded the 10-minute program on weekends in the lower level of the DePaul Center. It aired once a month on Channel 4 of the campus closed-circuit TV system that’s broadcast in DePaul residence halls. That gave it an audience base of around 1,500, Pecot-Hebert says.

Being a part of “Good Day DePaul” was “the best learning experience,” says Michele Vaccarello Wagner, who graduated in June with a master of arts degree in journalism. “Everyone who worked on the program had to know everything,” she says. “You learned how an entire broadcast newsroom works, how to position cameras correctly, how to read a script.”



*Students Maryam Sousan (from left), Alexandra Domercant and Frank James prepare the broadcast studio for a taping of “Good Day DePaul.”*

Vaccarello Wagner (M.A. '09), now a senior editor for a media company, had lots of on-air time as an anchor and newsreader. She felt comfortable in front of the camera, even during the unscripted moments when students did “off-the-cuff segments, kind of like on [ABC’s] ‘The View,’” she says. “One time we were doing a ‘View’-type feature on winter coats. We had to fill time. Nothing was scripted.”

Another recent graduate, Clark Jones (M.A. '09), co-anchored, produced and directed newscasts. He calls the show “groundbreaking” and says that working on it allowed the journalists “to go out and discover things in Chicago that don’t get a lot of press,” such as the Diabetes Expo and other special-interest stories.

Pecot-Hebert looks forward to filming a portion of the program this year in the new converged newsroom space on the 11th floor of the 14 E. Jackson Blvd. building, where the college relocated over the summer. Ideally, she’d like “Good Day DePaul” to get its own channel on the closed-circuit system.

With a new group of students coming on board and the addition of beats, there’s no telling what the future holds for “Good Day DePaul.” One alum, though, isn’t waiting to see what will happen. Natasha Roman (M.A. '09) told Pecot-Hebert she wants to continue to assist with the show this year. “This is just another great outlet to inform students and staff about what is going on at DePaul directly from DePaul students,” Roman says. “I really believe that ‘Good Day DePaul’ can become as well recognized as The DePaulia and has the potential to compete with other university news outlets.”

## DePaul recognizes two communication faculty for outstanding performance

*This fall, two communication faculty members received awards for their work in supporting DePaul's teaching and mission goals:*

### **Bruce Evensen, Spirit of Inquiry**

Bruce Evensen, a 20-year faculty member and professor of journalism, received the Spirit of Inquiry Award at this fall's convocation. The award recognizes research, scholarly or creative achievements that exhibit commitment to the spirit of creative inquiry.



Evensen, who directs the graduate journalism program, says the award "is not so much recognition for the work in journalism education I've done. It's recognition that the College of Communication is producing first-rate research that focuses on a range of issues that are of real importance to not only the past but the future of journalism and mass communication."

During his years at DePaul, Evensen's creativity has taken expression in the many books, chapters and articles he has produced, examining topics as varied as the religious press, muckrakers, sports journalism and the Israeli-Palestinian conflict. "When Dempsey Fought Tunney," the second of three books he has published, analyzed press ethics during the emergence of Jazz Age journalism and focused on sports as a mass media spectacle.

Evensen has done three editions of "Responsible Reporter," a book on journalism ethics and a history of American journalism, which basically asks the questions: "How are we a different country as a result of journalism? If journalism did not exist, how would America be different?" He's currently working on a book titled "From Franklin to the Internet: Journalism and the American Experience."

A member of the American Journalism Historians Association, Evensen spends much time looking at journalism's past, but he is definitely optimistic about its future.

"There's a lot of future out there for journalists," he says. "It's going to be interactive. It may not be a business model we can immediately see and address. Convenience now is a major news value. We have to adapt ourselves to the new technology."

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### **Michaela Winchatz, Excellence in Teaching**

Assistant Professor Michaela R. Winchatz, who was recognized by DePaul University with an Excellence in Teaching Award this fall, formed many of her professional ideas by placing herself in "strange and somewhat uncomfortable circumstances," she says.

As a student and a researcher, she spent seven years in Germany, "struggling with a foreign language in a foreign education system, working through culture shock, and adapting to new cultural norms and behavioral patterns," she says. The experiences have been worth it. The Germans' independent learning style has greatly informed her teaching philosophy and approach.

"Students [in Germany] are thrown into challenges they're not always ready to take on," says Winchatz, who received an M.A. degree in psycholinguistics/speech communication from Ludwig-Maximilians-Universität in Munich.

"There's less support from professors there. So having gone through that, I realize that when challenged to take on things I never thought I could take on, for instance, writing a master's thesis in German, I could do it."



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**Good PR:** The College of Communication is hosting a series of performances in conjunction with the National Communication Association annual conference in November. The performances will take place in the college's black-box theatre on the lower level of the 14 E. Jackson Blvd. building. "The two nights of performances are set up around a mentorship theme, with a junior performance scholar followed by a senior scholar," said Assistant Professor Dustin Goltz, who is coordinating the event. On Thursday, Nov. 12, Goltz and Jason Zingsheim, an assistant professor of communication at Governors State University, will present "Blasphemies on Forever," and Terry Galloway will perform "Out All Night and Lost My Shoes," under the direction of Donna Marie Nudd, a professor in Florida State University's communication department. On Saturday, Nov. 14, DePaul College of Communication Instructor Stephanie Howell will perform "(in)visible," and Lynn C. Miller, a former professor at the University of Texas at Austin, will present "Gertrude Stein, Edith Wharton, and The Fool's Journey." The performances are free, but seating is limited. For more information and to reserve a seat, contact Goltz at dgoltz@depaul.edu.

**New vice president:** Cheryl Procter-Rogers, a member of the Dean's Advisory Council, has assumed the newly created position of vice president for Public Relations and Communication at DePaul. Reporting to the president, Procter-Rogers is responsible for integrating and strengthening university-wide communication efforts to promote and enhance DePaul's visibility. She oversees media relations and internal, external and presidential communication. During her 30-year career, Procter-Rogers has worked with a variety of corporations in a number of business sectors. She served in management positions for HBO, Nielsen Marketing Research and Golden State Mutual Life Insurance Company. As a consultant, she has worked with Coca-Cola, Nissan, Allstate, McCain Foods



Procter-Rogers

and Magellan Corp. Procter-Rogers also served as professional advisor to DePaul's chapter of the Public Relations Student Society of America for several years.

**New public relations/advertising faculty:** Three instructors have joined the public relations and advertising faculty this year. "Their wide range of professional experience is extremely valuable to our students," said Patricia Whalen, director of the graduate program in public relations and advertising. "Not only do they bring firsthand knowledge of their professions and real-world examples into the classroom, but they can offer great contacts and networking ideas and practical advice for job searches that our students find invaluable." Doo Syen Kang, who is teaching a variety of public relations classes, worked as an international convention organizer for six years and will receive her doctorate in media and information studies this fall from Michigan State University. Dan Windels, who is teaching advertising courses, has extensive experience in the industry, most recently as senior marketplace planner at GSD&M Advertising in Chicago. He also spent 11 years in Los Angeles freelance lighting for a number of films, including "Jerry Maguire," "Catch Me If You Can" and "The Lost World: Jurassic Park." Dan Azzaro, who also is teaching advertising courses, worked for 25 years in advertising and promotion—including at agencies in Chicago and New York, as a senior partner at Ryan Partnership, and as head of promotions and planning at Keebler. A former talk show host at WLS-AM and WSCR-AM as well as a Grammy nominee for best comedy album (1992), Azzaro will be faculty advisor to the DePaul chapter of the Public Relations Student Society of America.

**Kudos for quality:** Kathleen M. Browne, a former advertising sales manager who serves as assistant to the dean in the College of Communication, received DePaul's Kenneth A. McHugh Quality Service Award this fall. Browne has 25 years of experience at publications including House Beautiful, Mademoiselle and Audubon.

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## DePaul recongizes faculty

At DePaul, Winchatz found new challenges in teaching courses that aren't necessarily generic, she says. "I have had the opportunity to develop some courses that allow me to teach in an area I'm incredibly passionate about." One of those courses is Ethnographic Methods, the study of human communication in its natural environment. In the course, she asks students to reach beyond their own comfort zone by researching a cultural group to which they don't belong. "I give them a lot of freedom in what they're going to study."

Although she realizes that students expect a lot of direction, Winchatz tries to balance that with making them independent scholars in their own right.

"If there's anything I really want to do, it's to awaken curiosity," she says. "Having them want to learn, having them want to ask questions, that's probably the best thing [teachers] can do. Because once students are armed with curiosity, that can take them incredibly far."

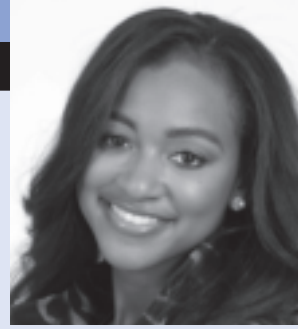


Photo by Barbara Collins

## Payton uses skills learned at DePaul as a television sports reporter

### Residence:

Chicago

### Occupation:

Payton is a sports reporter for the Big Ten Network, which is dedicated to covering Big Ten sports. She is a co-host for the Big Ten Women's Sports show, which airs Monday nights at 9 p.m., and she has done some sideline reporting for football with the Big Ten Network. She is the daughter of football legend Walter Payton.

### Education:

She graduated from Barrington High School in 2003. After high school, Payton briefly attended the University of Arizona to study nursing. She quickly discovered that was not the field for her. "After taking a few months to decide what I wanted to do, I transferred to DePaul where I decided to go into communication," she says.

### Vital stats:

After graduating from DePaul, Payton worked at Chicago-based MouthpieceSports.com, where she covered the Chicago Bears last season. She also did some special reporting for the Web site from the Super Bowl, interviewing Arizona Cardinals quarterback Kurt Warner, Eagles quarterback Donovan McNabb and Roger Goodell, the commissioner of the National Football League.

### What I like best about my job is:

"I am finally doing what I have always wanted to do. My goal was to be in television and hopefully covering sports one day, and I am finally doing that. I love my job because I am on my way to reaching my dream."

### The biggest challenge I face in my job is:

"Right now, I would say it's being new. It is a new job, and I still have a lot to learn. It is also my first job in television so it can make you a little nervous. It is a challenge dealing with those feelings as well."

### My College of Communication experience helped me by:

"Teaching me a lot about life and people and how we communicate with one another. It also helped me a lot with my public speaking skills, which helps me every day in my job."

### The words I live by are:

"'Never Die Easy,' which means to never give up!"

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## DePaul symposium examines Chicago's Olympic bid

**The College of Communication assembled experts, activists and journalists to examine Chicago's bid to host the 2016 Summer Olympics. Held Sept. 13 to 15, the McCormick Specialized Reporting Institute took place less than a month before the International Olympic Committee's (IOC) Oct. 2 announcement of the winning city.**

Although Chicago did not get the IOC's nod, "this symposium was not about whether Chicago got the Olympics or not," says Mike Conklin, a DePaul journalism instructor who organized the event. "We were there to provide information for working journalists about different aspects and layers of the bid process to use before the voting."

Attending the institute were reporters from approximately 25 news organizations, including Bloomberg News, Chicago Magazine, USA Today, The Associated Press, Reuters news service, WLS-TV, Chicago Sun-Times, Chicago Tribune, Financial Times, WGN-TV, Milwaukee Journal Sentinel, Huffington Post, NPR and Univision. The symposium helped journalists and students get a jumpstart on Olympics reporting. Many of the reporters in attendance actually reported on the symposium itself. "Based on all of the results we saw in the various newspapers that popped up, the reporters found the symposium very useful," says Conklin. "That was our only goal: to provide helpful information."

Notable speakers at the symposium included IOC member Richard Pound; Charles Huebner, executive director of the U.S. Paralympic Association; Lori Healey, executive director of Chicago 2016; Charles Besser, president of Chicago Intersport Productions; Jim Corno Jr., senior executive sports producer at Comcast SportsNet Chicago; and Andy Shaw, executive director of the Better Government Association.



*International Olympic Committee member Richard Pound is interviewed by reporters attending DePaul's symposium.*