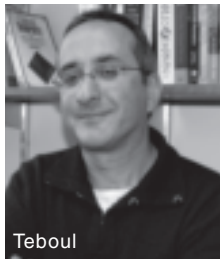




## Chicago's top media, advertising, PR figures share their knowledge in college's classrooms

While the textbook still has its place in the classroom, the real-world professional experience of adjunct faculty and guest speakers adds an exciting dimension to many College of Communication courses. Adjuncts and guest speakers “can share their knowledge and really keep our programs current,” says Dean Jacqueline Taylor. “They bridge the world of higher education and the workplace.”

College of Communication students can expect to see professionals such as marketing and advertising executive Dorothy Balabanos teaching Principles of Advertising, Chicago Sun-Times investigative reporter Art Golab taking a turn as a guest speaker in instructor Mike Conklin's Special Topics in Journalism course, or Chicago Tribune Lifestyle Editor Linda Bergstrom teaching Feature Writing.



Teboul

“There would be something hollow about a journalism program where instructors haven't worked in the industry, and that's why all of ours have,” Taylor says. With their extensive backgrounds and deep ties to Chicago's media community, full-time and adjunct faculty have their antennae up for new adjunct candidates to keep the pool expanding.

Adjuncts and guest speakers come from some of the city's top outlets in radio, television, print, public relations and advertising, says Associate Dean Bruno Teboul, who schedules all graduate and undergraduate classes for the college, and interviews, trains and reviews all faculty. And, they teach 30 percent of the classes in the college, he says.

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## DePaul Documentary Project: 'a crash course in civics'

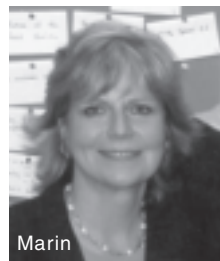
Ask former DePaul Documentary Project interns about their experience and they give a unanimous answer: Working with co-directors Carol Marin and Don Moseley taught them a lot about journalistic integrity, ethics and honesty.



Moseley

Marin and Moseley have great respect for their interns, too. “A lot about the students impresses us,” says Marin. “The fact that they come from DePaul, [which] we see as a unique place because it's never lost its commitment to the city. There is a kind of hardworking character to a lot of our students. They understand this city holds a million stories.”

Marin, political editor for WMAQ-Channel 5 and Chicago Sun-Times columnist, and Moseley, a producer for WMAQ-Channel 5, joined with DePaul University in September 2003 to create

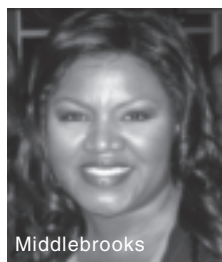


Marin

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## Chicago's top media



Veteran broadcast journalist Felicia Middlebrooks, senior co-anchor of WBBM-AM 780's morning drive program, is one of the newest adjunct instructors, teaching an undergraduate class in radio news at the Loop Campus.

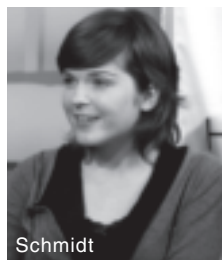
Middlebrooks, who has taught elsewhere on the college level, enjoys showing students how radio news is done. "I'm hands on," she says. "I don't believe in just going to the book and telling students how it's done. I want to show them how it's done." And because she's active in the industry, she can bring to class what she has "actually written and anchored" earlier that day.

A member of the Dean's Advisory Council, Middlebrooks knew before becoming an adjunct that "DePaul's curriculum is just amazing." She enriches it by inviting media guests to speak to her class of 22 undergraduates and letting students "tour the [WBBM] studio and sit with me during the morning drive," so that what she teaches them in class "will make more sense."

She's a firm proponent of giving students a strong foundation in writing because she believes that "if you write well, you'll have a better chance of surviving the myriad tumultuous changes in the industry."

Tracy Samantha Schmidt, a Chicago Tribune online editor and former staff reporter and Web producer for Time Inc., in Washington, D.C., is another new adjunct hire, teaching online journalism at the Loop Campus. She says her experience working in several online newsrooms gives her an edge in helping students understand what is required to work in today's fast-paced, competitive digital environments.

Schmidt is one of the youngest adjuncts, which she believes is an advantage in relating to her students. They can look at her and see themselves doing what she's doing in a few years, she says.



Balabanos, who owns her own communications consulting firm, teaches advertising but is equally interested in how new media are changing the "whole role of journalism." Before she came to the College of Communication, she was an adjunct professor at DePaul's School for New Learning, teaching a course on the role of media in a democracy.

In January, she took her class on a field trip to the headquarters of marketing communications firm Draftfcb, during which Senior Vice President Steve Schildwachter "did in two hours what a textbook tries to do in 400 pages," she says.

Balabanos says teaching allows her to "bring a practical application" to the classroom. "I take theory presented in the textbook and give students a way to apply it to a real situation."

Retired columnist and publishing executive Joe Cappo spent more than 25 years with Crain Communications Inc. before becoming an adjunct instructor four years ago. He teaches a graduate journalism course on opinion and column writing and one titled, "Advertising: Past, Present and Future."

Teaching forces him to stay current with his previous occupation, he says. He looks for ways to bring new media technologies into his classroom. Last year, he set up a blog for his column-writing course. "Rather than send me their assignments, students send all their assignments on to the blog, so that everybody in the class can read what everybody else has written," he explains. "It's interesting and exciting to keep moving along in this business."

On Thursday evenings, Bergstrom leaves her office at the Tribune on North Michigan Avenue and makes her way to the Loop Campus to teach feature writing to undergraduates. Even as she sees her long-time profession retract and remake itself, she views her role as a teacher as trying to give her students "as much advice as I can about getting into the work force" by being as "honest and helpful as I can."

"As bad as the job market is, if you're really dedicated and want to be a journalist, it will happen," she tells students. "It's totally doable. The possibilities are extremely exciting. You have to be confident and dedicated."



## We are the stories we tell

People often ask, “Exactly what do you study in your College of Communication?” “Everything,” I reply. “Every form of communication—journalism, organizational communication, performance studies, public relations, family communication, cinema studies, rhetoric, global media, intercultural communication, radio, advertising, deception, blogging”—a too-long list already and still incomplete.

Lately, I’ve been thinking there might be a simpler answer. Scientists named our species *homo sapiens*, placing our capacity for knowledge and rational thought at the center of what it means to be human. But in the ’80s, communication scholar Walter Fisher began laying out a theory of human communication as narration, arguing that humans are essentially storytelling animals. *Homo narrans*, Fisher claimed, would better describe our species.

From the stories our parents tell us as infants, as they bring us into the world of language, to the stories with which friends and loved ones remember us when our lives end, humans navigate and make sense of the world through storytelling. Storytelling originated in an oral tradition. As storytelling platforms have evolved, first with the printing press, and now with the rise of digital communication, the forms of those stories and the audience reached by them also have evolved, but the human desire to connect with one another and give shape to our world remains constant.

Through stories, we make meaning of our world and our lives. We persuade, entertain, instruct and admonish one another through story. We negotiate relationships and construct identities through story. We recount our history, share our culture, justify or challenge behavior, and call the powerful to account through story.

In the College of Communication, we are linked by a strong narrative thread. We teach students how to tell their own and others’ stories more effectively—whether through the who, what, where, when, why and how of the reporter’s narrative; the introduction, body and conclusion of the well-constructed speech; the carefully crafted press release; the spellbinding film; or the pithy blog. Equally important, we teach students to think critically and historically about the stories they receive, showing them how to analyze the cultural and historical context, the aesthetic features and rhetorical claims, the structural properties, the strategic goals and the audience reception of the myriad narratives that enfold us.

In this issue, we meet some of the prominent Chicago media, public relations, and advertising figures teaching in our classrooms—seasoned professionals who enrich our courses with their industry knowledge and experience. We also learn about the achievements of some of our alumni from the DePaul-based Documentary Project, in which Carol Marin and Don Moseley offer a few lucky students each year a chance-of-a-lifetime internship opportunity. We take a brief look at the newly formed powerhouse Dean’s Advisory Council, where prominent communication industry leaders bring their insights to bear on the work of the new college. And we follow a new faculty member, Willona Olison, to the Englewood neighborhood, where she employs her expertise in organizational communication to make a difference in the lives and educational opportunities of young people involved in a program she has helped design at the Olive Branch Mission. These are the stories of a college firmly grounded in DePaul’s commitment to engaged education and experiential learning. *Stories*.

## Dean's Advisory Council's dynamism energizes college

**From establishing the college's first endowed scholarship to hosting class visits, members of the Dean's Advisory Council are engaged at a high level in advancing the College of Communication. The broad-based group, which includes the cream of journalism, advertising and PR professionals, provides a direct link into communication industries that significantly enhance the college's programs.**

Dean Jacqueline Taylor is excited about the council's dynamism, diversity and contributions to the lively debates and crucial decisions on issues such as convergence in a rapidly changing field. The council's involvement shows how partnerships with industry leaders can be mutually enriching, she notes.

"We need them to bring us their fund of experience, leadership knowledge, and awareness of the issues and of how things work in the professional world," explains Taylor. "They need us because they want communication scholars, people in higher education, and our students to help them understand and map out a response to the seismic changes occurring across communication fields."

Suzanne Sinclair, vice president for operations at insurance giant Zurich American Insurance Group, joined the advisory council because DePaul's reputation and brand reflect her own values. "I just believe very strongly that whatever I and my fellow board members put in this endeavor will provide riches for the students and the people the college touches far beyond anything that we could possibly ever have achieved on our own," she says.

Serving on the advisory council is an opportunity "to share our expertise, perspectives and resources to benefit the college," says Cheryl Procter-Rogers, principal at A Step Ahead Public Relations and past president of the Public Relations Society of America.

Like her colleagues, Procter-Rogers enjoys giving back to the community through helping students find successful careers. Recently, she was keynote speaker at a Public Relations Student Society of America event co-hosted by DePaul and Valparaiso universities.

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



Members of the College of Communication Dean's Advisory Council pictured in the first row (l to r) are: Jim Litke, The Associated Press; Lisa Pecot-Hébert, DePaul; Cheryl Procter-Rogers, A Step Ahead Public Relations; Renata Pasmanik (B.A.'95), The Alter Group; Fawn Lopez, Crain Communications; Dean Jacqueline Taylor; Vicky Gordon, The Gordon Group; Felicia Middlebrooks, WBBM-AM 780; Sherren Leigh, Leigh Communications Inc. In the second row (l to r) are: Joe Cappo (B.A. '57), DePaul; Christian "Fuzz" Hogan, Advance Illinois; M. Bernadette Patton, Human Resources Management Association of Chicago; Joyce T. McCullough, Miller Group Media; Tim Cole, DePaul; John Barron, Chicago Sun-Times; Bob Matha, Basics 3; John Gehron; E. Daniel Lyne, World Business Chicago; David H. Kalsbeek, DePaul; and Walter Jacobson, WBEZ-FM 91.5.

Advisory council members not pictured are: Dorothy J. Balabanos, DJB Communications Group Inc.; Emily L. Barr, WLS-Channel 7; Laurie R. Glenn, ThinkInc & ThinkArt; Aimee E. Jasculca, Mayer Brown LLP; Anne M. Kavanagh (B.A. '81), WFLD-Channel 32; Avis LaVelle, LaVelle-Cousin Issues Management; Jeffrey A. Levick, Google; Mana Lumumba-Kasongo, M.D.; Daniel Makagon, DePaul; Warner Saunders, WMAQ-Channel 5; Steve Schildwachter, Draftfcb; Suzanne M. Sinclair, Zurich American Insurance Group; Ella D. Strubel, EllaQuant Designs LLC; and Harlan Teller, FD.

## Olison brings Vincentian mission to life in her work at Olive Branch

**Willona “Nonie” Olison’s personal and professional lives converged in a way that most people only dream of when she began to use her passion and expertise to make a difference in the lives of at-risk youth in Chicago’s Englewood neighborhood.**

The assistant professor is so deeply committed to the ideals of the Olive Branch Mission that she has marshaled a small army of individuals to help—including her students and even her own family. In addition to serving the Chicago neighborhood, Olive Branch has offices in Kenya and Jamaica and does work in Burundi in Eastern Africa.

As part of an undergraduate course in advanced organizational communication, Olison’s students study different aspects of Olive Branch’s operations and make recommendations to David Bates, president and CEO, about ways to improve communication within the nonprofit agency and help it run more efficiently and effectively.

“I think it’s my job as a professor to show my students not just the traditional path to utilizing the information they are receiving in my classes but also the non-traditional paths,” Olison says, referring to nonprofit organizations.

“From an education standpoint, it’s a real-time case study for students who are looking into how applicable their communication degrees are to organizational realities or to the business world or for nonprofit organizations,” she says. “And with its international reach, being able to give input to this organization is very fulfilling for the students.”

Bates says he values the students’ advice and has implemented some of their suggestions. As an example, he says Olive Branch currently is looking for a director for operations management. The search is in response to students pointing out that someone should be overseeing all the various departments to make sure the day-to-day functions are coordinated within the organization in a more integrated way.

In addition to the work of her students, Olison worked with Bates to establish the Urban Mining Leadership Institute, which works through Olive Branch to take very capable students from underprivileged communities and give them access to some form of higher



education, whether it’s vocational training or access to a community college or traditional four-year college.

“The idea behind the Urban Mining Leadership program is—because of such things as poverty, social injustices and the increased marginalization of under-privileged individuals in a community—that there exists an untapped resource for leadership development and education,” says Olison.

As its director, she recently secured a \$45,000 grant from the Wrigley Foundation to finish construction of two classrooms for the Urban Mining Leadership Institute on the top floor of the mission building. Olison and another instructor teach basic communication and leadership skills, as well as GED preparation courses.

An incoming pilot group of about 20 young people, mostly men, is taking classes now. When the construction is completed, the space will accommodate 18 men and 18 women, who will reside in dormitories in separate wings.

Olison grew up on the South Side. Her parents did a lot of service work in the inner city themselves and instilled in their daughter a sense of the importance of giving back to the community.

“She’s our heart, and she’s done so much,” says Bates. “Even her family gets involved here in serving meals and being involved. We know her mom and dad, her sisters and her husband.

“This is what makes her so remarkable, as young as she is—having succeeded academically. This kind of brought back for her the meaning of why she offers and does what she does in terms of education. So it’s really a wonderful connection.”

Olison says: “What makes it rewarding and easier to do is that I am a professor at an institution that values the community and values service. The things that I’m doing with Olive Branch are directly in line with Vincentian practices and principles.”



**Good PR:** DePaul University's Public Relations Student Society of America hosted a regional activity with Valparaiso University on Feb. 20. Cheryl Procter-Rogers, president of A Step Ahead Public Relations, was the keynote speaker. The day featured break-out sessions, lunch and a panel presentation with Delores Robinson, assistant director of public relations at Navy Pier; David Prichard, vice president of investor relations and corporate communications at Corn Products International; and Brook Gabbert, public relations manager at Six Flags Great America.

**Good Day DePaul:** "Good Day DePaul" is the name of a television show that began airing in February. The show, a 10-minute newscast that features stories that are either campus-related or of interest to college students, gives students a great opportunity to gain valuable hands-on experience in broadcast journalism. "Good Day DePaul" airs on DePaul Channel 4, which is available in all the university's residence halls. The program was created by Lisa Pecot-Hébert, an assistant professor of communication, who also serves as the executive producer and faculty advisor. The show is taped in a television studio at the Loop Campus.

**News that's fit to post:** Miss reading The DePaulia, DePaul University's student newspaper? Now you don't have to. Under the leadership of Marla Krause, the paper's new Web site is up and loaded with great content.

**Check it out at [depauliaonline.com](http://depauliaonline.com).**



**Distinguished faculty lecture:**

Lucy Xing Lu, a professor of communication, gave the College of Communication Distinguished Faculty Lecture on March 5. Her talk was titled, "Responsible Rhetoric in a World of Conflict," and was followed by a reception. Lu

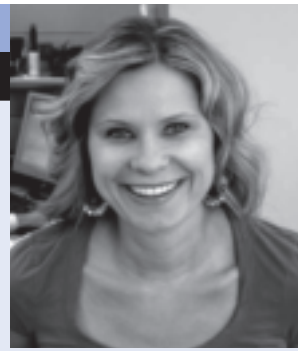
was honored with a Spirit of Inquiry award from DePaul last fall. Lu, who has taught at DePaul since 1992, likes to observe how, through language, "people can come together or how language can divide people" (Fall 2008 issue, p. 5). She has written two books, co-edited two books and written more than 20 articles. In 2002, while working on her second book on the Chinese Cultural Revolution, she won a grant from the National Endowment for the Humanities.



*Lindsey McElroy, Nicole Jones, John Kristoff and Craig Kanalley were among the DePaul journalism students who covered the presidential inauguration, providing updates to Sun-Times.com and other media outlets. (Photo courtesy of John Kristoff.)*

**Complete coverage of the inauguration:** Four College of Communication students covered the inauguration of President Barack Obama in Washington, D.C., as part of the "The D.C. Project" for a Chicago Sun-Times blog and the new DePaulia Web site. "I daresay no college newspaper in America produced more cutting-edge, professional work related to the inauguration," says instructor Mike Conklin, who escorted the students to the capital. In addition to blogging, the students maintained a steady stream of twittering via "dannythedemon." The work of the students was mentioned in insidehighered.com as well as other media outlets. The students were Nicole Jones, John Kristoff, Lindsey McElroy and anchorman Craig Kanalley, who doubles as the DePaulia webmaster.

**To read the Sun-Times blog, visit [blogs.suntimes.com/inauguration/](http://blogs.suntimes.com/inauguration/).**



## The sweet taste of success

### Residence:

Chicago

### Occupation:

Bergmanis leads the Chicago food and beverage practice of Hill & Knowlton, a leading international communications consultancy, as vice president and deputy director of consumer marketing.

### Education:

After graduating from Maine West High School, Bergmanis earned a B.A. in international relations from the University of Wisconsin–Madison in 1995. She earned her DePaul M.A. in public relations and advertising in 2004.

### Vital stats:

Prior to joining Hill & Knowlton in 2005, Bergmanis ran her own PR agency, MB Communications Inc., for more than four years. Her clients included Chicago Marriott Hotels, Starbucks, Peapod and many popular Chicago restaurants. Prior to that, she worked for Peapod.com as senior consumer PR manager and events director. There, she implemented a strategic public relations program that synchronized with Peapod's overall national marketing strategy. She was responsible for all event marketing in Long Island, N.Y., Boston, Washington, D.C., and Chicago. She also spent five years as director of marketing for Phil Stefani Signature Restaurants, which includes Tavern on Rush. Bergmanis has won numerous awards for her professional work, including PRSA Skyline Merit Awards for Hershey's Chicago; PR News Platinum PR Awards for Hershey's Cocoa and Hershey's Kisses Red Carpet Event; and one of the highest achievements in PR—a Silver Anvil—for General Motors. In her spare time, she dedicates herself to Latvian community events in Chicago.

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

“In the last four years, I have worked with major consumer packaged goods companies such as Procter & Gamble, Glaceau and The Hershey Co. to create long-term programs that go beyond traditional media relations. As an example, for Pringles and Nonni's Food Co., we created integrated programs that involved a corporate social responsibility extension with organizations such as Susan G. Komen for the Cure and Children's Miracle Network. It is very gratifying to create long-term programs that not only impact the brand but also give back to the community.”

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

“My specialty is in food and beverage. Therefore, it is my responsibility not only to follow food and beverage trends but to try to stay one step ahead. There is so much going on in this space and with emerging media outlets, such as blogs, the amount of reading is endless. The days when you could just pick up the food section in the Chicago Tribune are gone, and impacting the blogger with relevant messaging is even harder these days.”

### My College of Communication experience helped me:

“In so many different aspects of my career. In my role as part of a big agency with big clients, two things stand out: research, which you must do for any program, especially around your target audience; and strategy, because you cannot jump straight to the tactics. You must have a solid strategic platform.”

### The words I live by are:

“Live each day as if it were your first. You are freed from all obligations, all guilt, all regret you would have if you lived each day as if it were your last.”

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## DePaul Documentary Project

the DePaul Documentary Project. It's based at DePaul's Lincoln Park Campus and supported by interns drawn from the College of Communication's student body.

Internships, offered only to juniors and seniors, are for two quarters. While interning, students do research and experience the media on multiple platforms, Marin explains. Students "run and gun with us on stories." In the past year, interns went to court the day former Gov. Rod Blagojevich was arrested and worked with producers in Grant Park the night Sen. Barack Obama won the presidential election. "We are a crash course in civics" for the students, Marin says.

Now a graduate student with a broadcast concentration at Northwestern University's Medill School of Journalism, Kat McCullough (B.A. '04) still sees the project as "a great opportunity" that helped her in many ways. McCullough originally wanted to do film production. While working on

the project, she "realized broadcast journalism was an opportunity to combine the shooting, the editing with telling a story that's more important and more relevant. I could do journalism in a way that fit with me."

Nate Radomski (B.A. '07) considers Marin and Moseley the "most ethical and honest journalists I have ever met." After graduation, he spent a year in Ecuador and now is a program coordinator for a Los Angeles nonprofit called Reading to Kids. The internship, he says, developed in him "the sense that I want to get out and see the world." He hopes to do nonprofit work in a Latin American country some day.

Moseley knows that the internship doesn't necessarily set every student on course for a career in journalism. "But every one of them has come in—they sort of have this mission part about them," he says. "They want to change the world. They want to help the world."