



Radio DePaul, The DePaulia sweep top awards

Radio DePaul and The DePaulia won a combined 20 awards this winter in student newspaper and broadcast competitions, bringing state and national recognition to two of the college's most established extracurricular groups.

Radio DePaul captured nine awards, including Best College Station in the Nation, at the Intercollegiate Broadcasting System conference held in March in New York. At the Illinois College Press Association awards in February, The DePaulia scooped up four first-place awards among the 11 total it won.

"It was a sweep in both areas," says Associate Dean Don Martin, summing up his delight in the successes of the two student-run organizations, whose advisory boards he chairs.

Scott Vyverman, Radio DePaul's faculty manager, recalls sitting with several students during the awards program. "They just kept calling our name," he says. "When we were named best radio station, that was certainly overwhelming." Vyverman says he is most proud that all of the work submitted for the competition was done this year. "It is such a united team effort."

Graduate student Lars Weborg won four awards: Best Community News, Best Spot News, Best Sports Update and Best Newscast.

Marla Krause, The DePaulia faculty advisor, says what pleased her most was seeing the print weekly win most of its awards for content—writing, reporting and photography. Marcus Wekenmann won first place in the feature story category, and Lauren Wulf won first place for column writing. The paper won first place in the in-depth reporting category for its Olympics coverage. The DePaulia was the only local student newspaper that sent a reporter to Copenhagen to cover Chicago's 2016 Olympic bid, Krause says.



Krause

The successes of The DePaulia and Radio DePaul illustrate the role co-curricular activities play in student life and academic achievement. As the college nears the end of its third full academic year, faculty and administrators note an

increased interest in co-curricular activities as other organizations are formed or re-energized.

"The extracurricular activities reflect a growing maturity of the College of Communication," says Professor Bruce Evensen, director of the graduate journalism program. "Now that we have launched as our own college, we can devote the energy and resources to widen and deepen students' co-curricular initiatives."

Dean Jacqueline Taylor points to the recently formed debate team as another indicator of student eagerness to participate in activities that support their career goals. Taylor reached out to the student-initiated club, offering college support for the creation of its website and funding for some members' travel to



The DePaulia won four first-place awards from the Illinois College Press Association.

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Staying ahead of rapidly changing industry trends

When I think about our college, one of the first words that comes to mind is “dynamic.” We are not afraid to innovate. Without ever abandoning the core knowledge of our disciplines, we keep our eyes on developments in the world and in our fields, and then we create curricula that position the college at the forefront of communication in a changing world.

During the past year, the college took a look at the way the media and communication landscape is evolving with the growth of the Latino population in the United States and the powerful influence of Latin American and Spanish-language media globally. Right now, Latinos make up 15 percent of the U.S. population, a number that is expected to rise to 30 percent by 2050. Here in Chicago, Latinos make up 26 percent of the population and 17.5 percent of DePaul’s entering class of first-year students. Both in Chicago and at DePaul, this is a rapidly growing demographic. The number of businesses owned by Latinos in this country has been growing three times faster than businesses overall. Advertising directed to Latinos has grown four times faster than other advertising, according to the Association of Hispanic Advertising Agencies.

A handful of universities, mostly in the Southwest, have developed concentrations in Hispanic or Latino media. But most communication programs have ignored the implications of these significant demographic changes on our field. Not DePaul. We have a long history of adapting our curricula to the needs of our students, and with our Latino media and communication initiative, we are once again doing so with the addition of a Latino media and communication minor and some new concentrations.

Despite the diversity and heterogeneity of Chicago’s and DePaul’s Latino communities, mainstream representation of Latinos within popular culture, marketing and advertising, and political campaigns regularly draws on familiar stereotypes. The courses we will offer will disrupt those stereotypes, giving our students the opportunity to develop a deeper understanding of how Latino populations are influencing and reshaping the media and better preparing students to engage as citizens or professionals in the contemporary world.

This spring, in addition to the course focused on Latino identities explored through photography that we are jointly offering with Universidad Panamericana, Mike Conklin is offering a course for journalism students, Reporting Latino Communities.

Also, Luisela Alavaray is teaching a course in Mexican cinema. This summer, José Soto, director of the television production program at Universidad Iberoamericana, will offer a course at DePaul titled Latino Media, Journalism, and Production. At the same time, we are developing exchange opportunities for DePaul students who wish to study communication or complete internships in Mexico.

In the midst of all this exciting curricular development, we learned that Maria Hinojosa, creator and producer of NPR’s “Latino USA,” will receive of an honorary degree from DePaul and speak at the College of Communication commencement. Her work portraying the complexity of the Latino community and creating educational and leadership opportunities for young people fits perfectly with DePaul’s mission.

We believe our Latino media and communication initiative has tremendous potential to strengthen programs across the college, enriching all of our students’ understanding of and preparation for participating in a global and diverse world.

We have a long history of adapting our curricula to the needs of our students.

College meets growing demand in Latino media, communication

The College of Communication this fall will launch a new minor and undergraduate and graduate concentrations in Latino media and communication. Both are designed to coincide with a shift happening around the country: the expansion and growth of Latino media and cultural influences.

“As a university situated in the heart of one of the largest advertising and media business markets in the country, it just makes sense to launch this initiative,” says Jacqueline Taylor, dean of the college. “Given the demographics of DePaul, Chicago and the nation, it’s not a great leap to see why we want to have some programming in Latino media and communication.”

An advisory committee, led by Kimberlee Pérez, created the proposal for the minor and concentration. In outlining the program’s goals, the proposal stated: “Through investigations in the areas of media representation (film/TV and print), marketing and advertising, health communication, and performance studies,



Pérez

communication scholars have added to our understandings of Latinos and have begun to reshape communication fields, even as communication professionals have increasingly recognized the need to communicate more effectively with and about Latino populations.”

Latino media and communication offers a minor and a concentration in Latino media and communication for undergraduates and a concentration for graduate students. Each of these programs will include an optional internship focused on Latino media and communication.

Undergraduates minoring in the proposed Latino media and communication program will take five approved courses in addition to either Multiculturalism in the U.S., The Construction of Latino Communities or Latino Communication, Culture, & Community. An undergraduate concentration consists of the same required core course plus any three courses from the approved list of courses. The graduate concentration consists of one core course, either Latino Communication in Cultural

Contexts or Latin American Cinema/Media, plus three other graduate-level courses drawn from advertising, journalism, media and cinema studies, multicultural communication, organizational communication and public relations. Study-abroad options are available for undergraduate and graduate students.

The proposal committee drew on powerful evidence to support its vision. Taylor enlisted the help of Esther Quintero, DePaul’s director of Hispanic initiatives, to collect market data and statistics. Among the facts Quintero compiled:

- Companies’ advertising budgets directed to Latinos have grown four times more than other advertising.
- Businesses owned by Latinos in the U.S. have been growing at a rate three times greater than businesses overall.
- Among viewers ages 18-34, the top programs in the country are broadcast by Univision, the Spanish-language television network.

Beginning with the spring quarter, the college began offering courses in the new program, beginning with Photography and Culture. Drawing on photography, history and culture, this class examines Latino origins in Mexico City and Chicago through one-week immersion experiences in each city.

Associate Professor Barbara Speicher and Assistant Professor Luisela Alvaray are leading the course. During spring break, DePaul students in the course spent a week in Mexico City, based at Universidad Panamericana, where they worked with Mexican students and explored Mexican culture and history through multiple field trips. In May, the Mexican students will come to Chicago, Speicher explained. Students’ work will culminate in a photography exhibit.

Speicher gave lots of feedback on the proposal, and she sees DePaul as uniquely positioned to undertake such a program. “What’s special about what DePaul can offer is that we’re a college of communication with expertise in media, PR, advertising, journalism and traditional communication studies,” she says. “We can draw from a host of disciplines that can be focused on Latino media.”

College launches new concentration in communication training & development

To meet the demands of demographic changes and the varied needs of organizations, the college will begin offering in fall 2010 a concentration in communication training and development within the organizational and multicultural communication graduate program. The communication training and development concentration aims to prepare graduate students for careers across a broad spectrum of organizational opportunities.

The master's in organizational and multicultural communication provides a solid theoretical foundation for students who wish to work as managers or supervisors at mid-level organizational positions, says Don Martin, associate dean of the college and director of graduate studies. "The master's gives them a solid understanding of organizational communication and how multicultural communication informs many processes in hiring, selection—even the way job announcements are posted."

The new concentration, Martin adds, will enhance students' career possibilities in today's marketplace. "We're taking that theoretical foundation and offering another area for people who want to work in organizations as trainers or human resource specialists or do customer relations training. This will be a wonderful credential for our graduate students to have."

The proposal for the concentration submitted to the Committee on Curriculum and Programs outlined



16 objectives. One objective is for students to be able "to correlate the design of corporate training modules with the results of organizational needs assessments." Another states, "Students will be grounded in adult learning theory, learning how to design and implement training

programs with the adult learner in mind."

Communication training and development is the third concentration available with the college's M.A. in organizational and multicultural communication degree.

This newest concentration requires four core courses and six elective courses. Students also will be encouraged to select one experiential education option in consultation with their graduate advisor. Those options include an advanced internship placement, a teaching assistantship, participation in an internship symposium, or a research assistantship.

"Because of the specializations among our faculty members, we can really teach people how to teach and we can really teach people how to do training."

—Martin

DePaul will be one of two local universities offering a master's-level training and development program, Martin says. The need for the College of Communication to enter this area came from an increasing number of students wanting to leave the organizational and multicultural program with "a professional specialization that is more coherent and more focused," Martin says. "Because of the specializations among our faculty members, we can really teach people how to teach and we can really teach people how to do training."

The college also is planning to add a concentration in organizational diversity. If approved, it will be an interdisciplinary concentration, with electives taken in the College of Commerce. "Organizational diversity will demonstrate a collaboration between our master's program in organizational and multicultural communication and the College of Commerce's MBA program," Martin says. "This is an important initiative, and it proposes to have a three-course concentration where MBA students have the option of taking two classes in the College of Communication in the organizational diversity area."

"This is significant because many people finishing their MBAs are unaware of the extent to which diversity issues come up on the job," Martin explains. "This degree, then, is a sensible collaboration because we're taking what [the College of Commerce does] really well, [and] they're recognizing what we do well in the multicultural communication area, and enriching their program by letting their students consider this as an option."



Newspaper editor grateful for DePaul's hands-on training

Residence:

Woodridge, Ill.

Occupation:

Brokamp works as an assistant managing editor of news at Suburban Life Publications, which publishes 25 weekly newspapers and more than 60 daily websites in the western suburbs of Chicago. She plans and edits print and online content for about half of the newspapers and their accompanying websites.

Education:

Brokamp graduated in 2003 from Ursuline Academy, an all-girls private Catholic high school in Cincinnati, and went on to earn a bachelor's degree from DePaul in communication with a concentration in journalism and a minor in political science.

Vital stats:

The day after graduating from DePaul, Brokamp started at Suburban Life as a staff reporter, covering the suburbs of Berwyn and Cicero. She worked in that position for two years and then moved into the role of news editor. In early 2009, she was asked to oversee development of Suburban Life's new dining and entertainment section, On The Go. After launching it and editing it for about six months, she was promoted to assistant managing editor of news. She lived in Lincoln Park until about a year ago, when she bought a condo closer to her office in Downers Grove. She is engaged to be married.

What I like best about my job is:

"As a reporter, I loved really digging into a story that hadn't yet been told or an issue that hadn't been explored and the feeling that I was bringing that to light for the community. As an editor, I enjoy being able to work with reporters to improve their writing and reporting in a way that makes their stories more impactful and engaging for readers."

The biggest challenge I face in my job is:

"Continuing to adapt in a changing industry. The newspaper industry was no stranger to drastic changes and challenging strains even before the recent economic downturn. Now more than ever, it is essential that journalists demonstrate flexibility, adaptability and [a good] work ethic to continue to improve what we do and evolve along with the industry."

My College of Communication experience helped me by:

"Giving me hands-on experience with some of the things I would come to deal with on a daily basis in my career. Having the opportunity to participate in internships, including my time working with Carol Marin and Don Moseley at the DePaul Documentary Project, and extracurriculars, such as The DePaulia, made my transition into full-time work as a journalist an easy and natural one" (see related story, p. 1).

The words I live by are:

"Be happy, kind and grateful."



Students had the opportunity to network with public relations professionals at the Career Exhibition Fair during the PRSSA regional conference, organized by DePaul's chapter.

PRSSA conference: DePaul's chapter of the Public Relations Student Society of America hosted a two-day conference, "Get in the Loop: A Guide to Chicago PR," in February. Students conceived, organized, promoted and booked all the speakers for the event, which drew more than 85 undergraduate public relations students from around the Midwest, says faculty advisor Dan Azzaro. Activities included visits to PR agencies and a speed networking event. Susan Howe, president of Weber Shandwick, kicked off Friday's events with a keynote address, followed by a variety of workshops and seminars with industry professionals. Speakers included social media gurus Sarah Evans, founder of #journchat, Amber Naslund, director of community for Radian6, and Josh Morton, account supervisor of FoodMinds. Topics included entering the blogosphere; crisis communication; and non-profits, sports and tourism PR—allowing registrants to sample many niches of the industry. "Feedback in the social media/blogosphere confirmed a lot of what we heard in the halls," Azzaro says. "Attendees tweeted and blogged that the DePaul event was the best they had ever attended."

Helping the Red Cross: DePaul PRSSA members volunteered their time and social media expertise at the American Red Cross headquarters in downtown Chicago during the telethon to raise money for victims of the January earthquake in Haiti. The students were responsible for generating social media by giving live updates over Facebook and Twitter, as well as thanking those who donated. The efforts of DePaul PRSSA helped the American Red Cross raise more than \$3 million in one day. "Today,

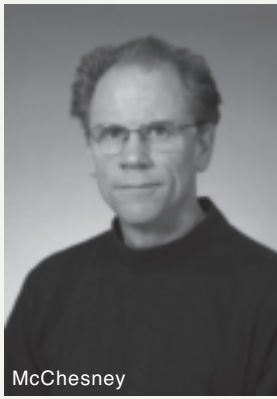
we saw how social media was a critical factor in the success of our telethon," said Jackie Mitchell, director of marketing and communications for the American Red Cross. "The American Red Cross' efforts with new media have raised millions of dollars for victims of the Haitian Earthquake. DePaul PRSSA made all the difference with their energy and commitment. It's easy to forget that it's not just money, it's actually saving people's lives in Haiti."

Accelerated program for adults: DePaul is offering a B.A. in professional communication studies as part of its accelerated adult degree completion program. Blending theory with practice, the program offers courses in relational, small group and organizational communication; intercultural communication; performance studies; rhetoric and public address; and cultural studies. The degree program is tailored for students age 24 or older who have an associate degree or the equivalent of 66 semester hours of transferable credit. Students can earn their degrees in 24 months while attending class on campus one night a week and taking other courses online. For more information, visit depaul.edu/adultenrollment.

Honoring Carlos Hernandez Gomez: An award has been established at DePaul University in memory of Carlos Hernandez Gomez, a political reporter for CLTV who died in January after more than a yearlong bout with cancer. He was 36. Before joining CLTV in 2005, Hernandez Gomez covered local and national politics for WBEZ-FM, Chicago's NPR affiliate, and The Chicago Reporter. "He was passionate and excitable and liked very much by all," said Al Kipp, who was The DePaulia advisor when Hernandez Gomez was a student. "When I saw him as a news anchor on cable TV, it was most obvious to me that he had extraordinary talent." An effort is under way to raise \$25,000 to endow the award, given to talented journalism students who need financial assistance to gain experience through an unpaid internship. For more information, or to make a gift, please contact Wendy Irvine, director of development for the College of Communication, at 312.362.7135, or visit giving.depaul.edu.



Jennifer Sullivan (front row, from left), Alexandra Clark, Mary Jo Maffei, John Kristoff (second row, left) and Christiana Johns were among the seven journalism graduate students and alumni who interned with the United States Olympic Committee in Vancouver. In addition to staffing the USOC press office, they shared their experiences in The View from Vancouver blog (chicagonow.com/blogs/the_view_from_vancouver), part of the Chicago Tribune's ChicagoNow online community. For more about the students' experiences at the 2010 Olympics, visit youtube.com/watch?v=q58tR6YdGic.



McChesney

Future of journalism: Robert McChesney and John Nichols, authors of “The Death and Life of American Journalism: The Media Revolution That Will Begin the World Again,” discussed their bold model for keeping a vibrant free press alive in America on March 4. Founders of the

Free Press national media reform movement, McChesney and Nichols believe that an independent and viable Fourth Estate must be kept alive in order to preserve democracy. McChesney, a professor of communication at the University of Illinois at Urbana-Champaign, and his longtime writing partner Nichols, a Washington correspondent at The Nation magazine, believe the current media model, in which newsgathering is supported by advertising, is broken and cannot be fixed. In their book, they lay out a plan for revamping the traditional media landscape by turning it into a public trust, along the lines of schools and police.

DePaul Documentary Project: Through their internships with the DePaul Documentary Project, students Chelsea Stevens, Ryan Fitzpatrick and Heidi Wigdahl gained valuable experience in researching and putting together news stories for the variety of media platforms that award-winning journalist Carol Marin (right) is associated with, including WMAQ-Channel 5, WTTW-Channel 11’s “Chicago Tonight” and the Chicago Sun-Times. The program gives students frontline opportunities to work on stories, rather than on tasks such as logging tapes or writing transcripts. Interns also receive a crash course in



civics, including how to ask questions, research matters and file Freedom of Information Act requests. Offered only to juniors and seniors, the internships last for two quarters. Marin co-founded the DePaul Documentary Project with WMAQ producer Don Moseley in 2003.

University’s \$250 million campaign includes communication scholarships

At a campuswide celebration May 20, DePaul University announced the Many Dreams, One Mission Campaign, the largest fundraising initiative in its history. The \$250 million campaign will strengthen DePaul’s resources for scholarships and invest in programs, faculty and facilities for academic excellence across the campuses.

The cornerstone of the campaign is \$100 million dedicated to scholarships, at least \$2 million of which will be secured specifically for students in the College of Communication. According to Dean Jacqueline Taylor, most of the college’s \$3.5 million campaign goal is a direct response to the growing need for scholarships. “Not a single week goes by without students reaching out to us for financial assistance,” she explains. “That’s why we are passionately committed to raising more scholarship dollars through this campaign.”

Rachel Izzo, a second-year graduate student in public relations and advertising, knows firsthand what a difference financial assistance can make. “I lost my job and was considering dropping out of DePaul,” she says. “Then, I learned that the college had awarded me a scholarship. It was a huge relief.”

The college will invest \$1.5 million of the funds raised to expand its offering of nationally recognized courses and support high-quality teaching and world-class scholarship. Over the next few years, the DePaul community will be focused on realizing the goals of the campaign.

“This historic undertaking will keep alive St. Vincent’s dream to improve the lives of others and ensure that it endures in our students, faculty and alumni well into the future,” says the Rev. Dennis H. Holtschneider, C.M., president of DePaul. “This is our opportunity to make a difference. Let’s seize it!”



Holtschneider

To participate in the campaign, visit campaign.depaul.edu or contact Wendy Irvine, director of development for the College of Communication, at 312.362.7135.

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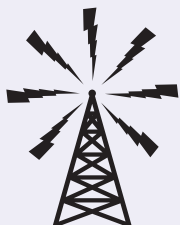
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tournaments. Taylor says the college is searching for a debate coach.

The newly formed chapter of the Society of Professional Journalists (SPJ) elected officers in early March, and it already has 35 members, which makes it one of the largest chapters in SPJ's three-state Region 5, says faculty advisor Mike Reilley. "I was really amazed by the student response to [an SPJ chapter]. We saw a hunger among the students to make this happen, and now we're making it happen." After a fall membership drive, Reilley expects chapter membership to double.

And, more co-curricular groups are forming. Assistant Professor Michaela Winchatz has been appointed the

advisor for DePaul's chapter of the national honor society Lambda Pi Eta. "She's going to be moving forward to reanimate that group," Taylor says. Next year, Dan Windels will move into



Radio DePaul Co-News Director Charles Haines (right) and newscaster Erin Osman deliver the live "News at Noon" program. Both Haines, an undergraduate student in the college, and Osman, a graduate student, were among the award winners.

the role of advisor for the college chapter of the American Advertising Federation, where he will bring new ideas to increase student participation in this organization.