

Recognizing veteran students on 10th anniversary of 9/11

As families celebrated Thanksgiving Day 2005, Lucas Centeno was in Iraq learning that a roadside bomb had killed his friend. It was Centeno's first deployment as a U.S. Army combat military police soldier.

"Two days later, we rolled out to his memorial service. It was a 25-minute drive to our base where the ceremony was being held," explains Centeno, a senior pursuing his bachelor's degree in public relations and advertising. "On the way, we spotted an explosive device in the road. We were forced to pull security and wait for the device to be disabled."

By the time they arrived, the ceremony was over. "I couldn't be there to say goodbye and mourn with my unit. I was only able to salute and leave. I never cried so hard in my life."

That experience and the events of Sept. 11, 2001, taught Centeno that "we can't predict what happens in life, and people we love can be taken from us at any time. Value your life, and make every moment with the people you love count."

Centeno says he's had "the most amazing experience at DePaul" and that the Office of Veterans Affairs has proved especially helpful in keeping him up-to-date about available resources.

continued on next page



Lucas Centeno (center), now a senior majoring in public relations and advertising, is shown here with his parents. He served as a U.S. Army combat military police soldier in Iraq.

The Red Line Project remembers 9/11



Powerful remembrances, told through skillful use of multimedia, commemorated the 10th anniversary of the 9/11 terrorist attacks in "10 Remember 9/11" at the Red Line Project (redlineproject.org/911.php), spearheaded by College of Communication instructor and veteran journalist Mike Reilley. The package of stories had more than 90,000 page views in the two weeks after it launched and was featured on the Huffington Post, Gapers Block, Windy Citizen and Chicagoist.

Reilley enlisted 10 of his graduate journalism students to develop the project. All had shown interest and skill in cross-platform storytelling,

and all volunteered to spend a chunk of their summer putting together the special feature. "It was a chance to write about what is perhaps the defining news story of their generation," Reilley says. "It was a rare opportunity, they knew it, and they went after it." All the students were enrolled in Reilley's fall 2011 class, Reporting for Converged Newsrooms.

Instructor Beth Zoufal also helped with the project. Her husband, Don, who works in emergency management, was instrumental in connecting the students with two interview subjects: former O'Hare International Airport executive

continued on next page

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continued from previous page

The people also made the difference for Joe Franzese, a sophomore in communication and media.

“I was accepted to Loyola, too, but the people at DePaul were so much more inviting and helpful that I decided this is where I wanted to be,” says Franzese, who served in the U.S. Marines from 2003 to 2008. “The College of Communication has been great. I have learned so much from my classes and my professors.”

In general, between fall 2009 and spring 2011, DePaul’s population of students receiving federal Veterans Affairs benefits has increased dramatically, from 158 active participants to 351. The biggest increase was among students who are post-9/11 veterans, says Megan Burda, veteran affairs coordinator in the Office of Financial Aid. Burda, who came to DePaul in 2009, works specifically with those students.

“From the time the post-9/11 legislation started in 2009 until now, and even this upcoming academic year, our post-9/11 veteran population has grown significantly,” she says. Although there is no mechanism to capture

precise data regarding the veteran population at DePaul because some veterans don’t claim their benefits while others don’t report their veteran status, Burda says there were approximately 74 active post-9/11 veteran students in 2009 and 242 active post-9/11 veteran students during the 2010-11 academic year.

The Office of Veterans Affairs, a component of Adult Student Affairs, works closely with offices throughout the university to provide veteran students with guidance and support. The office—which is staffed with current students who are veterans and who conduct outreach and community building for student veterans—recently received a grant from the Tawani Foundation for its Transition Assistance Program, which launched in July. According to Haydee Nunez, director of the Office of Adult Student Affairs and Loop Campus Initiatives, the program was designed with substantial input from current veteran students and helps veteran students acclimate to student life.

DePaul marked Veterans Day by participating in the Remembrance Day National Roll Call on Nov. 11.

The Red Line Project remembers 9/11

continued from previous page

John Harris and retired Col. Jill Morgenthaler, an Army Reserve officer who worked at Argonne National Laboratory at the time of the attacks and later served in Iraq.

Reilley assigned the students their subjects, most of whom live in the Chicago area. They included College of Communication journalism instructor Margaret Ramirez, who had covered the New York City attack for Newsday, and Red Cross volunteer Kat Hindmand, who provided mental health services at Ground Zero and had at one time worked in one of the World Trade Center towers. Graduate students Rima Thompson and Len Kody took on broader topics: how the DePaul community handled 9/11 and how Chicago’s Pakistani community dealt with 9/11 and the past 10 years.

Holly Pennebaker told the story of Steve Serb, a firefighter in Chicago’s Chinatown, who jumped in a car with two colleagues to race to Ground Zero, attracting a police escort along the way. “We actually thought we were going to save some people at first,” Serb says in a video interview. “That was the heart-wrenching thing two or three days into it.” He returns to Ground Zero every year on the anniversary.

Matt Schwerha went to Naperville to interview Pat and Don Shanower, parents of Navy Cmdr. Dan Shanower, who died at the Pentagon as he and his colleagues planned a response to the twin towers attack. He would have been 50 this year. Schwerha’s coverage included videos and photos of the Shanowers with keepsakes of their son. The other students participating were Megan Fox, Ryann Rumbaugh, Leah Hendrickson, Tiffany Boncan and Rachel Metea.

Students reported and edited stories from mid-July to the end of August. They used pocket cams and iPad 2s to record their videos. “We wanted to get them some practice with mobile devices, and this was a perfect project to do that,” says Reilley. One student, Maureen Foley, had to scramble when her source canceled a visit to Chicago and ended up recording her video over Skype.

“We found ways to use technology to overcome obstacles and produce great journalism,” Reilley says. “Technology in context. That’s what we’re teaching here.”



Marking our milestones

We have a couple of anniversaries to mark. As we began the 2011-12 academic year, we entered our fifth year as a college and our 25th year since we separated our undergraduate communication program from the English department. Looking back at our achievements, it is abundantly clear that we have a lot to celebrate.

Our enrollment growth is nothing short of astounding. This year, 1,915 students enrolled in the College of Communication—1,655 undergraduates and 260 graduate students. This is a 92 percent increase in overall enrollment since 2006, the year prior to the creation of the college, and a 126 percent increase in graduate students. Our rate of growth has dramatically exceeded the overall growth of the university and the increase nationwide in communication enrollments.

Clearly, something special is happening in DePaul's College of Communication.

Our success comes from high-caliber teaching—linked to up-to-date and relevant curricula and new program growth. Our students can select from one of the richest arrays of program offerings at the bachelor's and master's levels of any school in the country. In 1987, the department conferred only a single B.A. degree in communication, with three concentrations. By 2007, when the college launched, we had one B.A. with five concentrations and four M.A.s.

Today, the college can boast undergraduate degrees in communication studies, journalism, media and cinema studies, public relations and advertising, communication and media, and, starting this January, relational communication, organizational communication, and intercultural communication. A B.A. in professional communication studies for adult students is offered in collaboration with the School for New Learning.

Graduate offerings also continue to multiply. This year, we launched a graduate program in health communication and another in relational communication which begins in January. We also are introducing non-degree continuing education short-term options. Visit our website at communication.depaul.edu to learn about offerings that will be helpful to you in your current or next job.

Clearly, something special is happening in DePaul's College of Communication

Our student organizations continue to burnish the college's reputation. Our award-winning campus newspaper, The DePaulia, and our top-rated college station, Radio DePaul, frequently attract national attention. Our college chapters of PRSSA and Society of Professional Journalists (SPJ) have been recognized recently with national awards, and SPJ also won DePaul's top award from across the university for student Organization of the Year (see news bites, p. 7).

According to a DePaul Career Center survey of our 2009 graduates, six months after graduation, 82 percent reported that they were either employed or in graduate school (or both). Of those employed students, 84 percent reported they were in a new or better job, and 85 percent said their job was related to their degree. In 2009-10, 341 of our students participated in the college or university internship program. Students are taking advantage of the opportunity for internships and are moving into jobs after graduation that build on what they have learned while with us. Remember—you and all DePaul alumni always are welcome to come back to the university's Career Center for help with your job search and tips on employers who are looking to hire our graduates.

We hope that you are as proud as we are of the extraordinary growth and success of your College of Communication. Later this year or early next, we'll be celebrating our anniversaries, and we hope you'll be part of that. Meanwhile, stay in touch. We love to hear how you are and whether those texts you read and the projects and performances you created in class still connect in some way to what you are doing now.

Fulbright Scholar helping raise HIV/AIDS awareness in Nairobi

A Kenyan women's organization will benefit from the advocacy expertise of Associate Professor Teresa Mastin, who is spending six weeks in Nairobi as a Fulbright specialist.

Mastin, who directs the college's graduate program for public relations and advertising, has worked with Kenyan organizations since 2009, helping raise awareness about HIV/AIDS prevention and violence against women and assisting with their fund-raising efforts. The Fulbright program will support her work with the Kenya Voluntary Women's Rehabilitation Centre (K-VOWRC), which helps women extricate themselves from sex work and start new lives as business owners and community leaders. The organization, funded by grants and private donations, also works with women and children to reduce the transmission and impact of HIV/AIDS.

Mastin spent three weeks with K-VOWRC in late summer and plans to return for another three weeks at the end of November. She has helped the organization analyze the results of focus groups among its target

populations, including current and former sex workers, HIV/AIDS orphans, and women who suffered sexual violence during the 2007-2008 Kenyan elections. During her second visit, she plans to conduct media advocacy workshops to help K-VOWRC deliver strong, consistent messages about its mission.

The Fulbright Specialist Program promotes linkages between U.S. academics and professionals and their counterparts at host institutions overseas. Its grants cover international travel costs, plus a stipend, for two- to six-week projects. They are funded by the U.S. State Department's Bureau of Educational and Cultural Affairs.

Mastin is blogging about her experiences at researchleavemusings.blogspot.com.



Industry veteran Ron Culp heads PRAD graduate program



Public relations veteran Ron Culp has been named professional director of the graduate public relations and advertising program (PRAD) at DePaul University.

Culp, who is the former director of the North American practice of the global public relations agency Ketchum, works with graduate faculty to recruit adjunct instructors and create new academic programs to better prepare students for post-graduation career opportunities. He also serves as primary career advisor to PRAD master's students. Beginning in January 2012, Culp will teach a graduate-level course, Career Strategies for Public Relations and Advertising.

"We are excited to have Ron take on this major role in our college," says Dean Jacqueline Taylor. "Ron will bring a wealth of industry experience and a deep understanding of where the fields of public relations and advertising are heading. He will raise the visibility of DePaul's program in key industry circles and provide invaluable mentoring for our students."

Earlier this year, Culp announced plans to leave Ketchum to pursue his long-desired goal of being an independent consultant and playing a larger role in the development of future communications talent. While Culp primarily will be engaged with DePaul, he will continue to consult with key corporate and agency clients, including Ketchum.

"At this stage of my career, it's both important and personally rewarding to help others launch their own careers," Culp says. "By combining my 38 years of corporate and agency experience with DePaul's talented PRAD team, we plan to create outstanding academic and real-world training experiences for future leaders in public relations and advertising."

College welcomes new faculty

The College of Communication welcomed several new faculty members this fall.



Lisa B.Y. Calvente (Ph.D., communication studies, University of North Carolina at Chapel Hill) is an assistant professor of communication studies. She comes to the college from the African-American studies department at

Northwestern University, where she was a postdoctoral fellow and lecturer. Her primary areas of research are the Black diaspora, performance studies and cultural studies. She is currently working on her manuscript, "Keep On Keepin' On: Performing and Imag(in)ing Leadership and Homespace within the Black Diaspora."

Blair Davis (Ph.D., communication studies, McGill University) is an assistant professor of media and cinema studies.

He comes to DePaul from the University of New Brunswick, where he was an assistant professor in its culture and language department. His teaching and research interests are in film and media history. He is the author of "The Battle for the Bs: 1950s Hollywood and the Rebirth of Low-Budget Cinema."



Jason Martin (Ph.D., mass communication, Indiana University) is an assistant professor in journalism whose research focuses on public affairs journalism and its impact on political communication and media law.



He has published in journals such as *Communication Law & Policy* and the *Journal of Media Law & Ethics* and has book chapters forthcoming on agenda-setting effects in local elections and the changing professional roles of foreign correspondents. Martin is an award-winning journalist in sports news writing and worked for more than a decade at daily newspapers covering beats ranging from crime and government to professional football.



Yeuseung Kim (M.A., University of Florida) is an instructor in the public relations and advertising program. Her research interests are strategic communication, online advertising, consumer behavior, communication technology and the effects of new media. Her dissertation was on consumer choice in an online environment that includes customized websites and product recommendations.

Several instructors also joined the college this fall.

Public relations and advertising instructor Jim Motzer brings more than 30 years of public relations experience in consumer marketing, crisis and issues management, and CEO reputation for leading brands such as Gatorade, McDonald's, Tropicana, Quaker Oats, ConAgra Foods Foundation and Sears.



Journalism instructor Margaret Ramirez is a native New Yorker who has been a print journalist for 15 years, working at the Los Angeles Times, Newsday and the Chicago Tribune. She was part of the Newsday team awarded a 1997 Pulitzer Prize for its coverage of the crash of TWA Flight 800.

Public relations and advertising instructor Jill O'Mahony Stewart has headed Stewart Communications, an award-winning public relations firm, for more than 20 years. She specializes in association and not-for-profit public relations and is co-president of the Publicity Club of Chicago.

Two full-time instructors came on board last January.

Rick Brown teaches journalism and has a long career in television news, most recently as the head of his own production company working for major networks. He's the faculty adviser to "Good Day DePaul," the college's weekly television news program, and teaches television news reporting and corporate video production.

Kim Clark, a seasoned documentary filmmaker and expert in media ethics, teaches in the media and cinema studies program. He's artistic director of the Acorn Theater in Three Oaks, Mich., and has a long career in writing and producing.



Warner Bros. PR chief still uses knowledge gained at DePaul

Residence:

Los Angeles

Occupation:

Osorio is director of national publicity at Warner Bros. Pictures, a major film studio that produces and distributes feature films.

Education:

After graduating from Marian Catholic High School, a college preparatory school in Chicago Heights, Ill., Osorio spent one year at Averett College in Danville, Va., studying equestrian science and business before transferring to DePaul University. She earned a Bachelor of Arts in communication.

Vital stats:

Osorio's first job in the industry came in 1989. After starting out as a receptionist at John Iltis Associates, a Chicago-based publicity and advertising agency specializing in film campaigns, she worked her way up to creative executive. In 1996, she accepted a job in Los Angeles at Castle Rock Entertainment as director of field publicity. She was promoted to vice president of national publicity and later to senior VP of national publicity and stayed at Castle Rock for eight years until the company downsized in 2002. Osorio freelanced as a unit publicist (handling publicity for feature films during production) for a few years. In 2005, she took a job as VP of national publicity at Focus Features/Rogue Pictures. In 2009, she was laid off from Focus Features and freelanced again as a unit publicist until she took a full-time position at Warner Bros. as director of publicity in 2010. Osorio is married to DePaul School of Music alumnus Chris Lowery, and they have two children: Diego, 9, and Emilia, 6.

What I like most about my job is:

"First and foremost, I have always loved entertainment and film and consider myself unbelievably fortunate to get paid to work on films. Additionally, publicity is a very interesting and challenging field that allows me to meet an amazing array of people and experience exciting opportunities and adventures. For these two reasons (and others too numerous to mention), I thrive in this environment and continue, to this day, to love my job."

The biggest challenge I face in my job is:

"The biggest challenge in my job and the industry is that it is constantly evolving. As technologies advance (social media, digital film distribution, etc.), the film industry and anyone working in the industry must change alongside in order to succeed. I find that I constantly need to stay one step ahead of the game in order to do my job well."

My College of Communication education helped me by:

"The class that I feel most helped in my career was interpersonal communication. The simple breakdown of what is happening when two or more people are speaking or are being spoken to is invaluable in my line of work. I also found the film studies classes to be extremely useful to me, and I constantly refer back to much of the knowledge gained from them."

The words I live by are:

"You can't be truly successful without being grounded, healthy and happy."



'Hannah Free' screening: The media and cinema studies program presented a screening and discussion of the Chicago-shot and produced "Hannah Free" on May 24 in the college's auditorium. Screenwriter Claudia Allen, producer Tracy Baim and production assistant David Strzepek were among the speakers. They discussed topics such as raising money for an independent film, how they work to earn that investment back, the production process, the depiction of lesbian sexuality and the depiction of aging lesbians.

New undergraduate degrees: Three new undergraduate degree programs will be available starting in the winter quarter, bringing the total number of undergraduate majors in the College of Communication to nine. Students in the intercultural communication program engage theories and methods for understanding human communication across a variety of intercultural contexts, ranging from urban communication, popular culture and consumerism to a broad intersection of identities, such as race, gender, sexuality, class, nation, age, religion and ability. The organizational communication program focuses on human interaction in and among organizations. The program in relational communication helps students identify, analyze and meet the challenges of communicating effectively among individuals in both personal and professional relationships.

The DePaulia page views: The DePaulia recorded 38,000 unique hits in the month of September, making it the No. 2 most-read student newspaper in the nation, according to College Publisher, which hosts websites for most of the news organizations at large universities. Marla Krause, faculty adviser to The DePaulia, said this is the largest monthly number it has achieved since the publication improved its website in 2008.

Students present at conferences: Graduate students Michael Lachney, Natalie Daniels, Ben Gristanti, Alexis Jaworski, Nistasha Perez and Ally Brisbin attended the Popular Culture Association Conference in San Antonio, Texas, in April. They presented on a number of topics, including fan studies, horror, and graphic novels and gender. Also, a group of seven current and former graduate students presented at the Midwest Popular Culture Association conference, which took place in mid-October in Milwaukee.

Commencement: Isabel Wilkerson received an honorary degree and spoke at the College of Communication commencement ceremony on June 12. The first African-American woman to win a Pulitzer Prize for journalism, she is a groundbreaking figure in American news and the author of a highly praised book on the Great Migration of African-Americans to the North.

SPJ Chapter of the Year: The Society of Professional Journalists named DePaul University as its National Outstanding Campus Chapter of the Year. SPJ DePaul also received the SPJ Region 5 Campus Chapter of the Year award. "In its first year, the DePaul chapter presented cutting-edge programming, a successful membership recruiting campaign and strong communications within the chapter and beyond," SPJ said in its award announcement. The chapter also was named DePaul's Most Outstanding Student Organization for 2010–11 by the Office of Student Affairs.



Members of SPJ DePaul's executive board accept the SPJ National Campus Chapter of the Year award at the Excellence in Journalism conference in New Orleans in September. From left: Ewa Lyczewska, Nick Tarantino, Tabitha Hurley, Katie Karpowicz, Meredith Gonsalves, Lauren Camplin and Ali Trumbull. (Photo courtesy SPJ/Nikki Villoria-NVPhotography)

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news bites

continued from previous page

Dissertation award: Assistant Professor Matt Ragas received the 2011 Nafziger-White-Salwen Dissertation Award from the Association for Education in Journalism and Mass Communication. The award recognizes the best dissertation written in the prior year across the fields of mass communication, journalism, public relations and advertising. A paper titled "Agenda-building and agenda-setting in corporate proxy contests: Exploring influence among public relations efforts, financial media coverage and investor opinion," which resulted from his dissertation, was named a top paper in the association's PR division.

Continuing education workshops: The College of Communication has launched a series of daylong continuing education workshops. A seminar on communication and organizational leadership will be

the first offering. A series of workshops focusing on strategic social media management and digital organizational communication will roll out in early 2012. College faculty and other industry leaders will teach the workshops. For more information, visit the DePaul University Continuing and Professional Education website at learning.depaul.edu.

Top agenda-setting scholars: Assistant Professors Jason Martin, Hai Tran and Matt Ragas were among the 12 top scholars in agenda-setting research invited to present at the New Agendas in Communication conference, "Agenda Setting in a 2.0 World," which took place Sept. 30 to Oct. 1 at the University of Texas at Austin. The proceedings of this conference will be compiled in a book that will be published by Routledge as part of the New Agendas in Communication series.



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