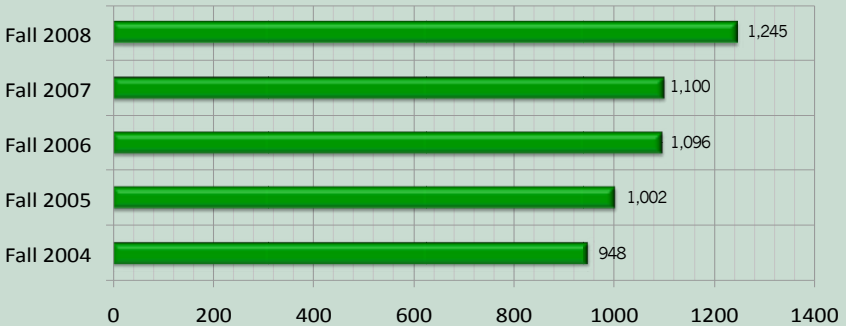


Newsbriefs

Roosevelt University, Department of Communication, Winter 2008



Communication enrollment overall between 2004 and 2008



Communication enrollment soars

The Department of Communication's enrollment rose for the fourth year in a row this fall with overall enrollment hitting its highest total ever – 1,245 – an increase of more than 13 percent over last fall.

The fall term's enrollment includes a major increase in the number of full-time students seeking bachelor's degrees in the department. The highlights:

- The number of undergraduate majors in Communications, Journalism and IMC rose to 260, an increase of more than 36 percent over last fall.
- More than three-quarters of the undergraduate students are full-time students enrolled in 12 hours or more. The highest percentage is in Journalism, in which 90 percent of the students are full time.
- For the first time since the Integrated Marketing Communications program joined the department in the late 1980s, the department has more student majors pursuing B.A. degrees than graduate degrees.
- The number of majors in the department, both undergraduate and graduate, jumped to nearly 500, an increase of more than 20 percent.

The department's growth in its Schaumburg IMC program also continued, with more than a 34 percent increase at that campus; Chicago IMC enrollment, which is substantially larger, grew by more than 14 percent.

Enrollment in Speech courses, which are taken both by Communications majors and as electives by students in other university majors, also saw a jump at both campuses: more than 70 percent at the Schaumburg campus and more than 35 percent in Chicago.

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Newsbriefs, Fall 2008



Marian Azzaro

Greetings from the Department of Communication:

We're off to a great start on the '08/'09 academic year. Enrollment in the Department of Communication classes is at a 10-year high with almost 500 majors and more than 3,700 credit hours for the fall term. In addition to enrollment, there is much other news to report, as you will see on the following pages of this newsletter.

We hope that you will take the time to read and enjoy the news, but for now, we'd like to use this space to say a special thank you to our outgoing department chair, Linda Jones.

After 13 years, Linda is stepping down from the chair position to serve as assistant chair and head of Journalism programs. It was Linda's direction and leadership that got us to where we are today as a strong and thriving program. With this change, Linda will have the time to focus on our efforts to win specialized accreditation for our programs from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Accreditation has long been one of Linda's key goals for the department and when we win it, Roosevelt will be only the second university in the Chicago area to have this distinction. Please join us in thanking Linda for the years of service she's already contributed and for her continuing work on our behalf.

Marian Azzaro

Chair, Department of Communication

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Katie Meyer, IMC '08 graduate student

DEPT. HEADLINES

Revamped undergraduate program is now IMC

The department's bachelor's degree programs in advertising and public relations were revamped for the 2008-09 school year and renamed Integrated Marketing Communications, following a year of faculty review and planning.

The new program, herded through the curriculum committee process by Associate Professor Marian Azzaro after initial planning by Assistant Professor Lee Earle, offers students concentrations in Public Relations, Advertising Management and Advertising Creative.

The new program calls for creation of several new courses and renaming of all of the undergraduate public relations and advertising courses under the IMC name, which until now had been reserved for the graduate degree program. The new courses include IMC Principles and Best Practices, Reputation Management and an advanced Portfolio class. Several other courses also have been renamed to reflect their IMC orientations.

Student briefs

- Ten undergraduate students were inducted into the Department of Communication's Kappa Chi chapter of Lambda Pi Eta, the national communications honor society: Christina Bruzek, Harshal Dave, Amanda Kemmeling, Diane Kennedy, Alana Krohn, Danielle LaGrippe, James McClinton, Diana Rivera, Kristen Strobbe and Maruta Vjakse. Undergraduate students inducted into the university's Franklin Honor Society in 2007-08 were Tesa Anewishki, Elisabeth Higgins, Robyn Petit, Michael Wigman and Kristina Zaremba.

- Caroline Courtois, who completed the Integrated Marketing Communications program in May, was named the second winner of the B.T. Bryght Service Award from the Department of Communication. She was nominated for her efforts in organizing and maintaining the high level of activity by the student group RAMC, the Roosevelt Association of Marketing Communications. The B.T. Bryght Award is given to a student who provides exemplary service to the department and its students. The award honors our longtime departmental lab manager, who died in 2004.

- Four staffers for the *Torch*, the Roosevelt student newspaper, received awards at the 2008 convention of the Illinois College Press Association: Kristina Zaremba, Alex Hernandez and Chris Polinski, all undergraduate Journalism students, received awards for best headline writing in the state, and editor Adam Shafer, graduate Journalism, won third place for editorial writing.

- Graduate Journalism student Jacqueline Sanders' personal story "I Was 11 When My Life Changed Forever" was published in May in the *Chicago Sun-Times*. The article, written for Professor John Fountain's Memoir Writing class in Fall 2007, focused on her adjustments to and eventual acceptance of the loss of her left arm in a car accident.

- Graduate assistants for the department this semester are Denise Bowman, Alvin Raul Cardona, Aleya Crable, Brandy Emily and Katie Meyer.

The award goes to...

Mary Ellen Schiller receives Excellence in Teaching award

Associate Professor Mary Ellen Schiller received the coveted Excellence in Teaching award this spring at Roosevelt's Employee Recognition Ceremony. The teaching award is based on a professor's ability to engage students in the learning process; to display sensitivity to the learning styles of all students; to be accessible to all students; and to provide meaningful feedback to the learner.

With more than 20 years of teaching at Roosevelt, the most influential factor affecting Schiller's teaching style is his own experience.

"Certainly student feedback has something to do with it, but my own experiences and observations over the years have helped me develop a sense of what works with students and what doesn't," Schiller said. When it comes to what does work, she believes reading students' nonverbal and verbal cues is key. Above all, Schiller cites her overarching goal in teaching as encouraging student to think critically.



Associate Professor Mary Ellen Schiller is pictured with President Charles R. Middleton after receiving her award.

Jim Benes honored with MVP award

Jim Benes has been nominated for the Department of Communication's Most Valuable Part-timer award in the past – but never like this.

A half-dozen students collaborated to heap praise on Benes, a writer/producer at WBBM-AM news radio since 1973 and an instructor in the department since 1999.

Benes has regularly taught The State of the News Business, the first course in the graduate Journalism program, since joining the department's faculty. One student called him an inspiration to her as she begins to think about her career: "It was an honor to meet and be taught by someone with such great experience. Because of Professor Benes, I aspire to be an honest and hardworking journalist just like him."

Benes received his master's degree in journalism in 1999 from Roosevelt, and he was recruited to teach in the program shortly afterward. In addition to The State of the News Business, he regularly teaches JOUR 201 Communication in the Information Age, which is the beginning course for all of the undergraduate programs in the department.

One student summed up all of the nominations: "It is an enhancing experience to be in his classroom."

Other faculty members nominated were Steve Aquino, Sally Chapralis, Tim Curtis, Dorothy (Dec) DeCarlo, Shonda Dudlicek, Patricia Farrell, Jill Izumikawa, Brad Jaehn, John Ross, Helen Schubert, Steve Shaner, Stanford Traywick, Joe Tucci and David Weissman.

The MVP award is officially the Tim Ryan Award for Part-time Instructors and is named in honor of the late Tim Ryan, an IMC alum, IMC instructor and MVP winner.



Jim Benes

Meet the ^{new} faculty

Four new part-time faculty join the department

For the 2008-2009 academic year, four new part-time faculty have joined the department: Laura Bensman, Bob Simoncini, Susan Stuart and Jon Ziomek.

With stints at BBDO/Detroit (Omnicom), Arc Worldwide (Publicis) and Draft/FCB (IPG), Laura Bensman has worked for such diverse clients as Chrysler and GM, McDonald's and Burger King, even USPS and Owens Corning. Her current day job involves working with the client-side at Discover Financial Services, putting "Brand Planning and Message Strategy" – the Integrated Marketing Communications class she's currently teaching – into practice every day.

Teaching is a journey upon which Bob Simoncini has only recently embarked. Six years ago, after more than 30 years in the corporate world, he was able to fulfill a life-long dream of applying his practical experience to teaching at the higher education level. As a new Roosevelt adjunct, Simoncini teaches Persuasive Speaking. At other institutions, he teaches and has taught Public Speaking, Marketing Communication, English Composition, Business Communication, Organizational Communications, Ethics, Leadership and Multiculturalism. He earned a B.S. from Elmhurst College and an M.B.A. from the Kellogg School of Management at Northwestern University.

Susan Stuart began her career as a web designer based out of Los Angeles, Calif. Her drive for creativity brought her to Chicago, where she was a senior art director in advertising for five years. Concurrent with her successful career as an art director, Stuart pursued her love of education and began teaching on the university level part-time in 2004. At Roosevelt she is teaching Beginning Computer Graphics (Jour 205). In addition, she owns and operates Stuart Design, LLC., a graphic design firm in the Chicago Loop.

Jon Ziomek rejoined the Roosevelt adjunct faculty this fall to teach Law and Ethics. He's been a journalist and journalism teacher in Chicago for his entire career, starting with nearly a decade at the *Chicago Sun-Times*, where he reported and wrote in the business, metro and features sections. When he got the teaching bug, he taught a few courses at Roosevelt before joining the full-time faculty at Northwestern University's Medill School of Journalism. Among other responsibilities, he was director of Medill's graduate M.S.J. program and helped direct the global residency program for graduate students. He retired last year from Medill after 25 years, and is now teaching part-time at area schools and doing some freelance writing.



Laura Bensman



Bob Simoncini



Susan Stuart



Jon Ziomek

professor updates

Associate Professor Marian Azzaro's book, *Strategic Media Decisions*, now in its second edition, was published in January, and her chapters in two other publications, *Readings and Cases in Integrated Marketing Communications* and *Idea Industry: How to Crack the Advertising Career Code*, were released this summer. For the fall term Azzaro is editing her chapters for the new brand planning textbook *Building Customer-Brand Relationships*, which she is writing in collaboration with Professors Don and Heidi Schultz from Northwestern University and Professor Beth Barnes from the University of Kentucky. This newest book is scheduled for release in early 2009.

Assistant Professor Mickey Brazeal was on leave for the 2007-08 school year, working on his book, *RFID: Improving the Customer Experience*, and continuing his speaking engagements in IMC fields. In his book, due out this month, Brazeal discusses the limitless future of radio frequency identification devices, with their expanded uses from product and food safety to cutting the costs of health care. He has returned for the 2008-09 school year to his normal teaching schedule.

Instructor Karen Cullotta completed course work for her doctoral degree in Educational Leadership and Organizational Change and is focusing on her dissertation, which explores educational challenges confronting Hispanic children. Cullotta also wrote five fiction book reviews for *BookPage*, a monthly book review publication distributed to bookstores and public libraries, and contributed reporting to five articles in *The New York Times*, including coverage of the shootings at Northern Illinois University in February. As adviser for the *Torch* student newspaper, Cullotta again led an award-winning staff.

Assistant Professor Anne-Marie Cusac drew on her own extensive investigative experience in developing a special topics course, Exploring Investigations, that was successfully offered in fall and spring terms in the undergraduate and graduate Journalism programs. Cusac is completing revisions of her book *Cruel and Unusual: The Culture of Punishment in America*, due out in spring 2009, and has begun investigative research on two areas: chemical hazards to inmates who take apart computers as part of prison labor and multivitamins manufactured in China. Cusac was nominated for a Roosevelt Excellence in Teaching Award.

Assistant Professor Pamela Davies joined us last year as our public relations expert and reviewed courses and texts for PR courses offered in Journalism and Integrated Marketing Communications. In spring Davies' IMC capstone courses, IMC 480, produced a campaign focused on Chicago's bid for the 2016 Summer Olympics. Her spring offering of IMC 453, Multicultural Marketing Communications, worked with Proctor and Gamble on a campaign targeting the Always account to young African American women.

Assistant Professor Lee Earle was tenured and promoted to associate professor of Integrated Marketing Communications. Earle also led faculty in reworking the undergraduate Integrated Communications degree into an Integrated Marketing Communications degree and published an article on advertising creativity in *Scientific International: Journal of Business and Public Affairs* in September 2007. Earle's review of Uwe Stoklassa's book "Advertising: New Techniques for Visual Seduction" was published in the *Journal of Advertising* in spring of this year. His creative work for the Spertus Institute won a national and international award, and his creative for our Saturdays in Schaumburg IMC program also won an award.

Professor Mike Ens Dorf curated four shows for the university, including “Harold! Photographs from the Harold Washington Years” and “The Border Film Project: Photos by Migrants and Minutemen on the U.S.-Mexico Border.” He worked closely with the university’s technology staff and vendors in creation of the Macintosh lab now installed in our Multimedia Lab at the Chicago campus, and his own new photographic work appeared in “Lines Not Drawn” at the State University of New York-Fredonia in fall 2007. He is co-authoring a chapter in a book, *The Stories Photographs Tell*.

Associate Professor Peter Fallon was named the winner of the Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology for his 2005 book, *Why the Irish Speak English: Printing, Literacy, and Education in Eighteenth Century Ireland*. Fallon’s next book, *The Metaphysics of Media: Toward an End of Postmodern Cynicism and the Creation of a Virtual Reality*, has been submitted to his publisher, and he is completing it during a research leave this fall term.

Assistant Professor Larry Fisher applied his extensive professional background as a researcher to graduate courses in IMC Research and Account Planning. Three articles, including “Fifty Years and Counting in Marketing Research” and two on survey research design, were published in *Alert!*, the magazine of the Market Research Association. Fisher also presented a paper, “Questionnaires for Online Fielding: Special Considerations,” to the Market Research Association and spoke by invitation at the Council for Market & Opinion Research Respondent Cooperation Workshop.

Professor John Fountain delivered a stirring speech, “Hold Up the Light,” to the joint luncheon of the Minorities and Communication and Scholastic Journalism divisions of the Association for Education in Journalism and Mass Communication in August. He urged the journalism educators to stick to their commitments “to stoke the flames of journalistic passion” in their students. Fountain and his wife, Monica, a former *Chicago Tribune* reporter, also ran iWriteADream, a summer journalism camp for nearly two dozen youngsters at Lorenzo R. Smith School in Pembroke. The students’ writing, photos and videos are at www.iwadpembroke.blogspot.com.

Associate Professor Linda Jones was guest speaker last November at Journalism Day at Western Illinois University, where her topic was “Who Should Make the Call on Controversial Content in High School Newspapers?” Jones also has received a two-year, \$100,000 grant from the McCormick Foundation (formerly McCormick Tribune Foundation) to support her work with the Scholastic Press Association of Chicago and the McCormick Foundation High School Media Awards.

Presidential Writer in Residence Charles Madigan taught two new Journalism courses, On the Trail of the Primary and The Voters Decide, that focused on the presidential primary. Students in his class produced a book of essays based on their own reporting, *Primary Rhythms*. Madigan’s book *30: The Collapse of the Great American Newspaper* was published in September 2007, and he is working on another book about presidential campaigns. Madigan was nominated for a Roosevelt Excellence in Teaching Award.

Associate Professor Mary Ellen Schiller’s article “Confronting the U.S. Immigration Debate: From What Foundation Does the Right to Location Emanate?” was published in the *International Journal of the Humanities*, and she presented a paper, “The Assimilation Question: An Examination of Attitudes Toward Cultural Adaptation Among Current Diasporic Groups” at the Global Studies Conference at the University of Illinois in May. Schiller received Roosevelt University’s Excellence in Teaching Award for 2007-08. She also chaired the College of Arts and Sciences Council and its Executive Committee.

scholarships

Al Golin scholars chosen for 2008-09 year

Both recipients of this year's Al Golin Scholarship are Integrated Marketing Communications graduate students, Brian Azzarello and Shannon Bennett.

Brian Azzarello is a New Orleans native who graduated from Loyola University New Orleans in 2005 with a degree in public relations. While at Loyola, Azzarello served as president of the Public Relations Student Society of America (PRSSA) and was honored as the "2005 Outstanding Public Relations Student." Following graduation, he worked in Loyola's Office of Undergraduate Admissions and developed marketing and recruiting strategies. Azzarello recently moved to Chicago to begin his first year at Roosevelt's Integrated Marketing Communications program. "The Golin scholarship helped me tremendously in making my decision to attend Roosevelt University," Azzarello said. "Thank you, GolinHarris and Roosevelt University for this amazing opportunity."



Brian Azzarello



Shannon Bennett

Shannon Bennett, a 2007 graduate of Southeast Missouri State University in Cape Girardeau, Mo., graduated with a B.A. in Interdisciplinary Studies with emphases in advertising, art and technical graphics. While attending Southeast she was an Academic Peer Mentor, Flight Leader and the winner of the 2007 Student ADDY (Tri-State Advertising & Marketing Professionals award). Deciding to attend Roosevelt University was a big decision made easier for Bennett by the Al Golin Scholarship. "I am so happy that I am now a student at Roosevelt and excited about learning a lot from the Integrated Marketing Communications program," Bennett said. "Thank you so much, GolinHarris, for providing these scholarships for students! "

Sylvia Flanagan Scholarship awarded to *Ebony/Jet* intern

Graduate Journalism student Christina McGairk was named the winner of the department's Sylvia Flanagan Scholarship, which annually goes to a student focused on a career in magazine journalism. She learned of the scholarship in the same week that she was hired as a summer intern at *Ebony/Jet*. The scholarship is provided by Sylvia Flanagan, the first African American honors graduate of the master's program in Journalism and formerly an editor at Johnson Publications, which publishes *Ebony* and *Jet*. McGairk received her master's degree in spring.



Christina McGairk