

Marquette University

# comm

| Diederich College of Communication | 2011 | No. 01 |



14

A Q&A with Dean  
Lori Bergen

16

Teaching the  
digital generation

18

Johnston Hall  
gets a new look

20

The power of  
partnership

# contents

COMM | Diederich College of Communication | 2011 | No. 01 |

➔ NEWS

04 Innovative new programs, faculty research, student and faculty awards, and more.

➔ FEATURES

08 **THE CENTENNIAL OF JOURNALISM AT MARQUETTE.** It's a developing story.

14 **DIEDERICH TODAY.** A Q&A with Dean Lori Bergen.

16 **TEACHING THE DIGITAL GENERATION.** How social media is changing life inside the classroom.

18 **JOHNSTON HALL GETS A NEW LOOK.** Say goodbye to the old elevator and hello to the new iPad.

20 **THE POWER OF PARTNERSHIP.** The merging of broadcast and theatre is sparking fresh inspiration. Plus, see what's coming up at the Helfaer Theatre.

➔ IN THE FIELD

22 **DANNY PUDI,** Comm '01, star of the NBC sitcom *Community*.

23 **DON MCNEILL,** Comm '90, president of the digital agency Digital Kitchen.

24 **BEN TRACY,** Comm '98, Grad '04, national correspondent for CBS News.

25 **LISA OSBORNE ROSS,** Jour '84, executive vice president at Ogilvy PR in Washington, D.C.

➔ END NOTE

26 Why does communication matter?

*Comm* is published for alumni, colleagues and friends of the college. We'd love to hear your feedback and story ideas for future issues.

**DEAN OF THE  
DIEDERICH COLLEGE OF  
COMMUNICATION**

Lori Bergen, Ph.D.

**EDITORS**

Lori Bergen, Ph.D.  
Nicole Sweeney Etter

**ART DIRECTOR**

Patrick Castro  
LP/w Design Studios

**PHOTOGRAPHY/  
ILLUSTRATIONS**

Dan Johnson, Ben Smidt,  
University Archives, CBS,  
NBCUniversal, Shutterstock

**CONTRIBUTING WRITERS**

Matt Blessing; Steve Byers,  
Ph.D.; Tim Cigelske, Comm '04;  
Marissa Evans, Comm '13;  
Sarah Feldner, Ph.D.; Jen  
Janviera, M.F.A.; Herb Lowe,  
Jour '84; Jason Parry; Sharon  
McGowan; Danny Pudi,  
Comm '01; Michelle Sweetser;  
Erik Ugland, Ph.D.; Chioma  
Ugochukwu, Ph.D.



**MARQUETTE  
UNIVERSITY**

# letter

from the dean

**Welcome to the first issue of *Comm*, our new college magazine designed to share with alumni and friends the many exciting successes, activities and events of the Diederich College of Communication.**

I've wanted us to do a better job of connecting with all of you since I arrived as the new dean in the summer of 2009. Regrettably, that classic idiom, "the cobbler's children have no shoes," was apropos — we're the College of Communication and yet we've had no college magazine!

We've remedied that now — and more is to come — with this exciting first issue. On these pages you'll find stories about our Centennial of Journalism, the year-long celebration of our innovation a century ago in creating one of the first academic programs in professional journalistic training. We were the first Catholic institution to do so, and we remain the only Jesuit university in the country to offer ACEJMC-accredited programs in journalism and mass communication.

Inside, you'll find news and features about some of our incredible alumni — Danny Pudi and Ben Tracy and Don McNeill and Lisa Osborne Ross — who all remind us that their Marquette communication degrees and experiences continue to influence who they are today. And in Lisa's case, it's influencing the next generation of her family as well!

You'll enjoy insights from faculty member Sarah Feldner, newly tenured and promoted to associate professor, who contributed thoughtful reflections about changes in our academic programs and the connections we make to our industries. Her piece on corporate communication — our newest college degree program — provides a thoughtful exploration of the role of public trust, the professional communicator, and all that we're doing in the college to empower both students and practitioners through faculty efforts and energy. There are articles here that highlight faculty research, creative

work and publications; news about students, faculty and alumni; and lots to tempt you back to campus for a visit, just to see the incredible changes and renovations to our home in Johnston Hall. In the coming year, we'll continue with innovative programs and new directions for curriculum, with new programs in social media and courses for students in digital and multiplatform delivery of media content.

I hope we've succeeded with this new publication, designed to help us all stay connected, engaged and informed. And I promised MORE above, which we plan to deliver with a *Comm* mobile app for the iPad to come this fall, when we take this new college magazine to a fully digital and mobile format.

These are exceptionally exciting times for the Diederich College of Communication. We're delighted to share this first issue of *Comm* with you, and we thank you so much for your continued support of our college and our students. Your successes demonstrate the continuing value of the Marquette experience and your degrees in communication.

Thank you,



---

**Lori Bergen, Ph.D.**, Dean of the Diederich College of Communication and William R. Burleigh and E.W. Scripps Professor

# news



## College celebrates Mission Week 2011

**During this year's Mission Week, the Marquette community reflected on religious imagination and ways in which spiritual beliefs can be expressed through the arts.**

As part of the celebration, the Diederich College of Communication featured events around the theme "Finding Common Ground: Imagining Another Spiritual Path," examining Native-American culture and spirituality.

Performer and storyteller Thirza Defoe, a member of the Oneida and Ojibwe tribes, began the week with hoop dancing, singing and flute demonstrations in the iPad student lounge. The fluid dexterity and grace with which she coordinated rapidly spinning hoops while dancing was an impressive sight.

*New York Times* best-selling author Margaret Coel, Jour '60, spoke about her long fascination with the Arapaho Indian tribe, a frequent subject of her acclaimed *Wind River*

mystery series. Her considerable research provided historical insight into this tribe's legacy as traders, diplomats, negotiators and peacemakers, as well as its interaction with Jesuit missionaries, which led to tolerance of Christian traditions.

Rev. Don Doll, S.J., a photojournalist who earned an honorary degree from Marquette in 1997, also shared his impressive body of work. Father Doll began his career as a young Jesuit priest stationed among the Lakota Sioux on the Rosebud reservation, which left a profound imprint on his work. This impact was visible in the way he presents his subjects, with sensitivity, respect and dignity. His images were on exhibit in Johnston Hall through July.



**PHOTOS** See more Mission Week photos at [flickr.com/marquettecoc](http://flickr.com/marquettecoc).



## In memory of John Grams

**The College of Communication was saddened this spring by the passing of longtime faculty member Dr. John Grams. Grams, who died on March 14, joined the faculty in 1964 after a distinguished career in broadcasting.**

He was a friend of many entertainment icons, including producer Gary Marshall and musician Louis Armstrong, and brought a wealth of experience to his courses in broadcast programming, management and history. Grams also taught a course on the history of jazz that tapped into one of his life's passions and became one of the most popular courses at the university. In addition to his love of history and music, Grams was a toy train enthusiast who wrote dozens of books and articles on model railroading. The college is grateful for his decades of service and for the many ways in which he shaped the lives of his students.



## R U a polite txter?



**New communication technologies can connect people across societies, but for all their unifying possibilities, they still reflect the peculiar traits of the cultures in which they're used.** That is one of the discoveries of Drs. Robert Shuter and Sumana Chattopadhyay, two Diederich professors who are collaborating on research exploring how people in different countries communicate via text messaging.

Shuter and Chattopadhyay recently published a study in the *Journal of Intercultural Communication Research* that examined how, when and where people in India communicate by text and the differences between texting norms — what they call “textiquette” — in India and the United States.

Their study, which focused on 18- to 25-year olds, revealed some significant differences in the texting habits of people in the two countries. In an interview with WUWM radio, Shuter explained that Americans’ texting routines are “no holds barred.” He says Americans text “anywhere and with anybody they please,” whereas Indians are more likely to text in private.

Shuter and Chattopadhyay also discovered marked differences in how Indian men and women text. Indian women are even more likely than Indian men to text in private, and they are far more likely to report negative reactions from others when texting in their presence.

This is quite different, they found, than what American men and women experience when texting in public. “Young people in America tend to accept it when [others] respond to or read texts in their presence,” Shuter says.

These different standards of civility are also reflected in the text messages themselves, which Americans are much more likely to pepper with crude references or profanity than their Indian counterparts.

The researchers’ study is just their first exploration of texting and culture. They are already at work looking at the emergent “textiquettes” in Europe. ☒

## Krajec wins teaching award

**For nearly three decades, the Helfaer Theatre has been Deb Krajec’s second home, a place where she has designed costumes, directed plays and occasionally acted on stage. But her most important job has been to nurture countless performing arts students.**



So it’s no wonder Krajec, artistic associate professor of performing arts, recently won the John P. Raynor, S.J., Faculty Award for Teaching Excellence, Marquette’s top teaching honor.

“Professor Krajec is one of those teachers whose influence extends far beyond the classroom, whose assignments teach life lessons beyond the goals of the syllabus and whose guidance gently shapes our identity long after a final grade is submitted,” wrote a student nominator.

In 1997, the Diederich College recognized Krajec for her outstanding teaching. In 2008, she received the prestigious designation as fellow of the U.S. Institute for Theatre Technology.

“I really love watching the growth of our students into theatre artists,” says Krajec. “They go through a period of finding out who they are and what they can do, but by the time they are juniors, they are starting to bloom. By the time they walk across the stage at graduation they have become real artists ready to go out into the world.” ☒



## Trib named best in the nation

**The Marquette Tribune topped off a bountiful year of awards to Marquette’s student media by being named best nondaily student newspaper in America by the Society of Professional Journalists. Last fall, it won a Pacemaker award from the Associated Collegiate Press as the best nondaily student newspaper in America.**

Regional awards have also flown in, including several first-place awards in the Society of Professional Journalists’ Region Six, where Marquette took first place for breaking news reporting, feature writing, sports column, in-depth reporting, television sports reporting, radio sports reporting and radio news reporting.

In Milwaukee Press Club awards, the *Tribune* again won as best all-around nondaily student newspaper and took first place in several other categories. Check out the *Tribune* online at [marquettetribune.org](http://marquettetribune.org). ☒


---

## News site partners with Marquette for local reporting

**In Clarke Square, a program for adults to learn the construction trade completes its first house. In Lindsay Heights, the Fondy Food Center sells produce grown on affordable plots that Fondy acquired this spring. In Layton Boulevard West, neighbors create a quality of life plan for their community.**

These are among the stories that the Milwaukee Neighborhood News Service has covered since it launched this spring at [milwaukeeenns.org](http://milwaukeeenns.org). Through a partnership with the Diederich College and United Neighborhood Centers of Milwaukee, the new multimedia website focuses on five central-city communities.

The site's community and student reporters cover education, public safety, development, employment and other issues that residents identified as top priorities in Lindsay Heights, Clarke Square, and the Layton Boulevard West neighborhoods of Burnham Park, Silver City and Layton Park. Community groups can also submit stories, photos and calendar events, as well as list their organizations and businesses in the NNS directory.

"Our purpose is to tell a balanced story about successes and challenges in bringing new vitality to these historic neighborhoods," says Sharon McGowan, a visiting professor and the service's editor and project director. "We're off to a good start, but we have much work to do to alert the residents of the neighborhoods we cover — and the wider Milwaukee community — to what they can find on our site." 

## Students found NABJ chapter




**Diederich students formed a new chapter of the National Association of Black Journalists earlier this year, becoming the only student chapter of NABJ in Wisconsin.**

"The hope was that with its presence there would be a humbling ability to be advocates for students

of color by giving them a voice on campus," says sophomore and founding president Marissa Evans.

Already the 14-member chapter has attended a regional conference, hosted its first fundraiser, and started a chapter website and blog. "We're seeing a growth in students of color in student media and have members who are reporters, directors and editors," Evans says. "This summer we had members interning at entities around the country, including *Milwaukee Magazine*, the *Minneapolis Star Tribune* and others."

The chapter also sent five members to the national NABJ convention in Philadelphia, and as of press time, Evans was tied for the role of national student representative. 

---

## Competitive crowdsourcing




**Advertising and marketing major Cara MacLean vied with creatives from around the world, hoping to impress a certain Fortune 500 company with her big idea for a new marketing strategy.** Her creativity and hard work paid off when her idea won — even though a non-disclosure agreement prohibited her from sharing any details about her victory.

MacLean and her classmates are getting unfettered access to the fast-moving creative industry by participating in Ketchum Communication's Mindfire project. Mindfire is Ketchum's invitation-only crowdsourcing community where students gain real-world experience responding to the communication challenges of Fortune 500 companies.

"Ketchum's clients realize that breakthrough ideas can come from literally anywhere, and the creative outburst from Mindfire just proves the point," says Jerry Olszewski, Arts '77, Ketchum's senior partner and chief client officer in Washington, D.C. "We're crowdsourcing ideas from students around the world, and we're thrilled to have Marquette among a group of top-tier universities — and then produce a student winner within weeks of joining."

College students throughout China, Europe and the United States are presented with "Mindfire challenges." Ketchum outlines the client and its marketing challenge and occasionally suggests media for reaching the target audience. MacLean recently garnered the distinction as Marquette's first Mindfire challenge winner.


"Mindfire is an invaluable opportunity for students to expose their innovative campaign strategies to real-world client needs," says MacLean, who hopes to go into account management for an advertising agency after graduation. With the Mindfire win on her résumé, it seems she already has a head start. 

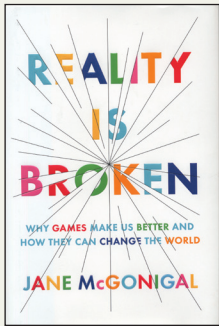
**Look at data on retention rates and student success, and it's clear: A student's first-year experience is vital. So the Diederich College recently established new initiatives to help incoming students make the most of freshman year.**

Dr. Chioma Ugochukwu, the new assistant dean for student services, is the adviser of the incoming class and is charged with strengthening the college's recruitment and retention efforts. One way that Ugochukwu helps freshmen transition smoothly into campus life is through an online course, which ensures that students know about advising, campus resources and student services. It also provides a forum for freshmen to ask questions, interact with peers and discuss college activities. Dean Lori Bergen said the online forum provides a sort of "homeroom and

homeroom teacher available to assist students as needed."

Last year's freshmen also convened offline to watch a thought-provoking, mission-centered movie and participate in a Career Fair Preview, where guest speakers offered tips on branding and standing out in today's tough job market.

Diederich sophomore Ben Braun said his first-year experience was a positive one. "Although I was scared about being far away from my friends, I am so thankful for the friends I have made at Marquette," he says. "It feels like there is a sense of family and acceptance, which makes me believe that I picked the right school." 



**COMING UP**

Jane McGonigle, the *New York Times* best-selling author of *Reality is Broken: Why Games Make Us Better and How They Can Change the World*, will speak about gaming on Oct. 26. *Game Developer Magazine* named McGonigle one of the top video game designers in the world. All Diederich freshmen will get the book in advance and have a private discussion with the author in addition to her university-wide presentation in the Weasler Auditorium.




## Brennen honored for research contributions



**Since arriving at Marquette in 2008, Dr. Bonnie Brennen has been one of the Diederich College's most productive researchers and a leader of several scholarly initiatives on campus. Dean Lori Bergen acknowledged those efforts this spring at the annual College Research Reception by giving Brennen the 2011 Dean's Recognition Award for Research Excellence.**

In 2010, Brennen, who is the Nieman Chair of Journalism, published her fourth book, *American Journalism History Reader*. She also published an article with former graduate student Erika dela Cerna, Comm '08, Grad '10, on "Journalism in Second Life," which appeared in *Journalism: Theory, Practice and Criticism*. Brennen first presented that work at the Future of Journalism conference in Cardiff, Wales — a conference she will attend again this fall to present her paper titled, "Is This News? Blogging and the Future of Journalism."

Brennen's scholarly work focuses on journalism history and cultural studies of the relationship between media and society. She has explored those subjects in three other books and in dozens of peer-reviewed journal articles. She is writing her fifth book, preliminarily titled *Qualitative Research for Media Studies*.

Beyond her own work, Brennen has made significant contributions to the culture of scholarship in the college. She brought 12 of the country's top communication scholars to campus in February for a two-day conference on "Assessing Evidence in a Post-Modern World," and in 2009 she organized the Open Minds conference, which brought together students and faculty to discuss key issues in communication. 

# CENTENNIAL OF JOURNALISM

at MARQUETTE UNIVERSITY

# CENTENNIAL

1800s

1881 Marquette College opens on Aug. 28

1907 Marquette moves to Johnston Hall

## DIGITAL. DISTINCTIVE. DIVERSE.

At the height of yellow journalism 100 years ago, Rev. John Copus, S.J., a former journalist turned Jesuit priest, decided that Marquette University's urban campus in Milwaukee would be the perfect place to start the first journalism program at any Catholic university in the world.

During the 2010–11 academic year, the Diederich College of Communication celebrated the centennial of journalism education at Marquette. To commemorate this milestone, we hosted a series of exciting events and guest speakers and invited alumni to tell us their piece of the story through the 100 Words Project. Read on for some of the highlights of this extraordinary century — and dig deeper at [marquette.edu/comm/MUJournalism100](http://marquette.edu/comm/MUJournalism100).





## 1900s

### FOUNDING FATHER

Rev. John Copus, S.J., joined Marquette's English department in 1907. Three years later, he helped create the Department of Journalism, the first "J-School" in Catholic higher education, to infuse U.S. journalism with ethics and professionalism. The lone instructor in the early 1910s, he offered evening instruction in the basement of Johnston Hall to four aspiring journalists. "Whatever you do," he told students, "get your meals on time." His students went on to successful careers with the *Milwaukee Journal*, *Chicago Tribune* and *National Geographic*.



## 1920s

### MARCONI'S MIRACLE

In 1921, faculty from the Physics Department introduced radio to Marquette, buying equipment for a 100-watt station and constructing a 70-foot tower behind Johnston Hall. A campuswide endeavor, students and faculty from the College of Journalism contributed news and lectures. Student announcers offered eager listeners immediate access to the 1925 World Series, reading Associated Press teletype and offering play-by-play coverage.

1920 The *Marquette Journal* becomes a literary magazine

1917 College of Journalism expands to a four-year program

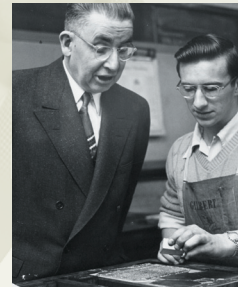
## 1910s



## 1910s

### MARQUETTE TRIBUNE

Rev. John Danihy, S.J., continued Father Copus' legacy, launching the *Marquette Tribune* as a practical teaching tool. His protégés wrote articles, operated linotype machines, designed advertisements and distributed papers to peers headed to class. Journalism quickly gained popularity at Marquette. By 1917, 44 students had enrolled in the program — including seven females.



## 1920s

### O'SULLIVAN'S COLLEGE

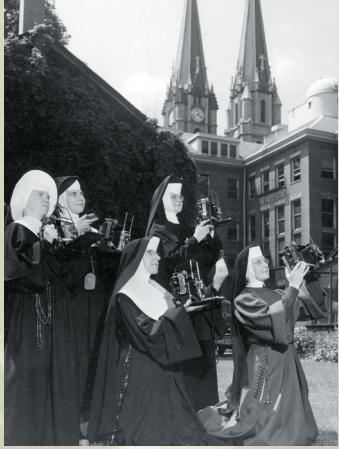
By the late 1920s and early 1930s, radio programming had expanded. An intellectual disciple of Father Copus, Jeremiah O'Sullivan, Class of '14, rapidly advanced to top management positions at United Press. He joined the Marquette faculty in 1924. Within four years, O'Sullivan was the dean, a position he held for 34 years. Attracting top talent to the college, he introduced disciplines such as public relations and launched graduate education programs. For many years in "O'Sullivan's College," enrollment was capped at 250 students to maintain the highest-quality instruction.

100 Words Project

# CHERYL (ADAMS) PARKER

Jour '86,  
former anchor, WXIN-TV  
Indianapolis

I never realized just how much practical experience I gained at Marquette until I began to encounter students from other schools who never learned to write, use a video camera and edit before graduation. From the Advanced TV Reporting class to MUTV, Marquette students learned the skills necessary to succeed in broadcast journalism.



## 1920s

**A DIVERSE COMMUNITY** For decades, university-educated women were limited to careers in nursing or education. Father Copus, Father Danihy and O'Sullivan each believed that journalism needed women in newsrooms. By the late 1920s, nearly one-third of the students enrolled in the College of Journalism were women. The college also organized summer workshops for adults working in the Catholic press, including many women.

## BROADCASTING SCHEDULE NOVEMBER, 1930 Central Standard Time

Weather forecast, 4:30 P.M. only, except Saturdays and Sundays.

**Saturday, November 1**  
1:30 P.M.—Football: Marquette vs. Boston.

**Sunday, November 2**  
4:30-5:00—Father Martin South Discusses Home Life.  
5:00-5:30—Father Copus's Religious Question Box.  
9:00-9:30—John Leitch, Organ Recital.

**Monday, November 3**  
4:30-5:00—Dr. R. L. C. Batsch, Department of Education, Supply and Demand in the Teaching Profession.  
5:00-5:30—Prof. Paul D. Sullivan, Department of English, The Rise of English Literature: The Canterbury Tales.  
7:30-8:00—Marquette Alumni Period, James P. Faughner, Secretary Alumni Association, Reminiscence: Class of '21.  
Ted Carpenter, Hilltop News Notes.

**Tuesday, November 4**  
4:30-5:00—Dean J. L. O'Sullivan, College of Journalism, Interpreting the News.  
Joseph F. Hiron, School of Speech, What's Best in the Movies?  
7:00-7:30—From Marquette Period, William E. Brennan, Narrative, Cudahy High Faculty Marquette, Instrumental.  
7:30-8:00—Dean W. J. Grues, College of Liberal Arts, The Marquette Student: What Life-Work for Me? Department of Athletics, Sport Interview.

**Wednesday, November 5**  
4:30-5:00—Dr. John F. Kuebler, Milwaukee Commissioner of Health, School of Medicine, Family Health: What Is Health?  
5:00-5:30—Prof. Cyril O. Volbert, Department of Classics, Vergil and the Twentieth Century.  
7:30-8:00—Prof. Hugh L. Hissidan, Consular Representative for France in Milwaukee, College of Business Administration, America Looks Abroad.  
Wm. Geo. Bruce, Bruce Publishing Company, Milwaukee's Industrial Romance.

## 1930

### BROADCASTING SCHEDULE

By the late 1920s and early 1930s, radio programming had expanded greatly. In November 1930, content included Marquette faculty lectures focusing on news interpretation and movie recommendations.

## 1920s

1922 Marquette sends out its first educational broadcast



## 1921

**HILLTOP YEARBOOK STAFF**  
The first edition of the *Hilltop* yearbook was released in 1915, prepared by journalism students. Here, the 1921 publication staff works in its Johnston Hall offices.



## 1923

### JOURNALISM LABORATORY

Students work in the Marquette pressroom in the basement of Johnston Hall. The hum of the presses, the tinkle of the linotype and the sweet smell of lampblack filled the room.

100 Words Project

## WILLIAM R. BURLEIGH

Jour '57,  
retired executive,  
E.W. Scripps Co.

One of the most memorable times at Marquette was when I almost got kicked out. I was editor of the *Marquette Tribune* and the dean of women posted a notice at O'Donnell Hall (the all-female residence hall), saying there was 'too much midnight kissing on the front steps — cut it out!' Our lead story had as the headline, 'No More Kisses for MU Misses.' The paper was censored so we had to find a way around that. We sent one phony copy of the front page to the person in charge of monitoring it, and the real copy to press. They published it and all hell broke loose.



1950

**A BEEHIVE OF ACTIVITY** Journalism moved to new headquarters, Copus Hall, a rambling Victorian home on North 13th Street, in 1950. Many alumni recall writing articles for the *Marquette Tribune* in the makeshift, second-floor newsroom.

1949 College creates the Marquette Institute of the Catholic Press

1950s



1960s

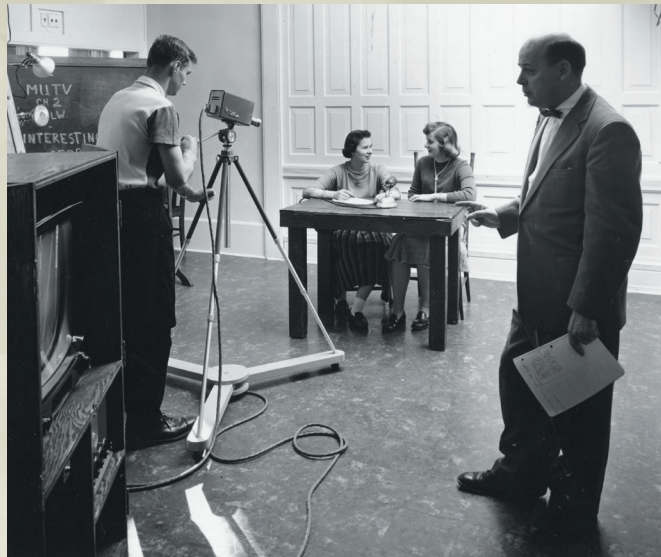
**BREAKING NEWS**

Marquette students were shocked and devastated after the assassination of President John F. Kennedy on Nov. 22, 1963. Journalism students and reporters immediately ran

to the best news source they had: the Associated Press teletype machine in Bellarmine Hall. The *Tribune* started preparing a special edition after 2 p.m., when classes were canceled for the remainder of the day.

1960s

1930s



1953

**PREPARING FOR A TELEVISION BROADCAST**

Marquette students have had opportunities to read the daily news, present weather reports and practice delivering live commercials since the 1950s, when television production was added to the undergraduate curriculum.

100 Words Project

JEN LADA

Comm '02,  
sports anchor and feature reporter,  
WITI-TV Milwaukee

While Johnston Hall will always be close to my heart, it wasn't always close to my home. The further I got in my Marquette journey, the farther I got from the actual building. Only noteworthy because I was always checking out media equipment and lugging it back to my increasingly distant dwellings. The cameras, tripods, lights, etc., challenged my physical strength and balance. Now I wonder if the tools of the trade were purposefully cumbersome — representing the heavy responsibility we have as journalists. Those loads strengthened my shoulders, thickened my skin and, in a way, prepared me for success and survival.

1972 George Reedy, former White House press secretary, becomes dean

1970s



### 1970s

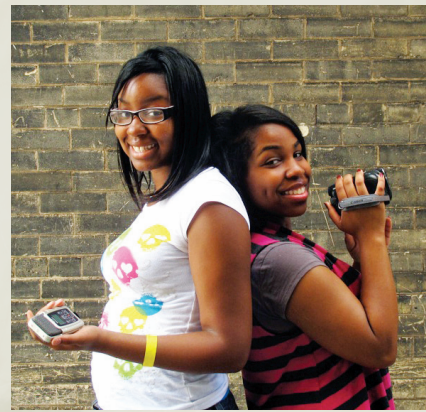
In 1975, the College of Speech and the College of Journalism relocated to the newly remodeled and renovated Johnston Hall.

#### THE CENTENNIAL SEMINARS

**What's the role of journalism in democracy? Has entertainment eclipsed news? Was the LeBron James story journalism, entertainment or gossip?**

These were some of the knotty issues discussed and debated by top journalists and media professionals in the college's three Centennial Seminars this past year.

Patterned after broadcasting legend Fred Friendly's "Media and Society" seminars, the events convened a diverse range of faculty, alumni and other guests, including John Barron, Jour '80, publisher of the *Chicago Sun-Times*; Bill Burleigh, Jour '57, chairman/retired



### 1980s

#### URBAN JOURNALISM WORKSHOP

First launched in 1986, the Urban Journalism Workshop still offers high school students the opportunity to learn from journalism faculty and staffers from the *Milwaukee Journal Sentinel*. During this intensive two-week summer program, participants create news stories, podcasts, slideshows and videos. These are

compiled into an online publication, *The Urban Voice*, which captures diverse perspectives and showcases the work of these talented aspiring journalists.

1982 MUTV launches

1980s

president and CEO of E.W. Scripps; Quiana Burns, producer for MSNBC; Chris Broussard, sports journalist and analyst for ESPN; and Baratunde Thurston, director of digital for *The Onion*.

Broadcast students recorded, edited and produced videos of the round-table discussions, one of which was shown on Milwaukee's public television station.



**VIDEO** Get a taste of the conversation through a short segment posted on Marquette's Difference Network: [go.mu.edu/centennial-panel](http://go.mu.edu/centennial-panel).



## 2009

### DR. LORI BERGEN

Dr. Lori Bergen was appointed dean of the Diederich College in 2009 after serving at Texas State University-

San Marcos. Her research interests include issues related to children and media violence.



## 2011

### DIGITAL. DISTINCTIVE. DIVERSE.

During the 2010-11 academic year, the Diederich College of Communication proudly celebrated the centennial of journalism education at

Marquette. To commemorate this milestone, it hosted a series of exciting events and guest speakers throughout the year.

1990s

2010s



## 1990s

**GOING ONLINE** It took about a year and \$50 to develop an online version of the *Tribune*. When the site launched on Jan. 17, 1995, Marquette was one of only about 40

universities that had a student newspaper online. In 1999, the college added a New Media Center stocked with computers, desktop publishing equipment and software.

2000s

2011 Milwaukee Neighborhood News Service begins



## 2000s

### J. WILLIAM AND MARY DIEDERICH

In May 2005, J. William and Mary Diederich gave \$28 million to better help educate students in the converging world of print, broadcast and electronic communication. Television and broadcast studios in historic Johnston Hall were overhauled, replacing traditional analog gear with state-of-the-art, HD-ready digital technology. The gift also established full scholarships and support for visiting scholars and research that investigates the role of communication technology as an agent of social change.

100 Words Project

# PAUL SALSINI

Jour '58, Grad '85, author and journalism lecturer in the Diederich College of Communication

I can't believe I've been teaching (part-time) at Marquette for 40 years. That's 40 percent of journalism's history at MU! Why do I continue? Because I am constantly inspired by my students. They are bright, they work hard and they are infused with Jesuit ideals of service. Sure, some of them have succeeded, sometimes spectacularly, in journalism. But I'm equally proud of those who are making other quiet paths in the world.



## Diederich today

A Q&A with Dean Lori Bergen



Dean Lori Bergen arrived in July 2009 as the fifth dean of the Diederich College in just six years — a period marked by the retirement of Bill Elliott in 2005, a year with interim Dean Ana Garner, two years with Dean John Pauly before he assumed provost responsibilities for Marquette, and interim Dean Lynn Turner.

A Kansas native, Bergen grew up in a family of educators. She had her eye on law school and politics, but an internship as a press aide to U.S. Sen. Bob Dole got her hooked on journalism instead. After working as a newspaper reporter in Kansas and Indiana for several years, she became fascinated with how journalists make decisions about their work and transitioned into academia. Before joining Marquette, she was director of the School of Journalism and Mass Communication at Texas State University.

Her focus on diversity and digital technology, coupled with a strong emphasis in developing programs that are distinctive and mission-driven, has resulted in several new initiatives. These include the Milwaukee Neighborhood News Service, the Centennial Seminar series, now broadcast on Milwaukee Public Television, and establishment of the only National Association of Black Journalists student chapter in Wisconsin.

Bergen's research on the interaction of auditory and visual working memory as a way to understand how visual clutter affects memory for news story facts was featured on the Discovery Channel and in *The New York Times*. Bergen co-authored *Media Violence and Aggression: Science and Ideology*, a book on children and media violence published in 2008. Her research appears in the *Newspaper Research Journal*, *Journal of Health Communication*, *Human Communication Research*, *Journal of Advertising*, and *Mass Communication and Society*.

Here, she shares her thoughts on the college's recent accomplishments and what's ahead.

**Q. You've been dean of the Diederich College for two years now. As you reflect back on that time, what stands out?**

Wow — EVERYTHING! Celebrating 100 years of journalism at Marquette. Accreditation for two of our programs — in journalism and mass communication and in theatre and performing arts. Curriculum changes and a new organizational structure to better serve students. Some amazing new additions to our faculty and staff. Renovations to Johnston Hall. Watching student successes, especially with our award-winning student media and main stage theatre productions. All the alumni I've had the chance to meet and connect with. Getting to know the members of the Diederich family. And for me, personally, learning more about what it means to be at a Catholic, Jesuit university through participation in the Ignatian Colleagues Program. My list goes on and on, actually — I don't think a week goes by that I am not overwhelmed with pride about something one of our students has accomplished, or our faculty, or one of our alumni. It's pretty amazing to see such success everywhere you look.

### Q. How would you describe your vision for the college?

*Digital, distinctive, diverse* — I chose those three words to express a vision for the college because they perfectly encapsulate our mission and focus. The digital piece is pretty obvious — digital technology has totally redefined practically everything we do today. That doesn't change our core values and essential knowledge base about the communication discipline, but it does mean we've got to add another layer to the competencies we want our students to take away from their Marquette education.

*Distinctive* is the unique education that is only possible at Marquette — it's our Jesuit commitment to educating the whole person, our ideals of social justice and service to others, our sense of faith and finding God in all things. We really embrace *diversity* as well — diversity of faith, of background, of culture and ethnicity, experience, perspective — and the concomitant idea that this diversity is something to celebrate and also something necessary if we are to prepare students for lives and careers in a multicultural world.

### Q. When you came here, you made the Johnston Hall renovations a priority. Why?

I think spaces convey a powerful message — it's another form of communication. And our lovely, historic Johnston Hall has remnants of too many cobbled-together fixes from over the years. I think we want to send the message that this is an historic, traditional space that's full of high-energy scholars and students — all housed in a space that's clearly high tech, high touch — meaning you can connect with friends or colleagues, teachers and students are working together, all in a space that supports collaboration and interaction. (Read more about the renovations on p. 18.)

### Q. Tell us about some of the research happening in the college.

Our faculty members are very productive researchers and creative artists whose work is really relevant to the new issues we face. The global dimensions of communication, for example, are reflected in the work of Jim Scotton, who just published a book *New Media for a New China*, and in the work of Bob Shuter and Sumana Chattopadhyay, who have been looking at cultural differences in people's uses of text messaging (see p. 5). New technology is central to the work of many of our faculty, including Scott D'Urso, who studies the impact of technology within organizations, and Michael Havice, who is looking at the ways in which people communicate in virtual environments.

Our faculty are also using their scholarly work to tap into some really profound social and policy issues. Bob Griffin, for example, is doing some interesting work on the media's role in shaping social


norms about climate change. Steve Goldzwig is working on a book on presidential rhetoric about civil rights. And our performing arts faculty have helped trigger campus-wide conversations about tolerance and equality with their recent production of the *Laramie Project* and with their production last year of our own Phyllis Ravel's play, *Censored on Final Approach*, which told the largely forgotten story of women pilots during World War II.

Another thing I am happy about is the support that faculty show for each other's work. In fact, several of our faculty have formed research partnerships. Kati Berg and Sarah Feldner, for example, just completed a book chapter on corporate social responsibility, and Ana Garner and Karen Slattery are finishing up their third in a series of studies looking at portrayals of the mothers of combat soldiers. So, I am really gratified by the productivity of our faculty and also by the creativity and salience of all of their projects.

### Q. What are some of the skills and qualities you like to see in incoming Diederich faculty and students?

Goodness — where to begin? Of course, excellence — a commitment to excellence defines the Marquette experience, and that's a characteristic you find, I think, with all of our faculty, staff and students. It's essential for our folks to be open to change, because certainly change is inevitable. Critical thinking skills, an interest in being socially committed and civically involved — those are all qualities I think are essential. In terms of skill — well, we all need to be digitally ready for a networked world, and there are technical skills, new ways of conceptualizing media business models, connecting and communicating through social media in new and exciting ways. Bringing that together within a context of a Catholic, Jesuit institution that values care for the whole person, places the role of faith and service at the center of all we do, that creates a powerful combination of skill and philosophy, empowers our students and faculty to go beyond just the "how" of being professional communicators, to really embrace the "why" of what we do.

### Q. How can alumni stay involved?

Oh, in so many ways — we LOVE it when alumni come back to campus to meet with current students. We started Centennial Seminars last year, in honor of our 100 years of journalism at Marquette, something we plan to continue into the future. And alumni helped us by serving on those panels with their expertise and ideas. It's always a huge help to our students when alumni keep us informed about internships in their organizations, and we're indebted to those alumni who serve as mentors in our formal mentoring program. We are grateful, too, for alumni who contribute to our college Scholar's Fund and whose giving to Marquette's scholarship funds allows our students to pursue degrees that would simply be out of reach for so many in these economic times. 

# Teaching the digital generation





## Dr. Daradirek “Gee” Ekachai used to scour directories or travel to professional luncheons to find speakers to visit her public relations classes.

Today, a simple 140-character Twitter message can connect her students with accomplished practitioners of PR and social media. In the past two years, speakers from Forrester Research, Lands’ End, Hanson Dodge Creative and more have visited Ekachai’s class, Emerging and Social Media in the Marketplace, in person or via Skype.

The process comes full circle when speakers visit the classroom and students “live-tweet” lesson points using a “hashtag” — #ADPR4300, for those on Twitter — so anyone around the globe can follow the discussion.

Ekachai believes that to understand social media, there’s no better way than to actively take part in it.

Ekachai, an associate professor and chair of the Department of Strategic Communication known as @FvrythingPR on Twitter, was one of the Diederich College’s early adopters on the forefront of its efforts to integrate social media inside and outside the classroom — and prepare students for a world that changes overnight.

Today’s college students grew up with the Internet, and they come to classrooms armed with mobile phones and laptops. Some view this sea change as a distraction, but savvy instructors are taking advantage of the technology to deepen active and engaged learners. Some of the tools faculty use in the classroom include Facebook, Flickr, Twitter, wikis and blogging.

“I lecture less and encourage more student participation both in class and online,” Ekachai says. “I see myself more as a class facilitator, and students learn most when information and ideas are shared, critically discussed and evaluated.”

---

### Beyond the buzz

Though the totals change by the minute, as of August the College of Communication had nearly 2,500 fans and followers between Facebook and Twitter and more than 38,000 photo views on its Flickr account. The college’s blog, [mucollegeofcomm.wordpress.com](http://mucollegeofcomm.wordpress.com), includes a popular post about online tools for journalists that received 3,000 visits in a single day.

Marquette has also started hosting a one-day conference called the PR+Social Media Summit, and this year Marquette and Hanson Dodge are jointly planning the Oct. 11 event at the Alumni Memorial Union and Weasler Auditorium. More than 300 people from all over the country attended last year’s summit.

But numbers and buzzwords only tell part of the story. The instructional strategy behind using social media goes far beyond teaching how to use tools.

“Many students come to us with a good grasp of these skills just having been born as part of the digital native generation,” says Jennifer Janviere, multimedia specialist in the college. “I think our role is more to teach them how to refine these skills and use them in a directed way that can help benefit their future career.”

Amanda DeCock, Comm ’10, learned how to strategically use social media as a student before she landed her current job as account coordinator for advertising agency HY Connect, formerly Hoffman York. She recalls social media being incorporated into a variety of courses, ranging from design to copywriting to media ethics. She says social media has not only made her more knowledgeable about her industry, but it helps her be more concise when speaking, writing client emails or providing updates on a project.

“I follow companies, brands, agencies, stations, stories and topics that give you more of a grasp on the language of the industry that can only be good for you,” she says. “It wasn’t until I spoke with professors and really took an interest in learning about the industry that I realized it was important to be part of a conversation in social media.”

This mindful approach to using social media is what professors hope to instill — even if it means temporarily forgoing technology, as in the case of Dr. Scott D’Urso’s class. In *New Communication Technologies in the Workplace*, D’Urso challenges himself and his students to give up all electronic communication for 24 hours and then reflect on the experience in class and in a paper.

“I hoped that students would consider being in control of — or being controlled by — our daily communication technology,” says D’Urso, an assistant professor of corporate communication. “I think they were successful in understanding that concept.”


---

### Culture shift

“Sorry I left you, #Twitter. You were right. I was wrong. Let’s make this work.”

That message was tweeted in February by Dr. Erik Uglund, associate dean for graduate studies and research and associate professor of broadcast and electronic communication, who returned to Twitter after a nearly yearlong hiatus. At the same time many other colleagues have become more active on Twitter, including D’Urso and Dr. Kati Berg, an assistant professor of corporate communication.

As social media tools like Twitter become more relevant — with more than 350 million users as of August 2011 — Marquette professors are paying attention and discovering what is important for long-term communication. As Ekachai says, the social media culture is here to stay.

“We are living in a digitally interconnected, real-time society,” she says. “So to be an effective communicator, we need to embrace but yet wisely manage the new digital communication landscape.” 

---

The College of Communication in social media

[twitter.com/MUCollegeofComm](https://twitter.com/MUCollegeofComm)

[facebook.com/MarquetteCollegeofComm](https://facebook.com/MarquetteCollegeofComm)

[flickr.com/marquettecoc](https://flickr.com/marquettecoc)

[mucollegeofcomm.wordpress.com](http://mucollegeofcomm.wordpress.com)



Johnston Hall  
gets a new look



The new jPad, pictured left and above, is a new favorite hangout for Diederich students. The replacement of more than 200 windows, many of which had been previously covered up, has also transformed the building's facade and interior.

**A longtime resident of Johnston Hall recently retired after an astonishing 73-year tenure. Sure, his performance often wasn't up to snuff, but getting stuck in his presence became a rite of passage for decades of students. That's right, the notorious Johnston Hall elevator is gone — or at least walled up. And down the hall is its gleaming new replacement.**

The new elevator is just one piece of a flurry of recent renovations to the Diederich College of Communication's home. More than \$2.5 million in improvements were made to Johnston this past school year, and the centerpiece is the new student lounge dubbed the jPad. This summer, three more classrooms were upgraded. And the replacement of more than 200 windows, many of which previously had been covered up, has flooded the interior with light.

Located on the first floor of Johnston, right off the main entrance, the jPad was carved out of a space that used to house a classroom and AV equipment. The lounge — named via a student contest — was made possible by a \$300,000 contribution from Jerry Buldak, Jour '66. Buldak was inspired by Dean Lori Bergen's appeal at an Advisory Board meeting that there was an urgent need for a common area for the college's students.


With its spacious leather seating, study tables, kitchen and vending machine, and multiple flat-screen displays, the lounge is a popular gathering spot for students. "I wanted the place to look exciting and dynamic," Buldak says.

For those too busy to grab a healthy lunch, the jPad also provides green apples that are replenished daily. Even in the wee hours of the morning, you can find student media writers fueling up in the jPad. "It's like a second home," explains broadcast junior Jodi Denk, who won the contest to name the lounge.

The jPad — which includes a large screen that can display four programs simultaneously — was strategically designed with the 24-hour news cycle in mind. "It is important for students to be aware of current events, especially in financial and business news," says Buldak, who started his career as a newspaper reporter before going into public relations and advertising.

Bergen was thrilled by the lounge's completion. "I can't imagine a more generous and thoughtful gift," she says. "Jerry Buldak's sense of how important it is for students to have a place that's really for them, a space that is both dynamic and comfortable, digital and cozy at the same time, has really made this space work exactly as he envisioned it. ... We are tremendously in his debt for giving us the chance to bring new life and beauty to this wonderful old building."

Across the hall from the jPad, Room 103 has been transformed into a new 66-seat class room/presentation hall. The columns and high ceiling, architectural details from what was once the old Jesuit residence chapel, have been restored. Upgraded technology and new tables and chairs have replaced the old student desks.

In the past few years, Johnston's basement office space was renovated to combine all student media groups in one space. This "significantly changed the appearance and atmosphere of the lower level," says Kathleen Kugi-Tom, project manager for the Office of the University Architect. "Anyone who graduated after 2007 would be surprised at the difference." 

#### The word on Foursquare

Diederich students are quick to share their opinions of the newly renovated spaces on the social networking site Foursquare. Here are some of the tips listed by students who have "checked in" at Johnston Hall:

About the jPad: "Great place to sit and get or attempt to get work done in between classes. Plasma screens, couches, vending machines, kitchen area. ... It's a pretty nice place to relax."  
— Jillian M.

"Stop by at jPad for group meetings, flat-screen TV and free apples!" — Gem S.

"The jPad. So hot right now." — Ryan R.

"Don't be frightened by the new TALKING elevator!" — Micah S.

the  
POWER  
of  
partnership



---

**How the merging of broadcast and theatre is sparking fresh inspiration**

For months, Marquette theatre students rehearsed and prepped for *The Laramie Project*, a riveting production that chronicles life in Laramie, Wyo., after the brutal murder of Matthew Shepard.

The play, about a homosexual youth, sparked a lot of conversation on campus — engaging talk-backs after the show; a well-attended speech by Judy Shepard, the victim’s mother; threats of protests by the anti-gay Westboro Baptist Church; and a strong counter-protest movement organized by students.

Meanwhile, the cameras were rolling. The making of *The Laramie Project* was rich material for a short documentary by Marquette broadcast and electronic communication students. “It was a brave choice for the theatre to do this play, and it was something we wanted to be a part of because it’s really meaningful,” says Maya Held, the broadcast instructor who oversaw the project.



It's just one of the first examples of collaboration between theatre and broadcast, which merged into one department this past year. It was a natural fit, says Stephen Hudson-Mairet, chair of what is now called the Department of Performing and Media Arts. Marquette's theatre students are trained on the stage but are often interested in television and film experience, while student filmmakers frequently need acting talent to bring their stories to life. And students on the technical side have lighting and sound skills that are useful to both areas.

Some faculty have advocated for the merger of the two departments for years, but Hudson-Mairet credits Dean Lori Bergen for recognizing the full potential.

"It's the nature of academia. If you don't open up the doors, you sometimes don't see the similarities when they're right there," Hudson-Mairet says. "We've been really working hard to identify synergies between disciplines so that we're less isolated because the world that we're in doesn't care what you majored in."

*The Laramie Project* was the perfect place to start. The play involved a projected video montage, and senior John Gallagher, who was involved in broadcast and theatre, developed the montage with original music. Then Held pitched the idea of doing the documentary, and students were enthusiastic. "I think it's really important because the murder of Matthew Shepard, which is the focus of the play, happened more than 10 years ago, so it's no longer fresh and there is no sense of urgency anymore," says broadcast senior Sam




Bringardner, one of the students who led the documentary. "But, unfortunately, injustices like this still happen today."

Bringardner and four other students participated in the resulting film, which was part of an independent study. "Normally a documentary would take a lot longer to shoot and edit, so to do it in one semester is kind of ambitious," Held says. Students distilled roughly 14 hours of footage into a 30-minute finished product, which was shown at the student short film festival held at the Helfaer Theatre in May. Held plans to enter it in other film festivals after a little more polishing.

Hudson-Mairet hopes it's just the beginning, and he envisions broadcast students working on more documentaries, narrative films and PSAs. This fall Danielle Beverly, a documentarian, will join the BREC faculty as a professional in residence in digital media. Beverly, whose 9/11 film, *REBIRTH*, debuted at Sundance and will be permanently featured at the World Trade Center Memorial Museum, will help guide new student projects.

Already this year, broadcast students filmed, edited and produced videos of the college's Centennial Seminars, which can be viewed on Time Warner Cable's Wisconsin on Demand – Channel 411. When MUTV launched a new sitcom, *Campus Town*, it invited theatre students to audition and eventually chose a theatre student, Brittany Green, for one of the leading roles. Bringardner created a 40-minute short film that starred nine theatre majors and featured an original song by Gallagher. "Having these relationships gives us so many avenues to really use all of the



resources around us to create something special," Bringardner says. "And that's what is so great about our school, that students have the ability for these four years to create something they may never have the chance to do again." 

---

### Coming up at the Helfaer Theatre

Mark your calendar for these upcoming productions, and learn more at [marquette.edu/theatre](http://marquette.edu/theatre). Alumni pay just \$48 for a season subscription.

---

#### Little Shop of Horrors

Sept. 29 – Oct. 9, 2011

Book and lyrics by Howard Ashman

Music by Alan Menken

---

#### Holy Days

Nov. 10 – 20, 2011

By Sally Nemeth

---

#### Defying Gravity

Feb. 16 – 26, 2012

By Jane Anderson

---

#### The Comedy of Errors

April 19 – 29, 2012

By William Shakespeare

---

### Theatre for Young Audiences production:

---

#### If You Take a Mouse to School

Jan. 14 and 21 – 22, 2012

Based on the book by Laura Numeroff and Felicia Bond; adapted for stage by Ernie Nolan

# in the field

1

## COMING HOME

Danny Pudi, Comm '01



Danny Pudi, Comm '01, and star of the NBC sitcom *Community*, reflects on how campus has changed in the decade since he left.

Once upon a time, I had a ponytail. It was a mistake. Because, though I tried, I did not resemble Antonio Banderas. In spite of this terrible lapse in judgment, my family, friends and teachers encouraged me to pursue my dreams.

But it was at Marquette, after receiving a scholarship in honor of Chris Farley, that I started to believe a career in the arts was possible.

Last fall I was fortunate to return to campus for a few events sponsored by Dean Lori Bergen and the College of Communication. Highlights included a visit to Dr. Sarah Feldner's communication class; a basketball game; and an improvised show with fellow alumni Chris Marrs, Pat Finn and the Farley brothers, John and Kevin.

On campus, the first things I noticed were new buildings and improvements everywhere. This is probably due to the 732,500,000 percent increase in tuition, er, donations since 2001. The scary old library is now connected to the fancy new Raynor Library. There's also the Al McGuire Center, the Law School and various "MU identity elements," such as stone pillars in the middle of Wisconsin Avenue. There's even a working elevator in Johnston Hall! This is all part of the beautification process that started the day I left campus (I presume).

Aesthetic improvements aside, much remains vintage Marquette. The spires of Gesu tower over chalk messages on pathways. The smell of Real Chili lingers on Wells Street and is still delicious at 2 a.m. And as we strolled through campus, we also noticed a number of energetic student groups pushing their causes. The theatre program was in the midst of tech rehearsals and eager to open *The Beaux Stratagem*. MUTV showed us clips from their self-produced sitcom. The a cappella club (yup, we have one) approached us at the AMU in support of their fundraiser. We discovered, though the look of campus has changed, the spirit of Marquette remains in the students.

The weekend ended with a fun video shoot for the basketball program. In that video, my shot is rejected by then-senior forward Joe Fulce. After that, he simply says, "Keep dreaming, Pudi." I will. 🏀



**VIDEO** See Pudi's Marquette basketball shoot at [go.mu.edu/pudivsfulce](http://go.mu.edu/pudivsfulce).

2

---

**DIGGING DIGITAL**

Don McNeill, Comm '90




"Hollywood meets Madison Avenue." That's how Don McNeill, Comm '90, describes his work as head of Digital Kitchen, a digital agency that has produced award-winning advertising and marketing for Google, Target, Nike, Columbia Pictures, DreamWorks, HBO, the 2010 World Cup and more.

Digital Kitchen specializes in film and broadcast, interactive, and "experience" design, which involves interactive multimedia within a physical space. From its humble beginning in an old kitchen, it now includes 115 employees in Chicago, New York, Los Angeles and Seattle. "We think of ourselves as one of the most story-driven digital agencies," McNeill says.

It was a Marquette professor who first suggested that McNeill become a broadcast producer for advertising. "It's where you have the opportunity to bring the most business sense to the creative arts," McNeill says of producing.

After brief stints at Andrew Solt Productions in Los Angeles and Oglivy in Chicago, McNeill started Digital Kitchen with a colleague a decade ago. Their first client was HBO's series *Six Feet Under*, and the Emmy Award-winning opening sequence they produced "changed how you market TV," McNeill says.

Their work on HBO's vampire series *True Blood* also drew national acclaim. Digital Kitchen produced the provocative opening sequence and other promos, including fake ads that used real brands such as monster.com and Geico as if they were marketing to vampires. Viewership of the second season jumped 175 percent, making it HBO's most successful marketing campaign ever, McNeill says. Most recently, Digital Kitchen worked on the multimedia-rich Cosmopolitan Hotel in Las Vegas.

As McNeill recently told a Marquette communication class, "Eighty percent is luck — but it's the other 20 percent that counts." 

3

---

### FROM MUTV TO THE NATIONAL NEWS

Ben Tracy, Comm '98, Grad '04




Ben Tracy, Comm '98, Grad '04, knows how to rack up the frequent flier miles. As a national correspondent for CBS News, the Los Angeles-based reporter recently covered the natural disaster and nuclear crisis in Japan, the royal wedding in Britain, and breaking news across the United States' West Coast — in between stops in Milwaukee, where he serves as the youngest member of the university's Board of Trustees.

But despite his busy schedule, Tracy is committed to making time for his alma mater. "I love Marquette, want it to succeed and feel that I owe the institution so much in return for the experience I had," says Tracy, who majored in broadcast journalism and political science and earned his master's in public service.

Before Tracy had five Emmy Awards and the DuPont-Columbia Award to his name, he was a cub reporter at MUTV.

"It laid the groundwork and gave me such a good foundation of ethics and what it means to do your work honorably," he says of his Marquette experience. After graduation, he honed his reporting chops at WISN-TV; WBAY-TV in Green Bay, Wis.; and WCCO-TV in Minneapolis. He also spent three years as Marquette's director of communication before realizing his true passion was journalism.

"I get to tell stories for a living and learn something new every single day," he says.

What's next for Tracy? "I am doing the job I dreamed about when I was in college so it's hard to ask for more," he says. But he does admit he's itching to cover a presidential campaign in 2012. 



---

**DOING WELL BY DOING GOOD**

Lisa Ross, Jour '84




If there's any doubt that Lisa Osborne Ross helps promote Marquette's mission, consider the fact that her son has a tattoo of the letters "AMDG" — which stands for the Jesuit motto *Ad maiorem Dei gloriam*, for the greater glory of God.

Ross, Jour '84, also spreads Marquette's ideals far beyond her immediate family, which includes daughter Claire, an incoming freshman. As executive vice president at Ogilvy Public Relations, she has worked on campaigns for foreign governments, nonprofits, corporations and both parties in the White House.

"At Marquette I learned that I could help make the world a better place in ways big and small and still provide for myself and my family," she says. "You can do well by doing good."

She's definitely doing both. Recently, Ross helped launch a national education initiative with President Obama, created messaging to help a nonprofit bring reading programs to children in disadvantaged environments, and promoted a developing country as a global business partner and tourist destination.

The legacy supporting Marquette's mission continues with today's students, as Ross discovered while revisiting campus with her children and guest lecturing in the classroom. She found College of Communication students to be smart, savvy and sophisticated and already thinking about how to make a difference while balancing work, family and other interests.

"I believe that a school is only as good as its students," Ross says, "and I'm delighted to say that the future for the College of Communication is quite bright." 

# end note



## Why communication matters

---

Dr. Sarah Bonewits Feldner  
associate professor  
communication studies/corporate communication

While trust in corporations is rising globally, in the United States the public generally does not trust corporations to “do what is right.” This finding was a key takeaway from the most recent “Trust Barometer” report released annually by the PR firm Edelman. Regaining public trust is the challenge faced by today’s communications professionals, and it’s one reason why the corporate communication program we started four years ago is more needed than ever.

Consider recent events in Wisconsin. With a new administration came proposals for sweeping changes in budgets and collective bargaining. At first glance, these ongoing debates may be best suited for the legislative floor and town hall meetings. However, many

communication professionals would likely tell you that they are keenly aware of how such political maneuverings and government decisions force their own business decisions.

What role a corporation plays in support of a politician or agenda is a significant one. The decision, though ultimately a business decision, conveys what the organization stands for and values. A corporation is asked not only to negotiate a sense of what its proper stance should be, but it must also articulate why these choices fit the company strategy, identity and values. A corporation cannot arrive at these decisions without effectively managing organizational communication. After decisions are made, it cannot move forward without articulating a clear sense of its culture and identity.

These and other real-world challenges are topics regularly examined by Marquette's corporate communication students. A program that merges organizational and communication theories with communication practice and the daily reality of corporate life is essential in today's society. Today's graduates need to be flexible and adaptable with an ability to assess trends in corporate life, critically evaluate organizational needs and frame strategic responses that are appropriate to multiple contexts.

Because our corporate communication program takes an "on the ground" approach, our curriculum cannot be delivered without close relationships between faculty, alumni and corporate communication practitioners. For example, in the past year, we have connected with individuals from Alcoa, Northwestern Mutual, Rockwell Automation, GE, Walgreens and Ketchum, among others. These relationships allow for deep discussion of contemporary corporate issues in the classroom, but they also stimulate faculty research initiatives outside the classroom. Some areas our faculty are studying include the role of foundations in advancing corporate agendas, the ways in which crises get managed in an age of

increased stakeholder scrutiny and how corporations position themselves as reflections of societal values.

It's a reciprocal partnership. Our connections with corporate communication practitioners feed our research and teaching, while at the same time we believe that our teaching and research contribute to corporate practice. Our goal is to transform corporate communication to create both fiscal and social value.

That's one reason why we are excited to launch our first corporate communication conference next spring. The conference will leverage industry/university relationships to consider how corporations create social value and how they communicate these values. The conference will feature state-of-the-art research and contemporary case studies — along with ample opportunities for networking and dialogue about the trends shaping corporate communication practice. If you'd like to learn more about this conference or about the corporate communication major, we'd like to hear from you. 🗨️

---

Ideas? Questions? Send your thoughts to [sarah.feldner@marquette.edu](mailto:sarah.feldner@marquette.edu).



**DIEDERICH**  
College of Communication  
MARQUETTE UNIVERSITY

NON-PROFIT  
ORGANIZATION  
US POSTAGE  
**PAID**  
Milwaukee, WI  
Permit No. 628

Diederich College of Communication P.O. Box 1881, Milwaukee, Wisconsin 53201-1881 USA

# Our iPad app is coming!

Watch the iTunes Store later this fall for the new iPad version of *Comm*, which will feature videos and interactive content. In the meantime, stay up on the latest Diederich College of Communication news by following us in social media.

---

The College of Communication in social media

---

[twitter.com/MUCollegeofComm](https://twitter.com/MUCollegeofComm)

---

[facebook.com/MarquetteCollegeofComm](https://facebook.com/MarquetteCollegeofComm)

---

[flickr.com/marquettecoc](https://flickr.com/marquettecoc)

---

[mucollegeofcomm.wordpress.com](http://mucollegeofcomm.wordpress.com)

