
2010-2011 Annual Report
DEPARTMENT OF COMMUNICATION
College of Arts and Sciences

Another Year of Successes and Honors

The Department of Communication had an exciting year of success and accomplishments in 2010-11.

As a whole, our department faculty remains strong as milestones were reached and recognition was gained. Non-tenure track Lecturer **Billy Montgomery** was reappointed to an extended contract as lecturer in Journalism and faculty advisor to the *Torch* student-run newspaper. Associate Professor **John W. Fountain** won the Peter Lisagor award for column-writing, one of the highest honors in Chicago journalism and he published his newest book [Dear Dad: Reflections on Fatherhood](#) (WestSide Press, January 2011). Associate Professor **Peter Fallon** was presented the Lewis Mumford Award by the Media Ecology Association for outstanding scholarship in the ecology of technics. This year we also welcomed our newest member of the full-time faculty, **Jiwon Yoon**, who joined us as Assistant Professor of Communications after completing her Ph.D. at Temple University.

Our student enrollment grew again this year to another record-high of 2,624, up 7.6 percent compared to last year's previous high of 2,437. Growth came once again at the downtown campus and was offset somewhat by continuing declines at the Schaumburg campus.

Our curriculum continued to evolve in new and exciting ways. We added new courses reflecting the rapidly changing dynamics of the communications disciplines, and we added new course content to further enhance core requirements in each program area. **Larry Fisher** and **Mickey Brazeal** travelled to France with a class of IMC graduate students studying the marketing of French brands, **Charlie Madigan** developed and ran two new JOUR classes this year researching and writing about politics and politicians in local and national elections, **Lee Earle** developed and led a new class this year studying the cultural impacts of use and misuse of sex in advertising, and **Jiwon Yoon** created a new class this year studying the history, economics, and structural features of media industries which cater to children as an audience.

In our continuing efforts towards the goal of ACEJMC accreditation, this year we initiated a significant new assessment instrument designed to measure the development of undergraduate JOUR and IMC students from the beginning to the end of the major. **Larry Fisher**, **Billy Montgomery**, and **Mary Ellen Schiller** collaborated to create an assessment exam designed to measure student knowledge related to the ACEJMC standards and administered it to students both entering (pre) and completing (post) the major for both the fall and spring terms. Results of this year's trial assessment will be used to refine the instrument for ongoing assessment and tracking of student development.

Finally, we are pleased to report that a record number of 145 students participated this year in capstone classes for the JOUR and IMC undergraduate and graduate degree programs. These incredibly talented students and their professors researched, planned, and presented or published to live clients and outside reviewers an astonishing variety of final and professional quality works in their fields of study.

Across the board, this remains an exciting and challenging time for journalism and mass communications fields. We invite you to read on for all the details of our 2010-11 academic year.

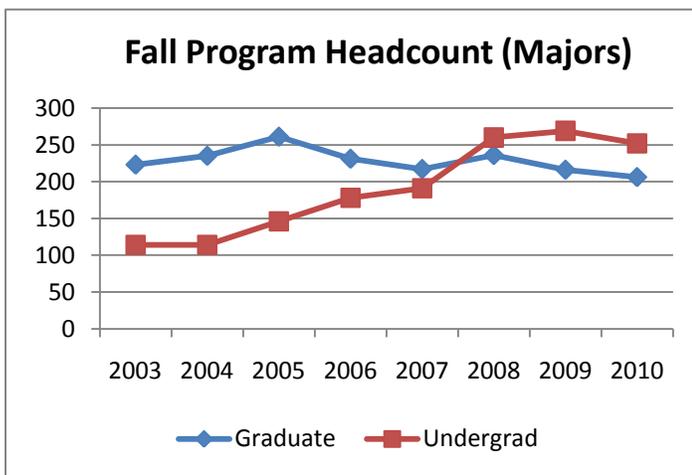
Marian Azzaro
Chair, Department of Communication

Enrollment and Retention

The Department of Communication enrollments increased significantly for 2010-11, up more than 7 percent compared to 2009-10. For the fall and spring terms of 2010-11, overall enrollment reached another all-time high of 2,624 students, up 7.6 percent over last year's all-time high.

Enrollment in IMC classes continued to grow, up by almost more than 11 percent for the fall and spring terms and enrollments were also up in our BCOM and SPCH classes, plus 9.6 percent compared 2009-10. Enrollments in JOUR classes held steady for 2010-11 compared to 2009-10. Enrollment increased at the downtown campus, up 14.6 percent compared to 2009-10, while enrollment at the Schaumburg campus continued to decline this year, down another 11 percent.

In terms of credit hours, University statistics comparing fall terms show graduate credit hours for the department declined slightly by only 1 percent. Undergraduate credit hours, however, were up significantly such that credit hours for the department in total were up almost 10 percent compared to last year. This continuing growth in undergraduate credit hours is evidence of the shift toward a more full-time student population.



Declared majors in the department's 3 undergraduate and 2 graduate degree programs declined by 6 percent overall driven by declines in graduate and undergraduate JOUR as well as undergraduate COMM headcounts. These declines were offset somewhat but not completely by a significant increase in undergraduate IMC majors. Graduate IMC headcount remained flat compared to fall 2009. IMC is now the largest of our 3 undergraduate degree programs.

Graduation numbers continued to climb in 2009-10 for all programs. This is a good sign and an indication of persistence among students.

We still need to work on retention, as is the case with most of the rest of the University. We are continuing to make improvements in this area. This year we added assigned faculty advisors in all of our programs and these advisors work with our advising coordinator **Shonda Dudlicek** to reach out to all students especially during peak advising periods.

There is still work to be done, but our continuing efforts seem to already be paying dividends for the department.

Departmental Events

The Department of Communication supported a number of important events throughout the year. We also continued with our extensive service to high school journalism programs throughout the Chicago area.

As in the past, our journalism faculty participated actively in the scholastic journalism cause. We kicked off the season in March evaluating this year's entries for the McCormick Foundation High School Media Awards competition. **Karen Cullotta** recruited and organized judges for this event including many Journalism faculty who judged entries in categories ranging from newspaper design to feature writing to web design. In April, the department hosted the annual Scholastic Press Association of Chicago workshop at the downtown Gage Building facility, with more than 225 students attending journalism workshops run by more than two dozen professional journalists and journalism educators. **Billy Montgomery** put together an array of more than 2 dozen speakers for this event. More than a dozen area high schools, participated, including journalism students from Social Justice High School.

We hosted a very successful event this spring for Professor **John Fountain** in celebration of his book Dear Dad: Reflections of Fatherhood (West Side Press, January 2011). Professor Fountain was joined for this event by several of the essayists who read from their contributions to the book.

Associate Professor **Mary Ellen Schiller** made a presentation about her experiences as a Fulbright lecturer at the University of Lodz Poland as part of the Roosevelt Faculty Research series sponsored by the graduate Provost's office.

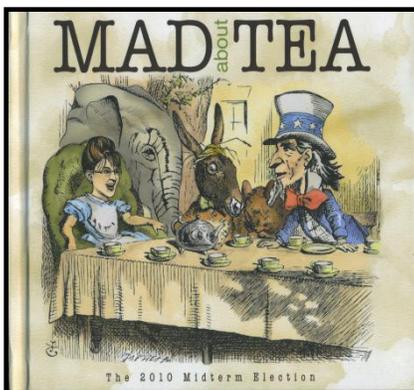
We had many notable guest speakers working with our students this year, and special events for students in and out of classes. Professor **John Fountain** led his spring 11 Convergence Newsroom capstone class on reporting field trips to the Breakthrough Urban Ministries and the Lawndale Community Center. Professor Emeritus **John McClelland** brought real-



world news issues to life for his JOUR 319 students who attended a mock briefing as **Edwin Yohnka** of the ACLU in Illinois previewed its pitch to the Illinois General Assembly on two controversial and emotional issues, attended a court session where students heard testimony and closing arguments on a major medical malpractice case, and a briefing by **David Greising** of the Chicago News Cooperative. Professional Writer-in-Residence **Charlie Madigan** (left) led his spring Mayoral Politics class on a field trip visit to Graceland Cemetery in Chicago where many of the 19th century Chicago mayors are interred.

Classes and Curriculum

Associate Professors **Larry Fisher** and **Mickey Brazeal** led the IMC International Marketing class for spring 11 on an excursion to Dijon and Paris, France. Professor Fisher worked with the Roosevelt Office of International Programs and representatives of the Burgundy School of Business ESC Groupe to plan and schedule a full agenda of activities for the 8-day spring break trip. A total of twelve students (pictured right with Fisher and Brazeal) studying Integrated Marketing Communications traveled to France in March. Upon completion of the trip, students met for the remainder of the spring term to develop and write research case study reports on their focus brands.



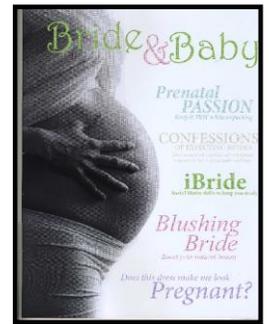
Presidential Writer in Residence **Charles Madigan** created two new special topics courses for Journalism students for fall 10 and spring 11. For fall 10, he created and led the class "Loud Talk in Politics" for 11 graduate and undergraduate Journalism students who followed the 2010 mid-term elections. Madigan used grant funds provided by the McCormick Foundation to create a book compilation of the students' works for this class. The book was created by **Brand Emily Roldan** M.S. Journalism 2009 and the cover of the book (pictured left) is an original design created by **Elizabeth Higgins** M.S. Journalism 2009. For the spring 11 semester, Madigan reframed the "Loud Talk" theme looking at the Chicago mayoral and aldermanic elections. A total of 16 graduate and undergraduate Journalism

students spent the spring semester following local elections and run-offs in Chicago and celebrated with an end-of-term field trip to Graceland Cemetery, final resting place for many of the 19th century mayors of Chicago.

Lee Earle created a new course for us which ran in the fall as part of our freshman-level undergraduate media topics course, JOUR 150 MediaCulture. Earle taught the course in fall 10 with 45 students studying the history of sex in advertising and learning the ethical and regulatory issues associated with marketers using erotic imagery for commercial purposes. This course is designed to be a pre-major course for students who may or may not have considered or decided on a major in one of our communications programs. Faculty each year propose ideas for the topic of the course to be developed for the next year.

Assistant Professor **Jiwon Yoon**, who joined us this year from Temple University where she completed her Ph. D. program just last summer, created and ran a new class for COMM majors studying the history, economics, and structural features of media industries which cater to children as an audience.

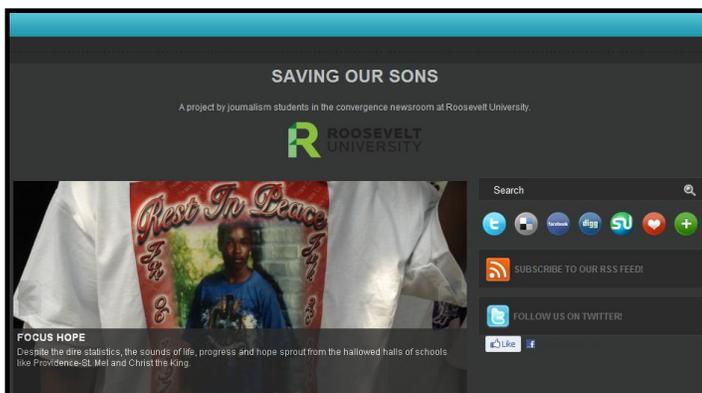
Associate Professor **Anne-Marie Cusac** and Adjunct Professor **David Weissman** teamed up again for the spring 10 term to teach the JOUR 357/457 Magazine Production class. Students in this class produced the magazine (pictured right) *Bride & Baby* a magazine for and about pregnant brides. This was a small but enthusiastic class of six dedicated students including: **Stephanie Corcilus, Deanna Goldstein, Kimberly Moore, Ajay Soni, Caress Thirus, and Andres Villela**. All students contributed content in the form of articles and photographs for this year's 32-page publication.



This year we piloted a new assessment instrument created by **Larry Fisher, Billy Montgomery, and Mary Ellen Schiller**. The three collaborated to create an assessment exam to be administered to JOUR and IMC undergraduate majors pre- and post-curriculum. Questions on the exam were written to measure students' knowledge across the ACEJMC accreditation standards. The exam was administered in the fall and the spring terms to students in JOUR 201 classes (pre-condition) and students in the capstone classes (post-condition). The results of the exam from this pilot year will be used to modify the instrument for future use in tracking and reporting students' developmental progress as they move through each program's curriculum.

We had a record number of 145 students participating this year in our capstone classes, 12 graduate Journalism students, 70 graduate IMC students, 42 undergraduate IMC students, and 21 undergraduate Journalism students. **Jean Latz Griffin** led graduate Journalism students in the fall and spring capstone classes researching and writing about candidate/media message convergence. They monitored the messages local candidates were sending out and the topics the *Chicago Tribune* and *Chicago Sun Times* were writing about. The IMC program graduate capstone classes researched and proposed new marketing communications plans for several area companies. **Dorothy DeCarlo** led teams of students working on plans for ESPN.com in the fall, and another group of students in the spring working on communication plans for NBC Univision. **Laura Bensman** led a second downtown section in the spring developing campaign ideas for Groupon. **Cindy Davis** led a section of students in the fall term developing campaign ideas for Bosch home laundry systems and in the spring working on plans for ShopNBC, the third largest national television shopping network. **Rachel Baron** led a fall

class of undergraduate IMC students developing plans for Pace, regional transportation services and a spring class developing plans to introduce a new drug awareness campaign for Evanston Township High School. **Billy Montgomery** and **John Fountain** ran the undergraduate Journalism capstone classes in fall and spring respectively. Fountain's group of 11 students researched and reported on the Chicago-area "Saving our Sons" Project. Their works are showcased at the multimedia website www.soschicity.com (screen shot pictured left).



Students and Alumni

Eight undergraduate students were inducted into the Department of Communication Kappa Chi chapter of Lambda Pi Eta, the national communications honor society: **Amir Bhimji, Rosie Hatzilabrou, Natalie Hughes, Kristin Kinnaman, Emily Kuusisto, Stefan Richter, Kristine San Mateo, and Erin A. White.**

Four Department of Communication undergraduate students were inducted into the University's Franklin Honor Society in 2011: **Sandi Brown, Nicole Hunter, Laura Piercy, and Shannon McFarland.**

Three undergraduate students were awarded departmental honors this year for straight-A performance in all Roosevelt classes taken in the major. These students were **Nicole Hunter, Shannon McFarland and Taina Molina.**

Graduate IMC students receiving the Al Golin Scholarships in Communications for 2010-11 were **Thomas Hunter Koerner**, who earned his undergraduate degree from Ohio University, and **Jalissa Amber Meredith**, whose undergraduate degree is from Grambling State University. The Curtis D. MacDougall Scholarship was awarded this year to Journalism undergraduate student, **Benjamin Scott.**

Three graduate IMC students provided articles which were reviewed and selected for publication in the 2011 *IMC Review*, the department's journal of integrated marketing communications. The students and their articles are **Cesar Cazares**, "Ethics and Society: Advertisers Spying on Internet Users Via On-line Tracking Devices"; **Lauren Hendrickson**, "Euro Disney: The Walt Disney Company's Manifest Destiny and Marketing Misfortune"; and **Enrico V. Perkins Jr.**, "The Ethics of Social Media: Fake Blogs and Ghost Blogging."

Written work from students will also be published in the 2011 edition of *Perspectives*. Articles for this publication were reviewed by the same editorial panel members evaluating work for the *IMC Review*. Five graduate and undergraduate students will have articles published in the third edition of *Perspectives*: **Lucile Galpin, Lauren Hendrickson, Eugenia Jefferson, Danielle Parker, and Deborah Williams.**

Three staffers for the *Torch*, the Roosevelt student newspaper, received awards at the 2011 convention of the Illinois College Press Association: Photo Editor **Alex Hernandez** won second place for News Photo, third place for Photo Essay, and honorable mention for the Sports Photo category; **Jonathan Samples** received an honorable mention for front page layout design, and staff reporter **Gregory Hess** won an honorable mention for Sports News story. The staff also won an honorable mention for Headline Writing.

We had more than eighty students registered this year for Internship experiences across the IMC and Journalism undergraduate and graduate programs. Some of the highlights for the year included **Erin Andrews** (MS IMC) at Planned Parenthood, **Taylor Borek** (BA IMC) at Adler Planetarium, **Kris Cortez** (BA IMC) at MTV Network, **Brittany Lowe** (BA JOUR) at WVON Radio, **Enrico Perkins** (MS IMC) U.S. Forest Service, **Tyeshia Pinckney** (MS JOUR) at WGCI Radio, and **Esther Williams** (MS JOUR) at WBBM CBS Radio.

We have three graduate assistant positions in the department of communication. For the 2010-11 year these three positions were shared among a talented group of seven graduate IMC and Journalism students including: **Rachael Britnell, Briana Burns, Samantha Pass, Priya Ponnuswamy, Rebecca Rousell, Ricardo Torres, and David Troy.**

Our alumni also have kept in touch.

From the Journalism programs: **Jennifer Short**, M. S. Journalism 2011 is a writer for *The Real Chicago Magazine*. **Kyle Garmes**, M.S. Journalism 2010 is a sports reporter for *The Daily Journal* in Chicago. **Megan Green** M.S. Journalism 2010 is an editorial recruiter for Groupon in Chicago. **Alex Hernandez**, B.A. Journalism 2009 is editor of *Aldentro de Pilsen*.

Zachary Kremian, B.A. Journalism 2010 was named a finalist from among 3,500 entries in the nationwide Photographer's Forum competition. **Megan Lee Craig** B.A. Journalism 2007 is a metro reporter at the Chicago *Tribune*.

From the IMC programs: **Dana Huestis**, M. S. IMC 2009, is working as Marketing Manager at RBC Royal Bank in Toronto, Canada. **Brian Litke** M.S. IMC 2010 is Account Representative at Groupon in Chicago. **Katie Jozwik**, B.A. IMC 2010, is Cause Marketing Specialist at Feeding America in Chicago. **Stacie Manes**, B.A. IMC 2010, is Research Analyst and Media Planner with Trungale, Egan and Assoc. in Denver, CO. **Nicole Hunter**, B.A. IMC 2011 has accepted a position as junior account executive at Gibbs & Soell in Hoffman Estates.

Kaiser-Innes winner of the 2011 MVP award

One of our relatively new part-time teachers, **Laura Kaiser-Innes**, was named the winner of the 2011 Department of Communication Tim Ryan Award for Part-time Instructors.



Kaiser-Innes teaches the required and challenging IMC Writing course for undergraduate IMC majors. In nominating Kaiser-Innes for this award, students spoke highly of her passion and enthusiasm for, and knowledge of the industry. Students commented on her "keen ability to motivate and inspire her students," and one student summed it up well, "She's an awesome professor that should be rewarded for her tremendous efforts!"

Many other faculty members were nominated this year including **Shonda Dudlicek, Dorothy (Dee) DeCarlo, Tyra Robertson, Tom Marnell, Jon Ziomek, Joe Tucci, Tyra Robertson, Kevin Hauswirth, Jim Prendergast, John Ross, Karen Cullotta and Jennifer Mach** .

Candidates for the MVP Award are nominated by students in department of communication classes. The MVP Award is named the Tim Ryan Award for Part-time Instructors in honor of Tim Ryan, an MSIMC Alum, IMC instructor, and previous MVP award winner.

Faculty News and Scholarly Accomplishments

Associate Professor **Mickey Brazeal**, continuing with his research into business applications of radio frequency identification devices, wrote a chapter "RFID in Research: Nineteen things you can do with RFID that you couldn't do before" for the book Leading Edge Marketing Research (Sage, October 2011). Professor Brazeal also spent some time this year consulting on program development with other academic institutions including the University of Mississippi Meek School of Journalism and New Media and the Kosovo Institute of Journalism and Communication.



Associate Professor **Anne-Marie Cusac** wrote a chapter "Watching Torture in Prime Time" for the textbook Acting Out in Culture (Bedford St. Martins, winter 2011). Her book, Cruel and Unusual: the Culture of Punishment in America (Yale University Press) was republished in paperback and there were several scholarly reviews of the book published in journals through the year. Professor Cusac published several book reviews in *The Progressive* including a review of Jon Krakauer's When Men Win Glory and Sebastian Junger's War. Professor Cusac also made several guest appearances this on Wisconsin Public Radio.

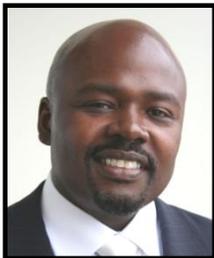
Associate Professor **Lee Earle** had his article "Truth, Art and Advertising: Considering the Creative Perspective of the Poet, the Painter, and The Advertising Practitioner" accepted for summer 2011 publication in the *Scientific International Journal of Advertising, Public Relations and Marketing*.

Professor **Michael Ensdorf** curated two major photography exhibitions for the university's Gage Gallery this year, "The Working-Class Eye of Milton Rogovin," and "San Francisco in the 1970's." He also brought to the Gage Gallery the SocialDocumentary.net-produced exhibition "Crisis and Opportunity: Documenting the Global Recession." Professor Ensdorf also presented the exhibit "The Promise of Public Housing: Photographs and the History of the Chicago Housing Authority" which was on display at the Chicago Tourism Center during the winter of 2011. In support of these exhibitions, Ensdorf was active in the Chicago and national media with appearances on WTTW "Chicago Tonight" and stories in the Chicago *Sun Times*, *The Nation*, *Time Out Chicago*, and *The New York Times*, among others.



Associate Professor **Peter Fallon** was presented the Lewis Mumford award for outstanding scholarship in the ecology of technics for his work on his book *The Metaphysics of Media* (University of Scranton Press, 2009); he was chosen for this award from among 200 competitive entries. Professor Fallon presented his work at several regional and international conferences including "Ernest Reginald McClintock Dix 1857-1936: The Last 'Man of Letters'" presented in June 2010 at the Media Ecology Association annual conference, and "Jacques Ellul and the Technological Bridge to Nowhere" and "Aural/Oral and Visual Domains in Rhetorical Interaction: Building Bridges" presented in November 2010 at the annual conference of the National Communication Association. Professor Fallon continued his service as editor of the journal of the Media Ecology Association, *Explorations in Media Ecology* and, Fallon continues his work on his blog **IN THE DARK: Ignorance in an "Age of Information."**

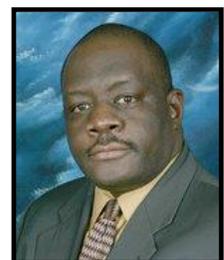
Associate Professor **Larry Fisher** published his article "Tapping into the Wisdom of Crowds" in the March 2011 issue of *Alert!* the professional magazine of the Marketing Research Association. Fisher continued his work on the external advisory board for the AC Nielsen Center for Marketing Research at the University of Wisconsin and was elected Chair of the Roosevelt University Graduate Council. Professor Fisher this year won a faculty research leave which he will take in Fall 2011 to continue work on his research "Exploring the Boundaries Between Academic and Applied Ethnography."



Professor **John W. Fountain** won one of the highest Journalism honors in Chicago this year, The Peter Lisagor award for column-writing for his weekly column in Chicago *Sun-Times*. Professor Fountain published his newest book *Dear Dad: Reflections on Fatherhood* (WestSide Press, January 2011) and made many media appearances during the year including television: WTTW "Chicago Tonight" and NBC Chicago "The Talk" with Marion Brooks, radio: Chicago Public Radio "Eight Forty Eight" and WGN News Radio, and multiple local and national print media. Professor Fountain won a Faculty research Leave for next year which he will take in Fall 2011 working on his newest project titled, "Exodus of the Faithful," examining the loss of millions of members in American congregational Christian churches and the growth of those Christians in America steadily leaving them and seeking to live out their faith.

Presidential Writer in Residence **Charles Madigan** wrote the lead article for the *Christian Science Monitor* on Chicago's Mayors, published the day Rahm Emanuel was sworn in as Chicago's newest mayor. He also published a letter offering advice for the new executives at the Chicago *Tribune*, "Welcome to the Chicago Tribune," in the *Columbia Journalism Review*. He also collaborated this year as writer on business book projects and continued as a bi-monthly op-ed columnist writing on politics for the Chicago *Tribune*. Madigan also made appearances this year as a guest discussing politics on the Sunday night television show "Beyond the Beltway."

Instructor in Journalism **Billy Montgomery** continued his work this year as the faculty advisor to the Roosevelt *Torch* student-run newspaper and he served this year as a teacher and mentor to high school journalism students through his work with Harlan High School.





Associate Professor **Mary Ellen Schiller** published the journal article “Americans Now: The Re-Shaping of Culture and Identity” in the *International Journal of the Humanities* in Autumn 2010. She presented “The U.S. Role in Global Security: Identifying the Challenges; Clarifying the Possibilities” at the International Conference on Global Issues at the University of Lodz Poland in May 2010.

This year we welcomed **Jiwon Yoon** as our newest full-time faculty member. Yoon joins us as an Assistant Professor in the Communications program. She earned her Ph.D. in Mass Media and Communication from Temple University in summer 2010. During the summer of 2010, as she was defending her dissertation and preparing to join us at Roosevelt, Yoon’s article “Media Literacy for North Korean Refugees: New Understanding and Approaches” was published by the Korea Communications Agency in the *Journal of Media Education* (Autumn 2010). Since joining Roosevelt, she has had two articles accepted for publication in summer and fall 2011, and she will be presenting papers at two conferences in summer 2011.

