CONVERSATIONS

A publication for College of Communication alumni

Spring 2016

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The “La Hora Picante” radio show team adds a little spice to your Saturday mornings. Read more on page 4.
CONTEMPORARY COMMUNICATION

BY DEAN SALMA GHANEM

Throughout time, technology has revolutionized the way we communicate, from the development of the written word to the invention of the Gutenberg printing press to the digital age today. Social media has become the primary method of staying in touch and sharing information. Emojis and memes symbolize our thoughts and emotions. Apps allow us to tell a story, play games, read the news, stay fit, shop and transmit images around the world. Regardless of the platform, the fundamentals remain the same. In the College of Communication, we ensure that these fundamentals—the understanding of human and intercultural communication, critical thinking, analytical acumen, and oral, written, and presentation skills—are the foundation on which students build their knowledge in their chosen majors. These fundamentals are then applied to the latest technologies and are shaped by ethical considerations. With a diverse set of course offerings and faculty whose research spans every aspect of the discipline, students are inspired to achieve, create, and apply the knowledge and skills with our corporate and community partners, expanding learning beyond the classroom. This well-rounded education allows our students to graduate with the confidence that they are prepared for the next chapter of their lives. Our statistics show that our student employment rate upon graduation is 9 percent above the national average. Congratulations to the class of 2016. 🎉

Whether you have graduated and are in the Chicagoland area, or you’re out exploring the world, please make sure to connect with us and share the innovative things you’re doing. Feel free to contact me at communication@depaul.edu.
Sophomores Cesar Camacho and Alondra Valle and juniors Giovanni Hernandez and Samantha Rivera hold nothing back while speaking on the issues and news relevant to their audience of “billennials,” Univision’s term for bilingual millennials. Through a mixture of Spanish and English, or “Spanglish,” the co-hosts have tackled such varied topics as the upcoming presidential election, interracial dating, religion, selfies and everything in between. “They learn more every week and keep getting better,” says Teri Arvesu, liaison for “La Hora Picante” and news director for Univision Chicago WQBO-TV and WXTF-TV. “Our relationship with these students goes beyond just the show. We’ve adopted them as part of the Univision family.”

You can catch “La Hora Picante” on Saturdays at 8 a.m. on WRTO-AM 1200.

“La Hora Picante,” which translates to “The Spicy Hour,” is the College of Communication’s new radio show, presented in partnership with Univision America.
Getting Emoji-ational

Associate Professor Paul Booth connects communication past and present

When Oxford Dictionaries announced their 2015 word of the year, jaws dropped. The word had no letters, no figures, no sound at all. It was just this emoji: 😂

Paul Booth, associate professor of media and cinema studies, was perhaps one of few people whose jaw didn’t slacken. Booth studies the intersection of technology, media and popular culture. In his class Communication, Technology and Society, he discusses how innovations of the past continue to affect the present.

“There is always some need that technology answers,” Booth says. “Emojis, for example, are code for words or messages, similar to what the telegraph and Morse code was. All technology answers old needs in new ways.”

Although his students have grown up with a variety of technology and social media, Booth puts these tools in a professional context. Students complete a project during each class using the relevant technology for that day. In the past, they have created humorous combinations of text and images, called memes, from Booth’s self-proclaimed awkward childhood photos. They’ve taken selfies and then pasted funny captions onto them, or created humorous combinations of text and images, called memes, from Booth’s self-proclaimed awkward childhood photos.

Senior media and cinema studies student Catie Koraleski says her favorite project was taking personality or values. “I love the activities Professor Booth has us do,” Koraleski says. “Using the technology before the lecture immediately provides context and helps us better understand how it’s applicable in everyday life.”

The course is constantly evolving to keep up with new technology, but Booth says he rarely cuts out anything. He’s more likely to keep the old and make room for the new. “Comparing how the printing press was used for propaganda back in the 16th century to the way that Twitter is being used for political propaganda today, it can be a very powerful connection for students.”

Joe Cappo (LAS ’57) is the renaissance man of communications. From working as a reporter at multiple Chicago newspapers to his role as publisher of Crain’s Chicago Business and the global publication Advertising Age, Cappo has truly done a little bit of everything. “I’ve been fortunate to have fulfilling opportunities at many wonderful publications,” he says.

Cappo’s career started after he was released from the army. He and his fellow veterans went straight to the unemployment office, where they received career counseling. As a former sports editor for The DePaulia and having worked at a printing press, he was well-suited for the world of journalism. His first role as a general assignment reporter catapulted him into his next role on the crime beat. Other assignments followed until his friend Rance Crain asked him to help start a new Chicago business publication. “It was very exciting,” he says. “In creating Crain’s Chicago Business, we determined what was covered, how we covered it and how it was presented. I think those original principles still influence the publication today.”

Throughout his career, Cappo remained connected to his alma mater and established the Joe and Mary Anne Cappo Endowed Scholarship for those who, like Cappo, are first-generation college students.

“I got a scholarship that allowed me to finish college,” he says. “It feels good to give back. I’m glad I can help.”

Joe Cappo (LAS ’57)

A HELPFUL HAND IN EVERY WAY
DONOR JOE CAPPO SETS THE BAR PROFESSIONALLY AND PERSONALLY

When you click on an ad that pops up before a YouTube video, chances are you can thank Mandy Krueger (CMN ’11) or one of her co-workers for getting the product you needed in front of the right video. Krueger, director of client services for Strike, the largest YouTube advertising platform in the world, didn’t know right away that she wanted to be in digital ad sales and buying. When she figured it out, she went after what she wanted.

“Some of my friends were working in ad buying and sales, and when I realized how creative they could be in their work, I started applying for jobs right away,” she says.

Krueger started at Spark, a partner of SMG, as a media associate, working on their account with Avis Rent a Car System LLC. Although she enjoyed the work, she soon realized her passion lay in digital advertising, and she was transferred to another team at Spark, where she became a media supervisor. Krueger thrived in digital media, and the company took notice. She collaborated on a large account with a team at Strike, a partner of SMG, and they asked her to join them as director of client services, a mere three years after she entered the field. In her first six months on the job, she worked on accounts with large companies such as Chanel, McDonald’s and Pop-Tarts.

“When I started my career, I wouldn’t have thought I’d end up in the job I have now,” she says. “Having a solid communication background from DePaul helped me look for good opportunities and to see the potential in them. It’s an invaluable skill.”

Advertising First

ALUMNA SETS THE STAGE FOR YOUTUBE VIDEOS

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Many students in the Master of Arts in Health Communication program have taken on internships in which they’ve applied their new knowledge. “The program is fairly new, but these students have found some really wonderful opportunities that will serve them well in the future,” says Graciela Kenig, internship program director for the college. Read on for a few examples of students who are already making a difference for themselves and others.

Sara Steps Up
As content management intern for local health guru Stephanie Mansour’s fitness program, Step It Up with Steph, Sara Ghantous helped create a variety of marketing materials, including the “Step It Up with Steph 7-Day Recipe Book,” intended for people with low health literacy. Where Mansour originally listed the recipes without ingredient measurements, Ghantous pointed out the need for exactness, understanding the portion control issues in the U.S. “The health communication program opened my eyes to the many levels of health literacy in this country,” she says. “I used that in this internship to potentially help so many people.”

Tapping into Good Health
When Nathan Clairmont told classmate Clara Petrisor about his internship at TapGenes, a health startup that helps users discover their family health histories, she immediately wanted to get involved. “I thought it was such an important concept,” Petrisor says. “I wanted to be a part of it.” Petrisor analyzes the company’s social media and has implemented a framework to expand and unify their reach. In his role as business analyst intern, Clairmont reaches out to and informs potential users and stakeholders about how TapGenes is applicable to their work and lives. “In health care, information is power,” he says. “TapGenes’ goal is to give you some of the most important information—your family history. If we can help communicate that mission, that’s a very valuable experience.”

The Backpack Treatment
Mia Pruefer has dysautonomia diagnosis—an umbrella term for disorders that negatively affect the body’s automatic functions—that she received several scholarships, including the Kat McCullough Endowed Scholarship, she felt a mixture of emotions: gratitude, happiness and relief. “I focus so hard on my academics, and I’m succeeding in school,” Russmann says. “But as I approached my senior year, the worry of debt was weighing more and more heavily. When I found out I would receive scholarships, it changed my life pretty drastically. I could breathe again.”

Russmann, who has double majors in public relations and advertising and Spanish, began her education at a small school in Arkansas but quickly realized the communication program there wasn’t what she had hoped for. Born and raised in the Chicago suburbs, Russmann wanted to return to her urban roots and attend a top public relations program. “When I started researching, the College of Communication came up over and over again,” she says. “Plus, I had friends in the program who couldn’t say enough good things about it. I was worried about the tuition cost, but I decided to invest in myself and my career. My future is worth it.”

Betting on herself has paid off. Russmann was offered a full-time position at Rise Interactive, a digital marketing agency in the Chicago Loop where she interned last fall. Her responsibilities will include writing blog content and website copy for large companies, such as Ulta Beauty, Sports Authority and ConAgra Foods Inc. “If I hadn’t come back to Chicago, to the College of Communication, none of this would have happened.”

“I used that in this internship to potentially help so many people.”

“TapGenes is applicable to their work and lives. I was shocked by how little people knew about their own diagnosis. Some patients sought me out after to tell me what a difference it made for them.”

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**Associate Professor Dustin Goltz**

co-edited “Queer Praxis: Questions for LGBTQ Worldmaking,” which explores queer theory and critical theory through a discussion among 29 contributors who also share their own experiences.

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**Blair Davis**

Blair Davis, assistant professor in media and cinema studies, co-edited the anthology “Rashomon Effects: Kurosawa, Rashomon and Their Legacies.” The book explores the effect that director Akira Kurosawa and his film “Rashomon” have had on culture and cinema since its 1950 release. Additionally, Davis published his essay “Bare Chests, Silver Tiaras and Removable Afros: The Visual Design of Black Comic Book Superheroes” in the book “The Blacker the Ink: Constructions of Black Identity in Comics and Sequential Art.” The essay explores the evolution and message of black comic book superheroes’ costumes throughout the years.

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**Jay Baglia**

Jay Baglia is co-editor of the book “Communicating Pregnancy Loss: Narrative as Method for Change,” which was selected for a 2015 outstanding book award from the Organization for the Study of Communication, Language & Gender.

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**Ron Culp**

Ron Culp, PRAD professional in residence, was presented with the Public Relations Society of America (PRSA) Gold Anvil Award at the 2015 PRSA International Conference in Atlanta. The Gold Anvil is the organization’s most prestigious individual honor and is considered to be a lifetime achievement award.

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**Ken Krimstein**

Ken Krimstein, public relations and advertising (PRAD) lecturer and cartoonist for The New Yorker, spoke at the Chicago International Film Festival at a screening of the documentary “Very Semi-Serious,” which takes a look at the art of creating cartoons for the magazine.

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**Dustin Goltz**

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Alumni Weekend 2016

October 14-16