The College of Communication recently celebrated its 10th anniversary. Read more about its evolution on pages 2–3.
Our 10th anniversary as a stand-alone college has been a time of retrospection. As we have grown through the years, alumni have always been integral to the process. Your engagement and willingness to partner with us to ensure student success inspires us every day to continue to provide the education and experiences that transform students into skilled, constructive and engaged citizens. In that spirit, I would like to share a few recent developments that help pave the way for the next 10 years and beyond.

- We established the Communication Decade of Excellence Scholarship last year to celebrate the legacy of our alumni and commemorate the college’s 10th anniversary. Marty Wilke (CMN ’86, DHL ’17), inspired by a commitment to student success, became the founding donor of this fund. More information about the scholarship can be found on the back page of this newsletter.
- A new BA in communication and technology launched this winter to address the many ways technology shapes our approach to human communication. The curriculum builds on a theoretical foundation and ethical considerations, while developing a core of practical, transferable skills. To learn more about the degree program, please see page 4.
- In the spring, Radio DePaul Sports, The DePaulia and 14 East Magazine will join Good Day DePaul with new homes in the DePaul Center on the Loop Campus. This location, in the heart of Chicago’s thriving media market, is sure to inspire student media to new heights.
- To close the year and inspire the next, we celebrated 10 recipients of the inaugural College of Communication Alumni and Friends Awards at our reception in March. We will bring you their stories in a future issue of the newsletter.

CELEBRATING 10 YEARS AND BEYOND WITH DEAN SALMA GHANEM

NOW IT IS TIME TO SHIFT OUR FOCUS TO SETTING THE STAGE FOR THE NEXT DECADE AND BEYOND. YOU INSPIRE THAT FOCUS, AND WE LOOK FORWARD TO GROWING WITH YOU IN THE FUTURE.
New Degree | CONVERSATIONS

NEW DEGREE LAUNCHES IN THE COLLEGE OF COMMUNICATION

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They don’t necessarily have the curriculum background to think through questions of tech and society, data analytics, how people maintain relationships through social media or the specific ways that communication technology works,” says Assistant Professor Bree McEwan. Students now have an opportunity to gain that background with the newly launched communication and technology undergraduate degree program.

The new BA major became available for students to declare this winter. “It will take the newly launched communication and technology program to an entirely new level,” says McEwan. “Students now have an experience in that area,” says McEwan.

GOING FOR GOLD

Ever wonder how a film wins awards? Take a close look at an alumnus’s career in the entertainment industry and his role on the award-winning film “Call Me By Your Name.”

Ziggy Kozlowski (CMN ’79) has always been a movie buff. One of the Chicago native’s best experiences at DePaul was writing film reviews for The DePaulia. By meeting film publicity at live movie screenings, he was able to secure his first public relations (PR) job in the entertainment industry. Years later, Kozlowski is now a partner at Block-Korenstom, a Los Angeles-based PR firm that handles publicity and award campaigns for independently produced American films, documentaries and foreign-language films.

In Good Company

Since becoming a partner at Block-Korenstom more than two decades ago, Kozlowski has managed campaigns for several films that went on to win awards, including “The English Patient,” “Crouching Tiger, Hidden Dragon,” “Catch,” “Still Alice” and “Whiplash.” When he runs campaigns to earn films Golden Globes or Academy Awards, Kozlowski ensures voters and critics watch the film and then assesses their responses.

“I remember when I was working on ‘Crouching Tiger, Hidden Dragon,’ somebody asked me what I was hearing from the Academy voters. I said, ‘I don’t have to ask them. They’re telling me.’ I would host these screenings and they would break into applause during the fight scenes,” says Kozlowski. “A lot of times people just let you know that way or they’ll come out of screenings and say, ‘Oh, my God. This is great.’”

Love It or Hate It

A large part of a film’s success is up to public response. Kozlowski recalls one summer when he screened Universal Studios’ “E.T.” and the remake of “The Thing.” A representative from Universal asked him what he thought of the films, and he told the representative that while he thought “The Thing” was going to be successful, he was not so sure about “E.T.”

“Don’t get me wrong. I loved ‘E.T.’ It’s one of my favorite films. But I remember saying to the guy that ‘E.T.’ was like ‘Lassie Come Home’ but with a thing from outer space instead of a dog. Who the hell was going to go see this thing? It goes to show that you can be right about ‘Crouching Tiger, Hidden Dragon’ and wrong about ‘E.T.’”

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Last year was a big one for Kozlowski and his firm. They managed the publicity and award campaigns for many critically acclaimed domestic and foreign films, including “Film Stars Don’t Die in Liverpool,” “Manhole,” “The Leisure Seeker,” “A Happy End,” “Israel’s ‘Footnote,’” “Chile’s ‘A Fantastic Woman’” and Russia’s “Loveless.” But according to Kozlowski, their breakout film was Luca Guadagnino’s “Call Me By Your Name.”

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Adapted from the novel by André Aciman, the coming-of-age drama is about a teenage boy falling in love with an older man while vacationing in Italy with his family. “The film is this lush, romantic, first-love story. It’s very moving,” says Kozlowski. “I think it’s probably Guadagnino’s best film. I think they’re saying something, because his other ones are no slouches, trust me.”

Big Break

With the rising popularity of streaming services like Amazon, Hulu and Netflix, Kozlowski says that there are more possibilities for people to break into the industry. “Decide whether you want it, and try to go for it—not just publicity, but for any endeavor in entertainment,” he says. “I remember reading a quote from an actor, this really good-looking guy, and he said, ‘you know the difference between me and that guy bringing our food?’ And the interviewer said, ‘What?’ He said, ‘Nothing. You just have to realize that there’s talent available everywhere and a large factor of it is just pure dumb luck.’”

MOVIE MARATHON

Check out some of Ziggy Kozlowski’s favorite films and watch one if you read this article right:

1. “Cabaret” (1972) “One of my favorite jobs was being the publicity director for this film during the release back in ’72. It’s my all-time favorite film.”
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Hollywood PR | CONVERSATIONS

COMUNICATION AND TECHNOLOGY

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Fake News

Hopke and her students discussed an infamous incident at O’Hare information from social platforms. “In one of her classes last year, week talking about how you verify information and how you source correctly. The pressure media outlets face to publish breaking news. Fortunately, rapid pace of information spread on social media, as well as the responsible for the propagation of misinformation, including the misinformation or a misrepresentation of facts.” Many factors are ‘fake news’ [during the 2016 election] wasn’t as much outright a Harvard/MIT study, she says, “One of the things they found is understand how misinformation propagates and spreads through social networks.”

According to Hopke, ‘fake news” is not always entirely false. Citing a Harvard/MIT study, she says, “One of the things they found is ‘fake news’ [during the 2016 election] wasn’t as much outright fake information or completely false information, but rather, misinformation or a misrepresentation of facts.” Many factors are responsible for the propagation of misinformation, including the rapid pace of information spread on social media, as well as the pressure media outlets face to publish breaking news. Fortunately, there are measures media professionals can take to report facts correctly.

“One of the things I emphasize, particularly to my introduction to Journalism students, is verification of information. We spend a week talking about how you verify information and how you source information from social platforms.” In one of her classes last year, Hopke and her students discussed an infamous incident at O’Hare Airport of a passenger being dragged off of a United Airlines flight. Passengers on the flight filmed and shared the incident on social media, where it was quickly picked up by numerous news outlets, eventually becoming an international story. “If you’re a journalist and you see that kind of content, how do you go about the process of verifying that content? What do I do with my students is talk about how we use social platforms and social media as tools in our reporting, but maintain our journalistic skepticism, consider alternative explanations and verify that content before we share or spread what could potentially be misinformation,” explains Hopke.

“Fake news” is discussed outside of the journalism program, in courses taught throughout the college. In communication studies, for example, “fake news” can be analyzed in the context of deceptive communication. “Deceptive communication is communicating in a way that intentionally tries to create a false belief in the minds of others,” says Associate Professor Tim Cole. “It’s designed to mislead, to get people to believe things that you don’t believe are true.” Cole says that journalism and science have methodologies that help lessen personal biases. “The problem, though, is social media. Anyone can create content, anyone can share content, and the systems of checks and balances we have in place are no longer there,” says Cole. “We’re in this sort of post-truth world where our biases are overwhelming our ability to share and disseminate accurate information.” Cole suggests that the best way to prevent the spreading of misinformation is to acknowledge biases, reduce them and think before spreading information that might not be true. “My hope is that when our students graduate and embark on their careers, or continue their careers, they’ll be equipped with conceptual, analytical and critical-thinking skills, as well as a strong sense of the social obligation of journalism,” says Hopke.

By the end of 2015, millions of Syrians had fled their home country as a result of the civil war that erupted there in 2011. Desperate refugees fled to neighborin countries and throughout Europe, resulting in one of the largest humanitarian crises since the end of World War II. Chicago native Liz Paturzo (CMN ’07, LAS ’MA 12) was living in Barcelona, Spain, where she was involved in a PhD research project that focused on social media’s impact on the Catalan independence movement. After Paturzo’s good friend reported on the refugee crisis and recounted her devastating stories from the field, Paturzo felt compelled to get involved. Originally, I just wanted to help and volunteer in Greece for a short term. But once I got there, I really thought, ‘I’m not going back. I’m staying longer,’ and I ended up staying for almost a year,” recalls Paturzo. “I was a PhD student in Greece in February 2016, Paturzo volunteered on the island of Lesbos at a transit camp called Moria, a site set up for refugees arriving from Turkey. When the European Union-Turkey agreement on refugees was signed in March 2016, several organizations, including the United Nations High Commissioner for Refugees, the Danish Refugee Council and the Red Cross, immediately had to transport refugees to Greece’s mainland to prevent their deportation back to Turkey. “We had a mass population of refugees sitting in Greece at the border of Macedonia hoping that the border would open,” explains Paturzo. “There was no aid and a lot of health risks involved.”

Ultimately, UNICEF and other humanitarian aid organizations established Ritsona, a camp for Syrian and Kurdish refugees. Paturzo was part of a collaborative group that faced rising problems in Ritsona. “In times of emergency, there’s not a specific role in which you do a specific job. You have a million problems in front of you, and someone needs to do it, it needs to get done,” she says.

After strenuous weeks in Ritsona, Paturzo decided to take a break. “I think it’s very important for aid workers to take a break. You’re surrounded by people who are depressed and sorrowful,” explains Paturzo. “They’re dealing with extreme issues like suicide, kidnappings and child abuse.”

Paturzo adds, “These are people who are escaping terrorists. They are families with three to four children who have lived comfortable, nice lifestyles who are now living in tents, sleeping on the floor with blankets, no beds or pillows. It’s kind of like a middle-class family in America who have had everything taken from them, and now they live in a camp. These people have lost so much dignity.”

When she returned to Ritsona, Paturzo assisted with projects such as building a school for children, managing the logistics of the camp, and creating child- and women-friendly spaces. Despite all the devastation, Paturzo found hope and beauty through human interactions. “In the camp, religion or gender or race didn’t matter—we were all human beings helping one another. No one judged each other by those categories. It was literally like, ‘Do you need help? I’m here to help you,’ and vice versa,” says Paturzo.

Since returning to Chicago in November 2016, Paturzo has been heavily involved with UNICEF USA, which fundraises for emergency aid projects abroad. She volunteered for its annual gala, as well as Kid Power, a program that empowers public school students to get active and healthy. In July 2017, she was hired by UNICEF USA as a program manager, a position that will allow her to remain directly connected to the organization’s humanitarian efforts.

A HELPING HAND
ALUMNA DETAILS HER EXPERIENCE WORKING IN A SYRIAN REFUGEE CAMP
Ron Culp Inducted into Page Society Hall of Fame

Last September, Ron Culp, public relations and advertising (PRAD) professional in residence and graduate professional program director, was inducted into the Arthur W. Page Society Hall of Fame for his outstanding professional achievements. He is the only Page Society member in the history of the organization who has received the Page Distinguished Service Award and been inducted into the hall of fame.

During his 35-year career, Culp held a multitude of senior communication positions for companies such as Sears, Sara Lee, Pitney Bowes and Eli Lilly. He opened and led the Chicago office of Sard Verbinnen and later became the senior vice president and director of Ketchum's North American corporate practice, as well as the managing director of the agency's Midwest operations. In 2011, he joined the college as a faculty member and director.

“Ron’s commitment to his students, the PRAD program and a growing list of alumni and countless professionals he has mentored over the years is unmatched,” says Associate Professor Matt Ragas. “The PRAD program’s rising national—and even international—reputation in recent years owes much to Ron’s tireless commitment to strengthening our curriculum, programs and professional engagement.”

Stay up to date on recent student media awards and achievements by visiting go.depaul.edu/studentawards.

Time Lords & Tribbles, Winchesters & Muggles: The DePaul Pop Culture Conference: A Five-Year Retrospective

Edited by Paul Booth and Isabella Menichello

Last spring, to commemorate the college’s annual Pop Culture Conference, conference curator and Associate Professor Paul Booth and student Isabella Menichello released “Time Lords & Tribbles, Winchesters & Muggles.” The self-published book is a collection of essays from the first five years of the conference. “It includes essays that have been presented at the previous conferences. Unless you have a Time-Turner, this is the only way to see some of the amazing work that our presenters have done! It also includes new, specifically commissioned essays by our keynote speakers,” says Booth. Conferences have focused on “Doctor Who,” the work of Lois Weisdon, “Supernatural,” “Star Trek” and “Harry Potter.”

Proceeds from the book go to Global Girl Media, an organization dedicated to empowering young women from underserved communities through media, leadership and training in journalism. To purchase the book, please visit bit.ly/DPUPopCulture.

Comic Performativities: Identity, Internet Outrage, and the Aesthetics of Communication

By Dustin Goltz

In “Comic Performativities” (Routledge), Associate Professor Dustin Goltz looks at controversies involving performers such as Seth MacFarlane, Amy Schumer and Sarah Silverman and the resulting backlash they received on social media. He examines the patterns of criticism and public debate in the relationship between humor, identity and offense, while also analyzing contemporary comedy. “The book coaches the reader to cultivate a self-reflexive and multichannelled approach to engaging the art of stand-up comedy,” says Goltz. “The text calls upon readers to wrestle with the complexities of physical bodies, various audiences, media, irony and their own interpretive processes when they experience the deceptively simple-seeming reactions of laughter or offense.”

The Rhetoric of Mao Zedong: Transforming China and Its People

By Xing (Lucy) Lu

In “The Rhetoric of Mao Zedong” (University of South Carolina Press), Professor Xing (Lucy) Lu examines 60 years of the Chinese ruler’s speeches and writings to analyze how Mao’s rhetoric radically persuaded and mobilized millions of Chinese people, and ultimately reshaped and transformed the country. “I’d like readers to be aware of and reflect on the power of rhetoric that can benefit or destroy individuals and societies. Political rhetoric can be transformative or damaging to cultures and societies. It is particularly dangerous when the head of a nation propagates a rhetoric of hatred, division and dualistic thinking; it is often the common people who pay a heavy price for such rhetoric,” says Lu.
On Sept. 22, 2017, A. Gabriel Esteban, PhD, DePaul’s new president, joined college faculty and staff for a reception welcoming him to the university. Dr. Esteban most recently served as president of Seton Hall University in South Orange, N.J., before becoming DePaul’s first lay president on July 1, 2017.

Last year, the Office of Global Engagement and the college launched the Latino Media and Communication Speaker Series. In October, they held the inaugural event of the series, “Engaging the Latinx Community,” with Sandy Chapa, associate director for the Center for Hispanic Marketing Communications at Florida State University. Chapa, who has taught marketing courses in the U.S., Mexico and Chile for more than a decade, provided insights from her research and experience on the most effective ways to communicate with the growing Latinx community in the U.S.

In October, the college hosted the GLAAD Media Institute to welcome him to the university. Dr. Esteban most recently served as president of Seton Hall University in South Orange, N.J., before becoming DePaul’s first lay president on July 1, 2017.

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The Decade of Excellence Scholarship

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Visit bit.ly/10excellence to learn how to support the scholarship.