

**I** ILLINOIS

College of Media

# ADVANCING EXCELLENCE





## Message from the Dean

As we enter the season of gratitude, I'd like to thank all of our alumni for their support of and advocacy for the College of Media and to highlight a new initiative: the Media Innovation Fund. Due to the generosity of our Media alumni and friends, we are very close to meeting our goal for campus's "With Illinois" campaign that began in 2017 and will continue through 2022. As such, we have raised our



sights and launched a mini-campaign for this new fund. As you know, the College of Media and its departments and programs have long set the standard for excellence and innovation in research and teaching about media and communication. The Media Innovation Fund supports us in continuing this proud legacy, enabling us to nimbly address areas of emerging need by promoting new advances in research and creative endeavor, celebrating and rewarding faculty excellence, offering innovative programs that enhance the student experience, and staying current with technological advancements in our fields.

These kinds of activities are the hallmark of what we do here as one of the very top programs for the study of media at one of the best universities in the world. Such projects and initiatives require resources, and the Media Innovation Fund will enable alumni and other friends to support innovation in the College of Media. Our goal is to raise enough for an endowment that will generate funds on an annual basis to support the exciting work being done here.

As you will see in the stories in this issue of *Advancing Excellence*, this initiative is already bearing fruit, with a group of five eclectic and impressive projects funded for the 2019-2020 academic year. We are grateful to the generous support of our alumni, including a lead gift from Jim Schlueter, who is a member of the college's Alumni Leadership Council.

We invite you to join us as we continue to chart new frontiers.



Tracy Sulkin  
Dean

## Message from Advancement

There's nothing prettier than the University of Illinois campus during autumn, when even nature reflects Illini pride—the leaves turn orange and the sunsets are a brilliant display of orange and blue. We're nearing the end of the fall semester, but there's still the exciting energy of a new school year. Just looking at the Quad as students head to their next class, it's so easy to feel nostalgic and recall amazing professors, organizations, and events that we've all experienced at Illinois.



This is also one of my favorite seasons because it's an opportunity to say thank you to our alumni and donors who have supported the College of Media with their time, talent, and financial investment. In the past couple of months, we have welcomed back alumni to campus. We have connected our freshmen and alumni to discuss career paths in media. And as you'll read in Dean Sulkin's message, and on page 1, we have created an avenue through which alumni and donors can support innovation in the College of Media.

Whether you're an alum of advertising, journalism, media & cinema studies, or the Institute of Communications Research, we hope you'll add to our momentum of raising funds for the most exciting and innovative college on campus!

To give to the Media Innovation Fund or to get more information on ways to support the College of Media, please contact our Office of Advancement at 217-244-5466 or visit our website at [media.illinois.edu/giving](https://media.illinois.edu/giving).

Deanne Johnson



Assistant Dean for Advancement

**Advancing Excellence is a publication of the College of Media Office of Advancement at the University of Illinois at Urbana-Champaign.** (Printed November 2019.)

Dean: Tracy Sulkin

Assistant Dean for Advancement: Deanne Johnson

Senior Director of Advancement: Nancy Rampson

Associate Director of Advancement: Cari James

Office Administrator: Colleen Hammel

Director of Communications: Holly Rushakoff

**On the cover:** The College of Media participated in Illini Fest in Chicago on July 18, 2019, which brought together several thousand U of I alumni and friends. Visitors included journalism alumni Dana Kozlov and Jon Hansen, and advertising alumnus Michael Strautmanis and his wife. (Photos by Madeline Wilson, journalism, Class of 2020.)

For the latest news, see [media.illinois.edu](https://media.illinois.edu).

Questions? Email [media-giving@illinois.edu](mailto:media-giving@illinois.edu).

# New fund invests in media innovation in the college

With the launch of the Media Innovation Fund this fall, five College of Media projects proposed by faculty members will be supported this academic year.

“We were very gratified by both the quantity and the quality of proposals received, and are excited to be able to fund a variety of efforts that represent so well our commitment to innovation in our scholarship, teaching, and service missions,” said Dean Tracy Sulkin.

“I don’t know what the future will bring in this ever-changing field of media and communications, but I want the students at Illinois to be at the forefront of figuring it out and leading it,” said Jim Schlueter (BS ’80, journalism), retired Boeing communications director, who gave the lead gift to the fund. “I firmly believe that the strength of the University of Illinois lies in the smart students who come here. I want them to have the tools they need while they are here to become leaders in our field, and I want to pitch in and help a little.”

The Media Innovation Fund supports a range of innovative activities that celebrate faculty excellence, faculty and student research, technology advancements, and cutting-edge pedagogy.

“I think it will be a difference maker,” Schlueter said. “It is one thing to say that we want our college and our students to be at the forefront of research and education in today’s media world, but it’s another to have strategies and programs in place to do that.”

The inaugural projects include:

## **Enhancing critical media production instruction with a cinema camera**

With an increase in new courses being taught in production topics, an entry-level cinema camera will enable 300- and 400-level filmmaking courses to be taught using a more professional rig. It will better prepare students for media production in a professional setting; no other instructional unit on campus currently has camera equipment of this caliber.

*Proposed by: Department of Media & Cinema Studies Lecturer Victor Font, Assistant Professor Derek Long, and Assistant Professor Jenny Oyallon-Koloski. This initiative will also receive support from the Department of Media & Cinema Studies.*

## **Fake news? Fake ads? Media literacy: Exploring new markets for training professionals**

We will create and disseminate media literacy training programs for professionals across fields (e.g., medicine, science and public health communications, politics, education) and for all audiences—children and adults. Students will participate in the search and analysis of existing materials and collaborate on

the design of training materials.

*Proposed by: Professor and Head of the Department of Journalism Stephanie Craft and Professor of Advertising Michelle Nelson.*

## **Computational methods in the study of media: An introductory workshop and research symposium**

A three-day workshop for students and faculty in the college will explore how to obtain, organize, and analyze commonly available data from online sources using computational social science tools and techniques. A symposium will feature guest speakers addressing issues of access, privacy, ethics, and confidentiality raised by the emergence of digital trace data and use of computational methods.

*Proposed by: Assistant Professor of Journalism Margaret Ng and Assistant Professor of Advertising Harsh Taneja. This initiative will also receive support from the Department of Advertising, Department of Journalism, and the Institute of Communications Research.*

## **Student interactions with media outlets**

Funds will be provided for each department to subsidize one student field trip to visit media outlets. Students will learn about the industry and potential internships and jobs, and make networking contacts. Faculty members will learn about any innovations occurring in today’s newsrooms, advertising agencies, and studios, as well as re-engage with our alumni.

*Proposed by: Journalism Lecturer Jean McDonald. This initiative will also receive support from the Department of Advertising, Department of Journalism, and Department of Media & Cinema Studies.*

## **Undergraduate student conference support**

Funds will be provided for undergraduates from all three College of Media departments to attend professional or academic conferences, with a focus on offering opportunities to students from underrepresented groups.

*Proposed by: Journalism Lecturers Jean McDonald and Alison Davis Wood. This initiative will also receive support from the Department of Advertising, Department of Journalism, and Department of Media & Cinema Studies.*

## **Additional projects funded**

Two other proposals will be funded through other college resources. These include equipping the college with Zoom (a video communication tool) and supporting a speaker series hosted by the Institute of Communications Research.

# Scholarship fund supports storytellers ready to change the narrative



(Photo courtesy of Chicago Tribune.)

By Cari James

Dawn Turner (BS '87, journalism) has covered presidential elections, reported from around the world, and helped select Pulitzer Prize winners. As impressive as her accomplishments are, Turner's proudest moments are telling the stories of people who might go unnoticed.

"I've met lots of people with big names," said Turner.

A former columnist and reporter for the *Chicago Tribune*, Turner spent a decade and a half writing about politics, race, and class in America, and has appeared on multiple news outlets including NPR, CBS, NBC, PBS, and the BBC.

"But the most rewarding part of my work is going into communities and talking to people whose stories wouldn't have been told otherwise."

At the *Chicago Tribune*, she found herself more interested in writing about people who didn't know they had a story to tell. "It's humbling to meet residents, particularly in beleaguered communities, who don't have a lot, but their immediate response is to share what they have," she said.

It is in this spirit of sharing—and a desire to inspire others—that Turner established the Dawn M. Turner and Kim D. Turner Endowed Scholarship in Media. The fund, which honors Turner's late sister, supports undergraduate scholarships and experiential learning opportunities for College of Media students with a demonstrated financial need, giving preference to African American students.

Turner hopes to inspire students to seek out untold stories of their own, to counteract the negativity we often see in the media.

"It is so important that various groups of marginalized people see themselves in a positive way," she said. "But my lens is trained on African Americans, and my concern is that we tell stories that both show black folks as heroes, as well as tease out the complexity of our challenges.

"That's our job as journalists. It's not to be fed what people want us to consume. Our job is to do the hard work. It's one thing to tell a story when you parachute in where something bad is happening. But what is the story behind that? Is there a community that is torn at the seams? How do we tell those stories? How does this inspire someone to action?"

Turner sees her gift as one way to help support and encourage students in this kind of work.

"Ultimately, I'd like to help create an army of journalists who are dedicated to pushing back on stereotypes and negativity," she said. "I'd like to lift up a new generation of storytellers who worked hard to learn the craft, who know how to interview and fact-check and put together a compelling piece. Whether it's investigative reporting or feature writing, I'm hoping to inspire students who can help change the narrative.

"It's encouraging to have our voices and our stories out there in different ways. I'm inspired right now, and when I started to think about what I could do, this gift was front and center. I wanted to do something substantial that would be a part of my legacy and my sister's."

► To contribute to the Dawn M. Turner and Kim D. Turner Endowed Scholarship in Media, email [media-giving@illinois.edu](mailto:media-giving@illinois.edu) or call 217-244-5466.



# Innovative curricula expands career options for students

By Kimberly Belser, *Communications and Marketing Intern*

In the past two years, the College of Media has developed new educational programming to prepare students for industry trends and to provide them with more hands-on and transferable skills. These include: 1) a new advertising major, 2) a new journalism minor, and 3) a new media & cinema studies certificate. The new computer science and advertising major is one of about a dozen CS + X degree programs at Illinois that allow students to incorporate computer science with the arts and sciences. The new journalism minor and the Media Production Certificate equip students with fundamental skills in those fields, and both are available to all students on campus.

## Charles H. Sandage Department of Advertising creates new major

By establishing a degree in Computer Science + Advertising, the Charles H. Sandage Department of Advertising is preparing students for the cutting edge of the advertising and marketing industry.

The joint major focuses on “parallel training” students, teaching them the ability to think both creatively and strategically, while being well versed in technology. Professor Mike Yao, advertising department head, said students should not only be able to conceptually understand technology, but also be able to create technological innovations for the purpose of advertising and brand communication.

The CS + Advertising curriculum prepares students for careers with leading technology companies such as Amazon, Google, and Facebook, as well as consulting, marketing, and digital advertising agencies that have a large technology and data component.

“In our vision, students from the computer science and advertising major will be able to work in-house for major brands, or for major corporations on their marketing team, on the analytics team, on the technology platform, but also work very closely with the marketing and strategy and business development side of things,” Yao said.

## Department of Journalism offers minor

The journalism minor equips students with skills necessary to succeed in the industry and provides transferrable skills to other fields.

The minor, which was introduced in Fall 2017, allows students to explore journalism’s role in democracy; to assess how well journalism is meeting its responsibility to engage, enlighten, and empower citizens; and to participate in an ever-changing world of media delivery and consumption.

“Journalism plays an important role in democratic life,” said Professor



(Photo by Madeline Wilson, journalism, Class of 2020.)

Stephanie Craft, journalism department head. “We wanted to offer all students a chance to explore, understand, and evaluate how journalism fulfills that role.”

Craft said the journalism minor is about empowering students to be informed “news consumers.” The focus that’s placed on writing skills and information gathering within the courses helps to prepare students for any career

where communication skills are valued, which is “almost every career.”

“We believe that no matter a student’s major or career path, knowing about journalism is useful, even essential, to full participation in democratic life,” Craft said.

## Department of Media & Cinema Studies adds certificate

The Media Production Certificate trains students from all majors how to be critical producers in a variety of media forms.

Associate Professor Julie Turnock, the acting head of the Department of Media & Cinema Studies, said the certificate had been “in the works” for a long time, but the department was able to move forward with its development once more faculty with production experience were hired. It launched in Spring 2018.

“Students had been clamoring for it for some time, and it was just a matter of the people who can do it coming together to make it happen,” Turnock said.

Assistant Professor Amanda Ciafone, one of the drivers behind the Media Production Certificate, said Media & Cinema Studies faculty decided to expand the curriculum to provide students with hands-on, technical skills in conversation with critical and theoretical approaches.

Students will learn skills in editing, using audio, developing media content, making decisions for methods and platforms,

communicating visually, and structuring narratives and information.

“Teaching production increases students’ media literacy—making more legible the techniques and processes of professional media making—and empowers them to use that literacy to communicate their own ideas more persuasively,” Ciafone said.

# Power of 10 Campaign celebrates anniversary of Media & Cinema Studies

When the Department of Media & Cinema Studies formed in 2009, it united two programs at the University of Illinois: the bachelor's degree in media studies (offered since 1984 through the College of Communications) and the cinema studies concentration (offered since 1979 within the humanities major that was later known as the interdisciplinary studies major in the College of Liberal Arts and Sciences).

Sponsors of the proposal to form the new department, including Ronald Yates, dean of the College of Media; David Desser, director for the Unit for Cinema Studies; and Clifford Christians, director of the Institute of Communications Research, wrote: "The aim of both of these stimulating concentrations is helping students, as citizens, to be intelligent users of media technologies and thoughtful contributors to the discourse about their role in society."

In celebration of the 10<sup>th</sup> anniversary of the Department of Media & Cinema Studies, we welcome all graduates of media studies, cinema studies, and media & cinema studies to contribute to our Power of 10 Campaign, reaching a goal of \$10,000 by the end of 2019! You can make an impact by giving \$10, \$100, \$1,000, or any other amount. The gifts will go to an unrestricted fund for use by the department.

Some items on the department's wish list include:

- Scholarships for students
- Teaching assistantships and support for doctoral students
- Classroom equipment, such as a dolly system, cinema camera, crane jib, lens kits, light meter, gimbal stabilizer, and sound kit

## Give to the Power of 10 Campaign

To give, please contact: Deanne Johnson, Assistant Dean for Advancement, College of Media, at 217-244-5466 or [jhns@illinois.edu](mailto:jhns@illinois.edu).

You can also make a gift online through the University of Illinois Foundation. Please specify the fund name and number: Department of Media and Cinema Studies Annual Fund, fund number 11336557.

## Share your memories and career highlights

We love to celebrate our alumni! Let us know one of your favorite memories as a media studies, cinema studies, or media & cinema studies student! We're also interested in featuring your career highlights online and sharing them with current and prospective students. Visit [go.illinois.edu/MACSmemories](http://go.illinois.edu/MACSmemories).

## Fun facts about MACS

- Professor Angharad Valdivia was the inaugural head of the department, overseeing the merger and serving for five years
- The Department of Media & Cinema Studies offers 40+ unique classes
- Students can experience industry immersions near and far—they attend the True/False Film Fest in Columbia, Missouri, and a short course abroad to attend Sunny Side of the Doc film festival in La Rochelle, France
- Faculty members have won a number of awards, including Professor Jay Rosenstein, who has won a Peabody Award

## Hear from MACS students

Current students shared what inspired them to choose the media & cinema studies major, some favorite MACS classes, and what impact they'd like to make after graduation. Watch videos at [go.media.illinois.edu/youtube](http://go.media.illinois.edu/youtube).



"The reason I love being a MACS student here is because the program enables me to learn more about film [through] hands-on experience, and also lets me have the chance to work with other talented and creative people here who are passionate about film and visual storytelling."

—Jeremy Chen, Class of 2021



"What I plan to do with my degree in media & cinema studies after I graduate is to become an advocate for media literacy for people of color, specifically the Latinx communities."

—Glenda Villalon, Class of 2021



"One of the things I love about this program is the faculty, the department, and the College of Media are all fantastic. I never have to worry about having to take a bad class or [having] a bad professor...they're all very supportive."

—Nick Arroyo, Class of 2020

## Learn more

► Find out more about the campaign at [media.illinois.edu/macs-powerof10](http://media.illinois.edu/macs-powerof10).

(Background photo by Madeline Wilson, journalism, Class of 2020.)



# Alumni donation facilitates upgrades to Communications Library in Gregory Hall



(Photo by Madeline Wilson, Journalism, Class of 2020.)

By Molly Leahy (BS '19, journalism)

Tucked in the northwest corner of Gregory Hall, the Communications Library is not only a resource for thousands of students but a comfortable sanctuary. Over the years, the library has transformed to accommodate student needs, expanded its hours, and renovated its top floor.

Now, thanks to the generosity of its donors, it's one of the most popular libraries on campus, according to Lisa Romero, who has been head of the Communications Library for more than 20 years.

The library has more than tripled in visitors over the past 15 years, from 17,299 in 2004 to approximately 57,000 students in 2018-19. Since 2014, it's been open 85 hours a week.

Originally named the Journalism Library, it has been in room 122 Gregory Hall since 1940. Being located inside an academic building is a plus for students, making it a convenient go-to spot for many students in the College of Media, although it's officially a unit of the University Library.

"I use the library almost every night before I have an assignment due or need to meet with my advertising friends," said Carly Kwiecinski, junior in advertising.

Romero has seen the library change over the years, including a few renovations and the addition of the international news lounge in the basement. This lounge, complete with 24-hour coverage from news sources around the globe, has helped make the library more than just a place to study; it's a timely resource for journalism and communication students on campus.

The library has been a part of students' education for years—including in the 1970s for Marla and Steve Krause (BS '73, journalism, and BS '72, accounting, respectively). The Illinois alumni made a gift to the Communications Library in 2015 for renovations, which helped make it more accessible and more comfortable.

"Over the years, my husband and I would come down for football games and we would bring our children with us. We

took them into the library one day, and it just looked really sad," Marla Krause said. "I thought it pretty much looked the way it did when I went to school there, and so we started thinking about what we could do."

Thanks to their gift, the library was able to get new carpeting and furniture, ushering in a more modern feel.

"The sound quality was not conducive to studying or library work, and students didn't have access to enough outlets," Romero said. With outlets on each table, comfortable chairs, and carpeting, the library has been better able to serve the needs of so many more students.

"The Communications Library has always made its collections and services a priority," Romero said. "Thanks to the generous donation by the Krauses, we have now been able to make our space a priority for the students, an enhancement that impacts them on a daily basis."

Added Krause: "You want students to feel like somebody cares about them. They should know that somebody cares that they have an inviting, comfortable space to want to do work and hang out."

Since the renovation, the library has continued to be a hot spot for many students, whether it's used to study, to meet for a group project, or to hold meetings for student organizations such as the American Advertising Federation. The library also holds journalism coaching and study nights for certain classes.

For many, it's a place that holds great memories of their time here at Illinois.

"I've gone to the Communications Library almost every week for four years between classes," said Lindsey Lee, before graduating with a bachelor's in communication last spring. "It's been nice to have it right there, and it's definitely a place I'll miss when I leave campus."

"The Krauses have made a direct and positive impact on students," Romero said. "We still get comments from students saying, 'This library is so cozy. I love hanging out in the Communications Library.'"

# Ebertfest provides behind-the-scenes access to students, deepens collaborations with community

By Holly Rushakoff

In April, director Rita Coburn Whack spent an afternoon with Urbana High School students for a special screening of her Peabody Award-winning documentary *Maya Angelou: And Still I Rise*, one of the featured films at Ebertfest 2019.

For an hour afterward, students asked questions “with a curiosity and hunger for information about their evolving culture,” Coburn recalled.

“They wanted to imagine the times Maya Angelou lived in and compare them to their own. They bristled at the racism she endured, lamented that she was sexually abused, and were inspired by her resilience,” Coburn said.

“Often I hear so much about what young people don’t know and what they don’t care about. ... Young people did not enter the earth with this knowledge; it is our job to teach them in various ways, through documentaries, through the Internet, in the classroom.”

Coburn was accompanied by film critic and Illinois alumnus Eric Pierson (BFA ’83, FAA; PhD ’00, Media), professor of communication studies at the University of San Diego, who also shared insights about the movie industry and movie production.

For several years now, Roger Ebert’s Film Festival—co-founded by the late Roger (BS ’64, journalism) and his wife, Chaz, in 1999—has expanded its outreach to local schools and the Champaign-Urbana community, and it has incorporated more hands-on opportunities for College of Media students.

“The audience for Ebertfest and the communities of the University of Illinois and Champaign-Urbana have grown the festival into what it is today, and we always try to honor those bonds by cultivating collaboration when we can,” said Andrew Hall, the College of Media’s project coordinator for Ebertfest.

Ebertfest organizers bring filmmakers and film critics to Urbana High School (which Roger Ebert had attended) to promote careers in the industry and to help create media literacy.

“One of the most enriching aspects of film is the empathy it generates for others. Roger famously said that film allows the viewer to walk in another’s shoes,” Hall said. “By showing diverse films to high schoolers, we hope we are giving them empathy across some of the divisions our society creates.”

Empathy is one of the core values for Ebertfest.

“The mission of Ebertfest has always been to build community across a really broad audience,” Hall said.

Ebertfest has a growing partnership with Champaign County Alliance for Inclusion and Respect to choose movies that emphasize antistigma themes. Director Julie Dash’s 1991 movie, *Daughters of the Dust*, which shows the turmoil of an American Gullah family, and director Rick Goldsmith’s *Mind/Game: The Unique Journey of Chamique Holdsclaw*, a documentary that follows a professional athlete’s journey to overcome and fight

against the stigma of mental illness, are movies that have been shown in Urbana High School in recent years.

At Ebertfest itself, opening night 2019 featured a sold-out performance by the Martin Luther King Jr. Community

Choir of Champaign-Urbana that followed the Aretha Franklin documentary *Amazing Grace*.

“As part of the annual MLK celebration organized by the Dr. Martin Luther King Jr. Advocacy for Justice Committee, that choir has been integral in raising thousands of dollars in university scholarships for local high school children,” Hall explained. “When we can collaborate with and give a stage to a group doing such good things, it helps Ebertfest complete its mission too, which is to be a film festival that doesn’t just show good films but one that also tries to be a source for good in its community.”

As the College of Media has increased its production course offerings in the Department of Media & Cinema Studies, more opportunities have become available to provide hands-on experiences for students. They make television commercials for the festival and create trailers that precede the screenings.

Journalism and advertising students also get portfolio-building opportunities, such as interviewing famous filmmakers, writing press releases, creating social media posts, helping with public relations and marketing tasks, and more.

“The involvement of the college’s inspired students is great for Ebertfest,” Hall said, “but it also gives those students that do get involved an experience that few other schools can match.”

*Festival passes are now on sale at [ebertfest.com](http://ebertfest.com). The 22nd annual Ebertfest will run April 15-18, 2020, at the Virginia Theatre in Champaign.*



Rita Coburn Whack, third from left, screened her film about Maya Angelou and discussed it with Urbana High School students. (Photo courtesy of the Alliance for Inclusion and Respect.)



# Media in action

(Photo by Madeline Wilson, journalism, Class of 2020.)



(Photo by Madeline Wilson, journalism, Class of 2020.)



**Top row:** Taylor Rooks (BS '14, journalism) returned to campus for Homecoming and was interviewed by journalism senior Tatiania Perry. (See [storied.illinois.edu/rooks](http://storied.illinois.edu/rooks).) Associate Professor of Journalism Nikki Usher (second from right) moderated an alumni event on the state of media in Washington, D.C., with G. Robert Hillman (BS '72, journalism), Laura Miller (BS '11, advertising), and Robert G. Kennedy (BS '78, engineering).

**Middle row:** Institute of Communications Research alumna Janet Wasko (PhD '80, first row, second from right), the president of the International Association for Media and Communication Research, stands beside the Queen of Spain, Doña Letizia, at the IAMCR conference in Madrid. High schoolers worked on an advertising campaign at the college's 360° Sports & Entertainment summer camp.

**Bottom row:** Associate Professor of Advertising Jason P. Chambers introduces panelists at the second annual Chaz & Roger Ebert Symposium, "Creating an Inclusive Media and Cinema Ecosystem." (See [media.illinois.edu/EbertSymposium](http://media.illinois.edu/EbertSymposium).) Jill Wine-Banks (BS '64, journalism) was a recipient of the Chicago Illini of the Year Award. (See [media.illinois.edu/wine-banks](http://media.illinois.edu/wine-banks).)

# Media by the numbers

Please see a list of donors for the fiscal year of 2019 at [media.illinois.edu/giving/donors](http://media.illinois.edu/giving/donors). Support from our alumni and friends transforms a College of Media education. Your belief in our students, academic achievements, and global presence affects our future.

## How to Give to the College of Media

Every gift counts. You can use the remit envelope in this magazine or contact the Office of Advancement at 217-244-5466 or [media-giving@illinois.edu](mailto:media-giving@illinois.edu). You can also make a gift online at [media.illinois.edu/giving](http://media.illinois.edu/giving).

### College of Media Funding Priorities

- Innovation
- Student Scholarships
- Faculty Research
- Annual Fund
- Corporate Support

WITH  
**I**

THE CAMPAIGN FOR  
**ILLINOIS**

### New Business FY19

**\$2,240,540.53**

Amount of gifts

**507**

Number of donors

**668**

Number of gifts

**162**

Number of scholarships and internships awarded to students

### Student Stats

**144**

2019 freshman class (largest in college history)

**20%**

Students from under-represented populations

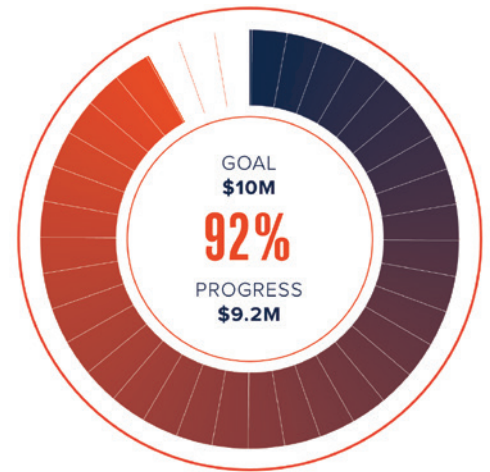
**12%**

International students

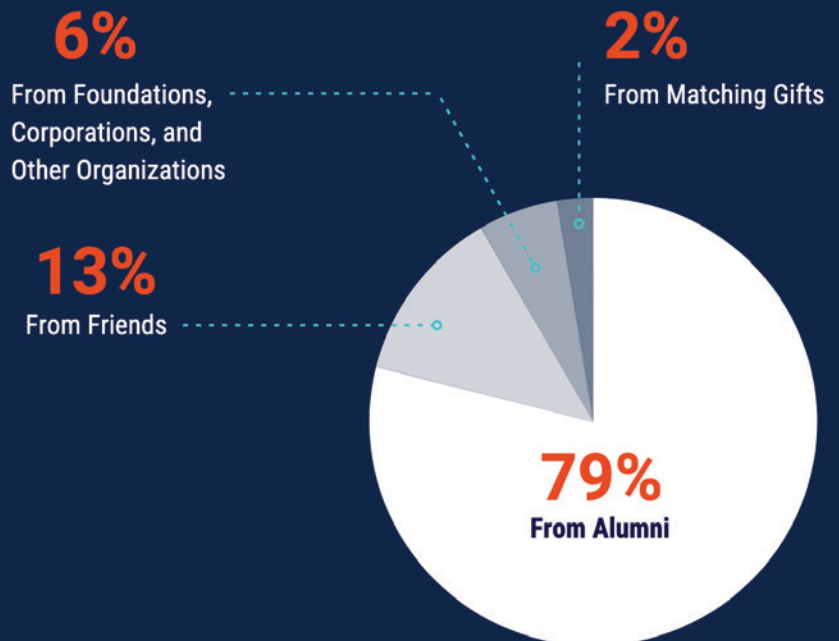
**\$36K**

Yearly cost of attendance for an Illinois resident

**3,999**  
Number of gifts to date



### Who Gave to the College of Media?





# Thank you, donors!



“This scholarship is not just an amount of money being sent to me each semester; it is another thing I have added to my list of things that motivate me.”

—*Gabriella Vazquez, senior, journalism*



“This fellowship, combined with the countless opportunities offered both on and off campus through the University of Illinois, will leave me prepared for professional work once I graduate.”

—*Curtis Cook, senior, media & cinema studies*



“Thank you for awarding me with this wonderful scholarship. As a first-year undergraduate student, I told myself that I would make my mark on campus and make the College of Media proud. I will continue to do that throughout my senior year and for the rest of my life.”

—*Coltrane Zerai-Che, senior, media & cinema studies*



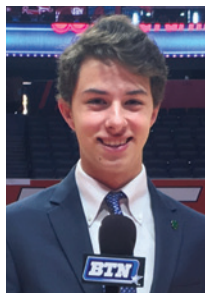
“I will use [the scholarship] to take the courses that I have a genuine interest in that I believe will help me continue to hone the skills I need for my career. I am extremely grateful.”

—*Teagan Vogel, senior, advertising*



“The success I have had would not be possible without the help of professors, my parents, and people like you.”

—*Kathleen Leiner, senior, advertising*



“It is with extreme gratitude and immense pride that I thank you for providing the funding for this prestigious honor. Due to Illinois being such a good place to become connected to the world beyond college, I have also met 20+ writers and broadcasters.”

—*Anthony Pasquale, sophomore, journalism*

## Sandage Symposium to explore future of advertising education

The Charles H. Sandage Department of Advertising at the University of Illinois at Urbana-Champaign—the first advertising program in the country—is bringing together advertising agencies, tech firms, and educators at the next Sandage Symposium to discuss “Shaping the Future of Advertising.”

Key stakeholders will evaluate the criteria necessary for developing advertising talent amid rapid change and disruption in the media landscape and will discuss ideas and pressing issues in advertising research.

The two-day event will be held at the Metropolitan, 66<sup>th</sup> floor of Willis Tower, 233 S. Wacker Dr., Chicago.

Please see [sandagesymposium.com](http://sandagesymposium.com) for more details.

### Day 1: Sandage Summit

Thursday, February 27, 2020

Advertising faculty will conduct conversations with industry leaders, selected students, alumni, and guests from other academic institutions.

### Day 2: Sandage Colloquium

Friday, February 28, 2020

This public event, with registration to come, will include a keynote speaker, panel discussions hosted by advertising faculty, and a student research showcase.



## Keys to the past

Currently on display in the Alice Campbell Alumni Center's Richmond Family Welcome Gallery is the very typewriter used to craft familiar TV jingles such as "Ch-ch-ch-Chia!" for the Chia Pet and "Clap on, Clap off" for the Clapper. The Royal typewriter belonged to Joseph Pedott (BS '55, journalism), who purchased it in 1948 and wrote more than 2,000 commercials on it for his advertising agency. Learn more about the exhibits on display at the gallery at [uialumnialliance.org](http://uialumnialliance.org).

(Photo by Madeline Wilson, journalism, Class of 2020.)