



ADVANCING EXCELLENCE

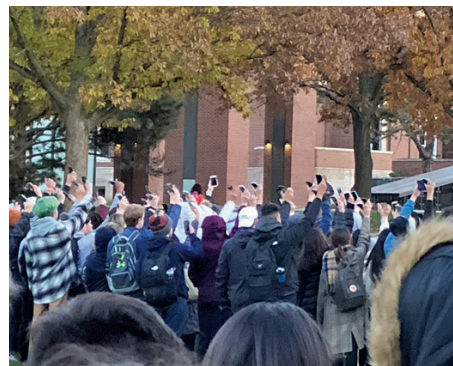
On the Cover

The College of Media's 2018 year-end video shined a spotlight (or cell phone flashlight) on the work that is possible in a media and cinema studies class. "Media Production I," taught by lecturer Victor Font (top photo), made a big splash on social media with the video: 22,000 views on Facebook, 3,500 views on Twitter, and 900 views on YouTube.

We wanted to share a few behind-the-scenes photos from the making of the video, in addition to one of the beautiful storyboard sketches drawn by Kaitlin Mikrut (featured on the cover).

To create this video, we enlisted the help of about 300 students, faculty, staff, and friends to join us for #MediaOnTheQuad as extras in the film. They moved in and out of a triangular portion of the Quad, and on cue, would raise up their cell phones, either with their flashlights on or off. They didn't know what the big reveal would look like until we debuted the video in December. In the meanwhile, we thanked them with free hot chocolate in Greg Hall.

The Media and Cinema Studies 199 class of 15 students plus five independent study students did everything from drawing storyboards to shooting video, directing to postproduction (so that it looks like 2,000 people are on the Quad!). Licensed drone operator and the college's assistant dean of technology, Mike Bohlmann (lower left photo), was the pilot for the overhead footage.



If you haven't seen the video yet, we won't spoil the end, but we heard several reports of people feeling verklempt.

► Watch the video, plus a making-of video, at media.illinois.edu/happy2019.

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

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Message from the Dean

This new year heralds many exciting new initiatives in the College of Media. In the lively and interesting conversations I've had with alumni since becoming dean in September, it is obvious we are all united by a deep pride in the distinguished history of the college. There is a commitment to preserving that legacy by charting a course for the future that places the College of Media at the University of Illinois at Urbana-Champaign at the forefront of innovation in media education and research. Here are just a few examples of how we are realizing that vision.



We have introduced a new major that combines computer science and advertising (referred to on campus as CS+advertising), and will be welcoming the first new freshmen to this program in fall 2019. We're also busy developing new courses to meet the needs of advertising, journalism, and media and cinema studies majors, as well as to bring the advantages of a College of Media education to students across campus.

We have established four new collaborative labs, most housed in our newly renovated spaces in the Armory, to support faculty and student research. Next time you're on campus, come see the exciting work being done in social media analytics, eye-tracking research, focus groups, experiments, and digital cultures.

The newest (and perhaps most eagerly awaited) initiative is a redesigned website, which will be live this spring. And Greg Hall itself is receiving a little TLC with some new signage and displays, and plans to redesign the college main office to better meet the needs of students, faculty, staff, and visitors.

We look forward to sharing more updates with you.

A handwritten signature in black ink that reads "Tracy Sulkin". The signature is fluid and cursive, with a long, sweeping underline.

Tracy Sulkin
Dean

Message from Advancement

My mother came from a poor family, but she was an excellent student. With her work on the high school newspaper, her good grades, and her time on the swim team, she was able to get a full-ride scholarship to college.



My grandfather, who had been a coal miner before going to work in a factory, called it the best thing that had ever happened to him. Unfortunately, my grandfather got sick during her sophomore year and couldn't keep sending the tiny amount of money he'd been giving her. That was enough to keep her from continuing.

That was a different era, but not too different from today, when many of our students face the same pressures. We have many wonderful college scholarships in addition to Illinois Promise and Illinois Commitment; however, there are still many times where the loss of a small bit of money can derail a student. Housing, food, transportation, and health care can all eat into that budget. Additionally, many students cannot afford the extras like going to a conference or an immersion program—experiences that can make a huge difference in their future.

This publication highlights the best of the college—professors, students, donors, and supporters who are all committed to advancing excellence here at Illinois. They know and care that education makes a difference.

We'd like to thank all of you for being a part of this community. With everyone's help, we can move the dial a little farther to make sure students have the support they need.

A handwritten signature in black ink that reads "Nancy Rampson". The signature is cursive and elegant, with a long, sweeping underline.

Nancy Rampson
Senior Director of Advancement and Team Lead



Advertising Scholarship Creates Impact for Students

Jay Lin (MS '89, advertising), the first mainland Chinese student to ever receive a master's in advertising degree from overseas, created the Jay Lin Scholarship Fund in 2018.

Lin is one of a group of students who started the modern advertising movement in China after an education at the University of Illinois. After a long career with Leo Burnett at Chicago, Frankfurt, Hong Kong, and Shanghai, as well as with DDB Needham in Beijing, plus a couple of local OOH media firms, Jay founded his own media planning firm, Heartland Media, in 2000. Heartland quickly became the leading media agency in China, with a roster of clients such as Coca Cola, Nokia, and Huawei. It was acquired by Aegis Media London in 2007, with Lin serving as CEO of Aegis OOH business in China until 2012.

Lin is currently an investor and guest professor at several Chinese universities. He enjoys many hobbies such as Peking Opera, singing, painting, calligraphy, and Thai boxing. To express his appreciation for his education at Illinois, Lin wanted to give back to the next generation of advertising students by establishing a scholarship in the department.

"I was lucky to have met with the late Dr. Kim Rotzoll in Beijing in 1985, and also lucky to receive a great educational experience at Illinois, because of the support of the James Webb Young Scholarship granted to me by the department then," Lin said. "It has always been my dream to one day give back to Illinois the way Mr. Webb did to help me. And I am truly indebted to the University for allowing this meaningful project to happen in my lifetime."

Former Students Remember Longtime Broadcast Journalist Henry Lippold

By Anna Casey

Former WILL-TV news director and anchorman Henry Lippold passed away on October 20, 2018. He was 89 years old. Lippold oversaw student reporters and anchored newscasts at WILL-TV during the 1960s, covering major events such as the assassination of President Kennedy and the Vietnam War.

Lippold began teaching at the University of Illinois in 1959.

"He was a man of constant energy and displayed that at all times," said Ken Keller, who worked as a graduate student assistant to Lippold.

Keller went on to become a broadcast journalist, working at stations before embarking on a journalism teaching career of his own at Southern Illinois University. He credits Lippold for helping him to land his first job at WCIA-TV in Champaign and remembers him as a "fabulous teacher."

"He would jump up on a desk with the camera and show us you know sometimes you have to get high, and then he would dive down onto the floor with the camera at ground level to show that you have to shoot from ground levels sometimes, and he'd run around the classroom," Keller said.

Lippold joined the University of Wisconsin-Eau Claire in 1972, where he built its broadcast journalism program. He retired in 2001 and was inducted into the Wisconsin Broadcaster's Hall of Fame.

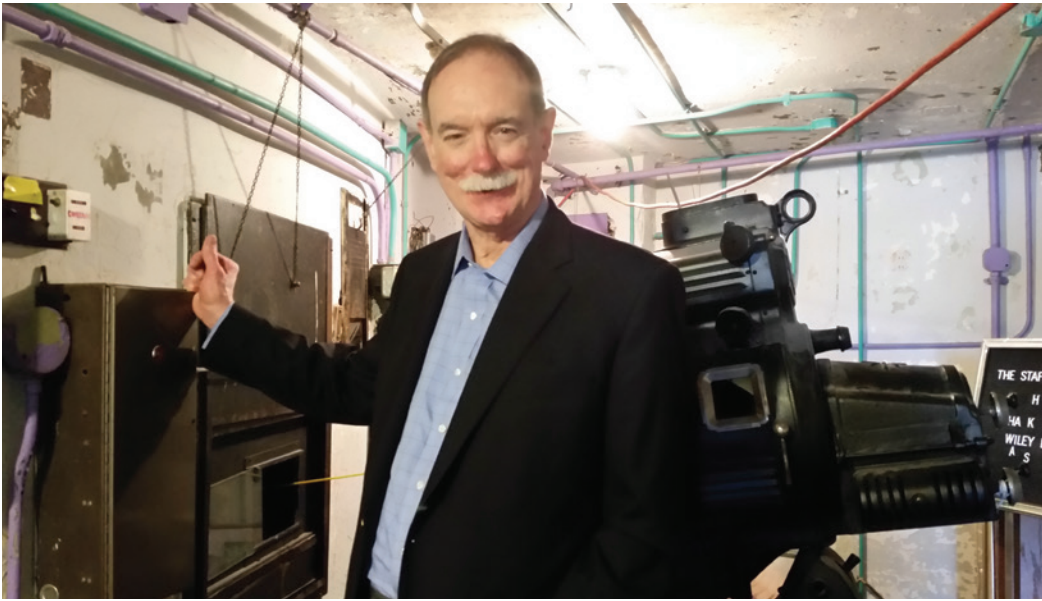
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Henry Lippold taught broadcast journalism at the University of Illinois and anchored the evening news on WILL-TV in the 1960s.

(Photo courtesy of Illinois Public Media.)

1962 Illinois Alumnus Starts New Internship Program



asked if I would like to become a film critic on the series. So I switched from being behind the camera to being in front of it as ‘Bob Mason.’ The other critic in town at *The Daily Illini* was a student named Roger Ebert (wonder what ever happened to him!). At the end of the semester Henry got me on WCHU-TV (now WICD) as a critic for another semester.”

Robert Endres, a 1962 College of Media graduate, recently made a gift to establish the Robert O. Endres Internship Program at Illinois Public Media. Originally from Streator, Illinois, Endres now resides in New York City and works for Dolby Laboratories. But he still recalls fondly his time at the University of Illinois when he worked at WILL.

“I was hired to be the Saturday engineer for one shift at WILL AM-FM,” Endres said. “Not only did it help me financially, but it was a great learning experience. Rob [Beldon, chief engineer] and Clarence [Berbaum, assistant chief engineer] included me on several interesting projects, including going out to measure the directional pattern of the AM transmitter at midnight to meet the FCC requirements.

“In the meantime, I was learning how to direct TV in my communications classes. At the time, WILL-TV studios and transmitter were located under the bleachers at Memorial Stadium. As a student I was able to direct and learn switching in both the studio and master control rooms. We did a series of news-centered programs on WILL-TV on Friday evenings.

“Henry Lippold, the WILL-TV news director (*see article on page 2*), knowing of my interest in cinema,

Endres was inspired to start the internship because he credits WILL with his early success. “The knowledge that I gained at WILL both in the engineering position and as a communications student proved valuable in my first post-college job as a talk show host/DJ at what was then WIZZ AM/FM in Streator,” he said.

Endres wanted to pay forward the real-world experiences he gained through his hands-on education.

“Obviously, WILL has played a big role in my life. My contributions have been a form of payback. I had been giving to WILL and the College of Media separately but as with other contributions I make to the University, lately I’ve been looking to help students directly. It occurred to me that if I could combine the two sets of gifts into one that it might not only give a student the opportunity to gain experience in a real time on-air station, but could also in a small way ease some of the financial burden students have today.”

The first recipients of the Endres internship are Libby Foster, Bobbi McSwine, and Angela Kernld.

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Women in Media Share Insights

By Acacia Hernandez, journalism student, Class of 2021

As one of the Illini Days events, a network of University of Illinois alumni and students gathered in Chicago in November to highlight key issues that women in the media industry encounter in their workplace.

Key issues that the women panelists discussed were inequalities they face with men, diversity in the newsroom, and needs women have from their employer.

Cari James, associate director of leadership annual giving and constituent engagement for the College of Media and planner of the event, sees the importance of having this type of conversation.

“There has been a lot of conversation around the #MeToo movement, and around the role of women in the industry,” James said. “This was something I have a lot of personal interest in, and I know a lot of the people on my staff do too. We are at capacity, so it was obviously something that was very interesting to people in the community as well.”

James was excited when she found out that Kelly McEvers from National Public Radio was an alumna and would be willing to speak at the event.

“When she said yes, I truly squealed at my computer,” James said. “What we were looking for in the panel was a diverse array of experiences from women working in different part of the industry. We wanted to show a diversity of viewpoints coming at some of the same issues but in very different ways.”

Susie An, panelist and reporter for WBEZ Chicago public radio, walked away from the panel with

confirmation in her experience, and with a hope in the increase in support from other women.

“I had confirmation that even though some of us come from different industries in media, there are issues that are pervasive, but there are still things that we can do that span all industries to move ourselves forward,” An said. “Women are being more intentional with other

women, even if they’re not in the same newsroom—this gives me hope.”

For Grace Johnson, a freshman majoring in media and cinema studies, it was inspiring to learn from the success of these alumni and to see the diversity of the panel.

“My main takeaway was seeing women of color in the panel because that’s where the representation aspect comes in,” Johnson said. “It made me think if they’re successful, and if they’re willing to share their experiences, it makes me feel like I can. It

was really motivating and encouraging to see people of different ethnicities and races to have a dominant part in the field.”

In an event designed to focus on women in media and to highlight the University’s profile in Chicago, the panelists enjoyed the opportunity to be back with the University crowd and the ease that came with it.

“Being a University alumna, I love to impart wisdom to students who are coming up in the industry,” An said. “It felt very comfortable because we are all connected.”

► *Watch a video of the panel discussion at go.illinois.edu/womenpanel2018.*



Panelists at our Women in Media event during Illini Days included (left to right): Geneen Harston (BS '01, broadcast journalism), VP of news at Rivet Radio; Nikki Usher, College of Media associate professor of journalism; Niala Boodhoo, host of Illinois Public Media’s *The 21st*, and panel moderator; Kelly McEvers (BA '96, LAS), host of *Embedded* on NPR; Carol Voronyak (BS '04, broadcast journalism), director of talent recruitment and negotiations at ESPN; and Susie An (BS '05, news-editorial journalism), reporter at WBEZ. (Photo courtesy of DMS Photography.)

Oprah Gives Shout-Out to Journalism Alum during Golden Globes

During the 75th annual Golden Globe Awards, Oprah Winfrey gave an impassioned speech accepting the Cecil B. de Mille Award for lifetime achievement.

The first person she thanked: College of Media alumnus Dennis Swanson (BS '61, MS '66, journalism), who gave Oprah her first big break on *AM Chicago* in 1984.

When he heard about Oprah's speech, Swanson said: "It was so Oprah that she would do a shout-out for me. She's always been very gracious and we've always had a good relationship."

Swanson, whose 60-year career in the media industry included leadership roles at all four major broadcast networks, had a knack for identifying talent.

Swanson said that Winfrey was the most talented person he had ever seen in an audition tape.

He made sure he hired her, and advised her to keep the same warmth and authenticity she had on her audition tape. Within a month of her premiere on the air, her show had a 50 percent audience share.

"My job was always very creative," Swanson said. When he spotted a talented person, he would hire them. Citing the breadth of talent in New York, Swanson said it wasn't difficult to spot Kathie Lee Gifford's aptitude. He paired her with Regis Philbin on a program that ultimately grew into a national success.

In addition to landing such big-name talents, Swanson earned many awards and distinctions throughout his career, including:

- Peabody Award
- National Academy of Television Arts and Sciences Silver Circle Award
- Radio and Television News Directors Association National Award
- Graham McNamee Award for Achievement in Sports Broadcasting
- National Association of Television Program Executives' Brandon Tartikoff Legacy Award
- Golden Mike Award
- New York State Special Olympics Man of the Year
- Women's Sports Foundation Billie Jean King Achievement Award
- Rose Bowl Hall of Fame



Swanson's interest in the entertainment industry began during his childhood in Springfield, Illinois. He had a paper route all through high school. If he didn't get any complaints on his performance, the paper would allow him to go to two movies for free. Because there were no complaints, Dennis saw a lot of movies growing up.

Swanson still thinks movies are the best entertainment value for the money. These days, he also enjoys attending the New York Symphony Orchestra, as well as his grandson's hockey games. He enjoys spending time with his three children and nine grandchildren, many of whom are very active in sports.

A former Fighting Illini senior manager for basketball, Dennis has high hopes for Coach Brad Underwood's team and has been an active supporter of the College of Media's broadcast journalism program. He was a former member of the Resource Council that helped restore Richmond Studio and made a substantial gift—along with his wife, Katharine—to that project. He has also supported the college through regular gifts to the annual fund.



JOIN US

in Transforming Media Education

At the College of Media, we are focused on producing the next generation of media leadership—those who will help us understand and adapt to an unpredictable and constantly changing media landscape.

We do this through agile media education, cutting-edge scholarship, and connections with the industries we serve.

An important part of our ability to implement our vision comes from private investment. It comes from you. Support from our alumni and friends transforms a College of Media education. Your belief in our students, academic achievements, and global presence impacts our future.

We invite you to join us as we continue to elevate the values that make Illinois distinctive: a sense of boundless aspiration, collaborative research, and global perspective.

Funding Priorities

Support Student Success

Support of students is our greatest priority. Scholarships are essential to attract the most talented students within the state, across the country, and around the world. We must then provide them with the real-world experiences—including internships and industry immersion trips—that they need for successful careers.

Minimum named scholarship: \$25,000

Minimum named graduate fellowship: \$250,000

Gifts of any size are welcome in the department scholarship funds

Promote Innovation and Research

Support cutting-edge courses, curricula, faculty research, industry collaborations, and student activities that will foster greater discovery and transform the delivery of content.

Minimum research fund: \$200,000

Incorporate Industry in the Classroom

Endowed Professors of Practice and Industry Leaders-in-Residence allow us to bring industry professionals into the college and the classroom for short- and long-term teaching periods. They help students better understand the industries they are studying and keep faculty up-to-date with industry trends.

Minimum named Professor of Practice: \$500,000

Attract and Retain Exceptional Scholars

Endowed chairs and professorships represent the highest honors the University can provide to distinguished faculty members, and help to attract and retain exceptional scholars. These scholars, in turn, help to create educational experiences that enrich the lives of our students.

Minimum named faculty scholar: \$250,000

Minimum named professorship: \$500,000

Minimum named chair: \$2,000,000

Create Impact Today with a Gift to the Annual Fund

Provide Sustained Growth and Flexibility

In a constantly changing media landscape, our

college must be agile and innovative, responding to opportunities quickly. Unrestricted gifts to the Annual Fund create a collegewide environment that fuels innovation. These gifts provide for the most immediate needs of the college and have an immediate impact on students, faculty, and programs. Unrestrictive gifts allow us to:

- Bring industry professionals to campus
- Support student travel and research activities
- Provide technology upgrades and implement curriculum innovations
- Assist students and faculty in national conferences and programs
- Help students pursue study abroad opportunities

Support from alumni and friends have helped to make the College of Media what it is today and will continue to help transform media education in the years to come.

For more information, please contact us: email media-giving@illinois.edu; call 217-244-5466; or visit media.illinois.edu.

Inaugural MS Strategic Brand Communication Cohort Graduates

By Molly Leahy, journalism student, Class of 2019

After 15 months together in the inaugural strategic brand communication (SBC) program, students met in person for the first time at their graduation ceremony on October 27, 2018, greeting each other with hugs in Gregory Hall.

The self-supporting SBC master's degree program is a collaboration between the College of Media, Gies College of Business, and the Center for Innovation in Teaching and Learning. It is the first such program to be offered completely online.

"Every single course was extremely valuable," said Emilie Vicchio, based out of San Diego. She was one of 29 students in the first SBC cohort. "My company was growing and I was able to directly apply [what I learned]."

The program is a blend of the benefits of a master's degree in advertising and an MBA—it gives students the best of both worlds and focuses on topics like brand strategy, business operations, and media management.



"We are very pleased to collaborate with Gies College of Business to offer this cutting-edge program that was developed for students who want to learn strategies for effective brand management," said Tracy Sulkin, dean of the College of Media. "The courses were carefully curated and will equip them with relevant skills to advance their careers."

► Read more at media.illinois.edu/inaugural-sbc-cohort.

Advancing Excellence: Gifts in Support of the College of Media (July 1, 2017–June 30, 2018)

The following list represents contributions to the University of Illinois College of Media (excluding WILL) from generous alumni and friends during the 2018 fiscal year. We are grateful for your support of our talented students and faculty and your commitment to the goals and mission of the College of Media. Members of the Presidents Council are designated with (+). The Presidents Council, the University of Illinois Foundation's donor-recognition program for those who give at the highest levels, is reserved for donors whose outright or cumulative gifts total \$25,000 or more. Members of the Chancellor's Circle are marked with (*). The Chancellor's Circle honors donors who provide cumulative support of \$2,500 or more between July 1 and June 30.

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The College of Media Legacy Society: Creating a Legacy of Excellence

The College of Media Legacy Society acknowledges and honors those who have chosen to include the College of Media through a bequest, charitable trust, or other planned gift. Donors who remember the College of Media in their estate plans provide critical funding to establish scholarships, awards, fellowships, and other student and faculty support.

The College of Media would like to recognize the following alumni and friends as members of the Legacy Society:

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I leave (% of estate, \$ amount, residue) to the University of Illinois Foundation (37-6006007), to be used for the College of Media (add department or program) at the University of Illinois at Urbana-Champaign.

We invite you to become a member of the Legacy Society by including the College of Media in your will or other planned gift. We encourage you to share your plans so that the intent of your gift is properly executed and recognized. If you would like information on how to establish a bequest or other planned gift to benefit future generations of students in the College of Media, please call (217) 244-5466, or email media-giving@illinois.edu.

Roger Ebert's Film Festival

Founded by the Pulitzer Prize-winning film critic, Roger Ebert's Film Festival remains true to Roger's belief that film is incalculably valuable as an "empathy machine, allowing audience members to better understand the world and to become more compassionate, tolerant citizens."

The festival shows overlooked, independent, and acclaimed films that celebrate diversity and the human condition, promote tolerance, and take audiences into worlds they have never seen before. The festival

brings together the films' producers, writers, actors, and directors to showcase their work and also engages students from the College of Media in roles associated with running the event.

We work to ensure that a sense of community can develop among the audience, filmmakers, guests, students, and scholars. Ebertfest's goal is to create empathy and community that transcends the festival through the screening of films and to give students from the college invaluable professional experience.

Roger Ebert's Film Festival donors for 2018

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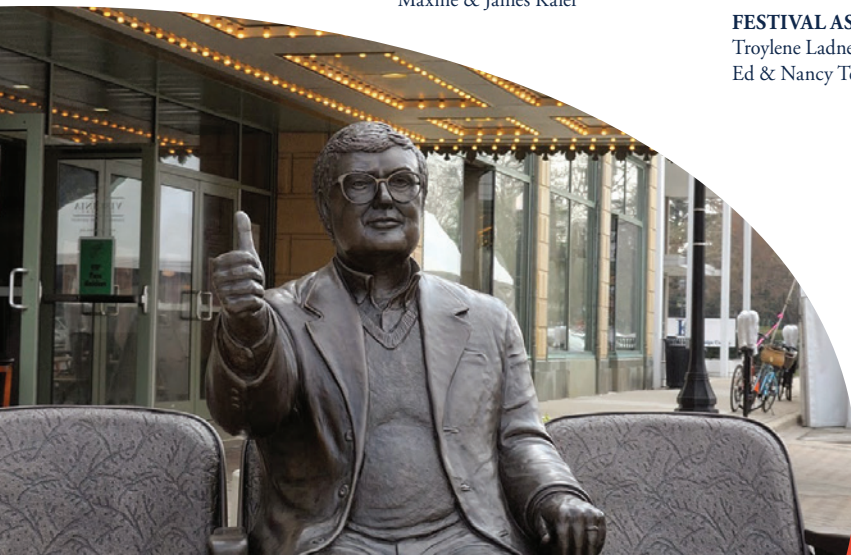
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Note: *The News-Gazette* has made a one-time donation of \$50,000 toward the remodeling of the Virginia Theatre's projection booth.



By the Numbers

\$31,012

Cost of attendance for Fall 2018–Spring 2019,
based on an advertising undergraduate student with Illinois residency, with 15 credit hours.
Tuition and fees: \$16,004 + housing, books, misc.: \$15,008.

110

College of Media students who received scholarship aid for 2018-19

516

Student scholarship applicants

21%

Received support

\$333,450

Undergraduate scholarship awards provided by the income from endowments and current-use funds

Scholarship funds for the College of Media continue to be a priority. Gifts toward collegewide scholarships provide the most flexibility in recruiting an ever-growing, diverse student population.

New Funds Will Help Students of the Future

Ann Johnson Arellano (BS '76, journalism) recently retired from her job at Deloitte, and has established a planned gift to fund the college. Between visits to national parks in the United States and abroad, Ann enjoys giving back to her community. She holds a position on her church board, provides food monthly for a homeless shelter program and participates in a League of Women Voters discussion group on current political topics.



“The College of Media education I received positioned me to understand the media landscape and served me well as that landscape evolved during my 40-year career. I’m hopeful that my gift will help ensure cutting-edge curricula in journalism so future College of Media graduates can carry on the important work of fact-based reporting, critical analysis of issues, and deciphering how audiences seek, perceive, and process information in this digital age.”

Brian Bland (BS '63, journalism; MS '64, radio-TV) established a planned gift that will be used to add to a scholarship set up in his father's name, the Gerald Robert Bland Scholarship Fund. Bland, born and raised in Memphis, Tennessee, says his Chicago-born parents were gratified that he attended Illinois because they had not had a chance to go to college. Wilma Bland, a long-time art teacher, set up the fund to memorialize



husband Jerry's belief in the importance of a free press and his love of history, particularly regarding Abraham Lincoln. Bland credits Illinois for his career in journalism, including three years with the AP and 25 years as a correspondent for the AP Radio Network. His assignments took him to places throughout the United States, and to Saudi Arabia in 1991 to cover the Gulf War.

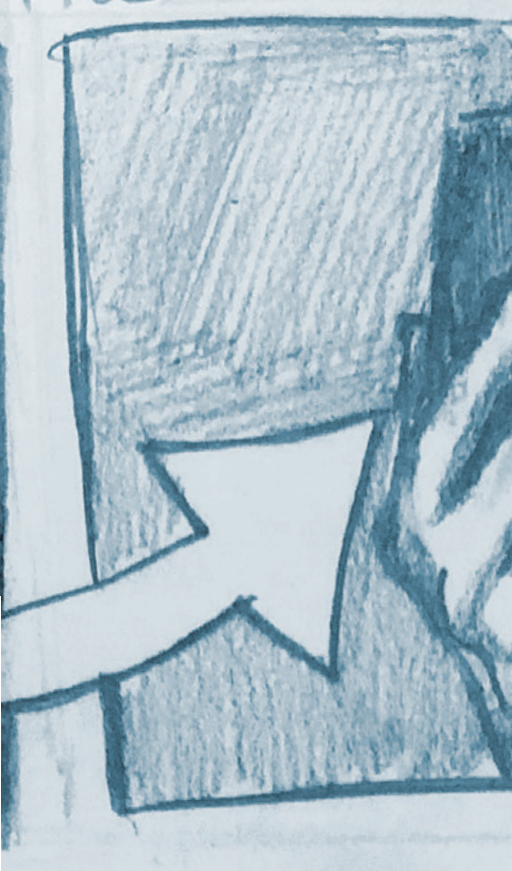
“In addition to providing a solid liberal arts foundation, Illinois offered a thorough education in the principles and practice of print and broadcast journalism and mass communication,” Bland said. “I’ve always been grateful and proud that I chose Illinois.”

Dr. Nancy Stephens established a planned gift to support the Advertising Annual Fund. Dr. Stephens (BS '72, MS '73, advertising) went on to become a faculty member at Arizona State University, and is a major proponent of higher education.



“I was always grateful that such an incredible university exists in my home state of Illinois and that it is a public school that I could afford to attend,” she said. “I am a deep believer in the school motto, Learning and Labor. That sums it up for me and probably for many other Illinois kids who were fortunate enough to attend U of I. I benefited from scholarships and I want to help others the way I was helped.”

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