



# ADVANCING EXCELLENCE

**I** ILLINOIS  
College of Media



# Advancing Excellence

As the College of Media celebrates its 90th year, and the University of Illinois celebrates its 150th, we are reflecting on all of the accomplishments of our many distinguished alumni and the impact they have across the country and around the globe. The University of Illinois and the College of Media has much to be proud of, and as we look at the next 90 years, we know that our alumni and friends are at the center of what we will accomplish.

We are thrilled to announce the public launch of the University of Illinois at Urbana-Champaign's fundraising campaign "With Illinois," and we are excited about the impact the campaign will have on our campus, programs, students and faculty. With Illinois is our most ambitious philanthropic campaign to date, and it will have transformative impact for generations to come. As we move forward with accomplishing the goals set forth by the campaign, we celebrate each of you who have already given so generously to the College of Media. Your investment in the college creates so many opportunities that would be out of reach for many of our students. Your financial support changes lives.

As with other great universities, we continue to manage internal and external challenges in our daily work. What remains constant is our passion and unending commitment to recruiting and retaining talented students and providing them with a world-class Illinois education. We remain committed to providing access to an Illinois education for all students with the desire

to succeed, regardless of background or socioeconomic status. We are confident that With Illinois will have a significant impact on our ability to fulfill this mission.

The exponential decreases in state funding for higher education in the past several years require us to rely more heavily on private support to realize our mission. Your support allows us to fulfill our commitment to a tradition of excellence and we are grateful for your partnership.

Please visit [with.illinois.edu](http://with.illinois.edu) for more details regarding the With Illinois campaign and [media.illinois.edu/giving/withillinois](http://media.illinois.edu/giving/withillinois) for the College of Media's campaign funding priorities. We welcome the opportunity to discuss how you can make an impact during the With Illinois campaign. Please call 217-244-5466, or email [media-giving@illinois.edu](mailto:media-giving@illinois.edu) for more information.

Marlah Bonner-McDuffie  
Associate Dean for Advancement

## Message from the interim dean

This anniversary year has been a busy one for the College of Media. The students, faculty and staff continue to be recognized for their hard work, creative endeavor and research. Here are a few of the highlights.

- The College welcomed six new faculty members to its ranks in the fall of 2017.

- Twenty-seven faculty members were named to the list of teachers rated excellent by their students for the spring semester.

- Michelle Nelson was promoted to full professor. She was published in five peer-reviewed publications, and delivered three conference presentations including two internationally. She is also serving as president of the American Academy of Advertising this year.

- Professor Patrick Vargas published four peer-reviewed journal articles this past year, and was awarded the Yoshida Hideo Memorial Foundation Research Grant from Tokyo, Japan.

- Assistant Professor Janice Collins received the 2017 Baskett Mosse Award for Faculty Development and was named a Kopenhaver Center Fellow of the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at the Association for Education in Journalism and Mass Communication.

- Professor James Hay continued his second year as the Interim Director of the Institute of Communications Research. One of his accomplishments was an endowment to the ICR on behalf of the family of ICR alum, Lynne Blanton (PhD, 1979). It will be used to help ICR students with expenses for conference and research travel each year.

- Moss Bresnahan, executive director of Illinois Public Media, was elected as Vice Chair of the Joint License Association, the organization representing stations that operate both PBS and NPR stations; and to the board of directors for the University Station Association, representing universities with public media stations. He was also selected by U.S. Department of State's Bureau



of Educational and Cultural Affairs as a Fulbright Specialist for communications.

- Illinois Public Media won five Telly awards for “Barns: An Illinois Story” and “Ebertfest 2016: Center of the Universe” produced by Danda Beard and Lisa Bralts. Barns and Ebertfest also received three Emmy nominations.

- In early June two donors provided additional gifts to support scholarships for the 360° Sports & Entertainment Camp. This year, 12 high school students received a scholarship from the College, the largest group of recipients to date.

As we look ahead to our next 90 years, we thank you for your continued support. Our mission of providing excellence in media education couldn't happen without you.

A handwritten signature in black ink, appearing to read 'Wojtek Chodzko-Zajko'. The signature is stylized and fluid.

Wojtek Chodzko-Zajko  
Interim Dean

# Celebrating 90 Years

2017 marks the 150th anniversary of the University of Illinois, the 90th anniversary of the College of Media and the 70th anniversary of the Institute of Communications Research. These milestones have us reflecting on the past and planning for the future, neither of which can be accomplished without honoring our alumni.

College of Media alumni are engaged in careers well beyond the traditional scope of journalist, advertising account executive or media analyst. They are entrepreneurs and lawyers. They are on the cutting edge of digital. They produce outstanding film and television. They teach the next generation of media experts. And they make us proud every day.

## The Early Years

The College of Media traces its roots to the School of Journalism, which opened Sept. 19, 1927. Beginning in 1935, a combined advertising and publishing curriculum is offered for the first time. Separate curricula in advertising and publication management are established in 1942. In 1946, a master's in journalism degree is approved. The Institute of Communications Research is created in 1947, becoming one of the first interdisciplinary research institutes on campus and providing the first interdisciplinary doctorate in communications anywhere.



*University Hall, the first home of the School of Journalism, was condemned in 1938. It stood where the Illini Union stands today. Photo courtesy of the University of Illinois Archives.*

In an effort to celebrate these amazing individuals, we have prepared a list of 90 alumni you should know. It is impossible to feature every outstanding alum, but we can share with you the depth and breadth of what our alumni have done in the past, what they are doing now and what some younger alumni are doing to set the standard for the future.

The names on this list came from research into our past and from our faculty and staff. An effort was made to show the diversity of careers in which alumni are engaged. We hope you enjoy learning a little bit about these interesting people who share our passion for media.

You can share your story as well! Let us know what you've been up to and how your Illinois education has affected your life. Visit [go.illinois.edu/story](http://go.illinois.edu/story).

### **Florence Hood Miner, 1929, Journalism**

Miner worked as a fashion coordinator and buyer at Saks Fifth Avenue, wrote for the Nevada (Iowa) Evening Journal for more than 30 years, and served Delta Zeta as national vice president, editor of The LAMP of Delta Zeta and historian emeritus.

### **John W. Branta, 1934, Journalism**

Branta worked at International Harvester Co. for 41 years, initially as a collections file clerk before he led the company's public relations office. In 1958, Branta was a member of a group that organized the Bank of Clarendon Hills, the village's first bank. When the bank opened a year later, he was on the board of directors and served as vice chairman until he retired in 1984. He also helped found the Washington Bank & Trust Co. in Naperville in 1961 and served on its board of directors for several years.

### **Charles E. Flynn, 1934, Journalism**

In 1937, Flynn began teaching journalism at the University of Illinois. In 1944, he became director of athletic publicity at the UI. By 1956, he was the director of public information for the entire university. In 1989, Mr. Flynn was the first recipient of the Illinois Press Association's Distinguished Service Award. He was also editor emeritus of The News-Gazette in Champaign.

**Barton A. Cummings, 1935, Journalism**

Cummings began his career in advertising as a teenager, working in his father's agency in Rockford, Illinois. His career included work at Benton & Bowles, the Office of War Information and Compton Advertising, where he rose to chief executive, was elected chairman, and in 1970 became chairman of the executive committee. He was chairman of the American Association of Advertising Agencies in 1969, and later held the top positions in the American Advertising Federation, the National Advertising Review Council, the Advertising Council and, from 1971-77, the Joint Committee for Advertising.

**Marian J. Brody, 1937, Journalism**

Brody worked for a time as a police reporter in Chicago before moving to California where she and her husband started their own company building and selling homes. She established the eponymous creative writing award in journalism in 1996.



**William Marsteller, 1937, Journalism**

Marsteller is considered a pioneer in advertising for connecting advertising agencies and public relations firms. In 1953, with Harold Burson, he formed Burson-Marsteller Inc. Marsteller was inducted into the Advertising Hall of Fame in 1979 and received the American Academy of Advertising Service Award in 1981.



**Harry Jack Gray, 1941, Journalism; 1947, M.S. Journalism**

Gray was Charles Sandage's first master's student. He earned a Silver Star for actions in the Battle of the Bulge. Gray transformed United Aircraft, a one-industry company, into United Technologies, a \$16 billion a year conglomerate.

**Charles G. Cooper, 1949, Journalism**

Cooper spent most of his professional career with Helene Curtis from which he retired as chief operating officer. A documentary co-produced by Cooper, "In Our Own Hands: The Story of the Jewish Brigade in WWII," was selected by the Motion Picture Academy as one of the outstanding documentaries of 1998.



**Arte Johnson, 1949, Journalism**

Johnson is an iconic comedic performer best known for his work on "Rowan and Martin's Laugh-In."

In previous editions of this publication we have profiled a number of alumni. Their stories are entertaining and enlightening. They help us understand where we have come from, what we are doing well and how we can shape the future. These stories are available online at [media.illinois.edu/alumni-stories](http://media.illinois.edu/alumni-stories) and feature the following alumni:

Glenn Adilman  
Ryan Baker  
Dan Balz  
Paul Biasco  
Justin Breen  
Ted Cox

Stephen Feder  
Robin Gareiss  
Jon Hansen  
Judy Hsu  
Robin Kaler  
Jack Klues

Wendy Levy  
Stephanie Lulay  
Josh McQueen  
Joseph Pedott  
Carol Sagers  
James Schlueter

## The 1950s

In February of 1950, the School of Journalism was renamed the School of Journalism and Communications with three major parts – journalism, advertising and radio. Wilbur Schramm, Fred Siebert and Ted Peterson publish “Four Theories of the Press” in 1956. The text is widely regarded as one of the most influential books on modern journalism. In 1957, the school becomes a college. Placed under it are the Institute of Communications Research and the divisions of radio-TV, journalism, advertising and broadcasting. Two years later, the divisions become the departments of advertising, journalism and radio/TV.

### Hal Bruno Jr., 1950, Journalism

Bruno was a foreign correspondent and political editor for Newsweek before joining ABC News, where he worked as political director from 1980-99.

### S. Watson Dunn, 1951, Ph.D.

Dunn received the first doctorate from the Institute of Communications Research and served as head of the advertising department from 1966-77. He authored three books on advertising and public relations.



### Morrie Beschloss, 1952, Journalism

Beschloss is a global economic analyst, award-winning long-term top business executive, and avid blogger for all aspects of worldwide financial, geopolitical and economic happenings.

### Howard Johnson, 1952, Journalism

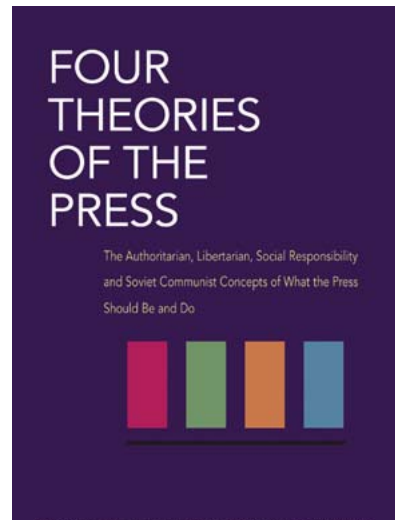
Johnson worked on numerous TV shows including “Rowan and Martin’s Laugh-In,” “The Sonny and Cher Comedy Hour,” “Bewitched” and “The Monkees.” He also wrote and directed industrial films for the aircraft industry.

### Ken Lopaty, 1953, Journalism

With his father and brother, Lopaty was an early franchisee at McDonald’s and now owns dozens of restaurants.

### Ted Peterson, 1955, Ph.D.

Peterson was the first dean of the College, serving from 1957-79.



### James Carey, 1959, M.S. Advertising; 1963, Ph.D.

Carey served as director of the Institute of Communications Research from 1969-76 and dean of the College from 1979-92.

### Paul Schrage, 1959, M.S. Advertising

At the request of Ray Kroc, Schrage started a marketing department for McDonald’s in 1967. By the time he retired 30 years later, he was senior executive vice president and chief marketing officer, and a member of the board of directors. Schrage was inducted into the American Advertising Federation Advertising Hall of Fame in 1997.

## The 1960s

S. Watson Dunn, the first Ph.D. graduate in the Institute of Communications Research, replaces Charles Sandage as head of the advertising department in 1966. James Carey becomes director of ICR in 1969. During his seven-year tenure, the study of mass media grows in prominence among doctoral students and faculty.

### **Murray Kalis, 1961, Journalism**

Kalis worked as a creative director with Marsteller and Young & Rubicam prior to starting his own company, Kalis & Associates. He is a member of Tech Coast Angels, an angel investment firm in Southern California.

### **Dennis Swanson, 1961, Journalism;**

#### **1966, M.S. Journalism**

Swanson has held key executive positions at all four major broadcast networks. He is credited with discovering Oprah Winfrey and catapulting ABC-owned WLS-Channel 7 in Chicago to the top of the ratings.



### **Roger Ebert, 1964, Journalism**

The Pulitzer Prize-winning film critic worked at the Chicago Sun-Times from 1967 until his death in 2013. He established his film festival, Ebertfest, in Champaign in 1999. Ebert is the only film critic with a star on the Hollywood Walk of Fame and is also a member of the

Chicago Journalism Hall of Fame.

### **William Nack, 1964, Journalism**

Nack has written for Newsday, Sports Illustrated, GQ and ESPN.com. He has authored several books including “Secretariat: The Making of a Champion” and served as an adviser on the Disney film.

### **Donald Jugenheimer, 1965, Journalism;**

#### **1968, M.S., Journalism; 1972, Ph.D.**

Jugenheimer has worked as a professor of advertising for more than 40 years at five major universities. He is the author or co-author of 23 books about advertising and has been a consultant to major commercial firms, the U.S. Department of Defense, law firms and advertising agencies.

### **Jerry Bean, 1966, Journalism**

Bean founded Century Group, an independent group of community newspapers in Southern California. Previously, he was publisher of the San Bernardino Sun.

### **Jane Donaldson, 1967, Journalism**

Jane Phillips Donaldson has more than 30 years of experience with nonprofit organizations. She co-founded Phillips Oppenheim with Debra Oppenheim in 1991. Previously, she spent more than 10 years in college administration as dean of admissions at Wesleyan University, associate director of undergraduate admissions at Yale College and founding director of admissions and placement at the Yale School of Management.

### **John Leckenby, 1968, M. S. Advertising;**

#### **1974, Ph.D.**

Leckenby was a professor of advertising in the Stan Richards School of Advertising and Public Relations at the University of Texas at Austin. In addition to publishing in many of the top advertising and communications journals, he founded the Journal of Interactive Advertising, a publication of the American Academy of Advertising.

### **Gordon E. White, 1969, M.S. Advertising;**

#### **1971, Ph.D.**

White came to the academy from business to teach and earn a Ph.D. He published heavily about creativity, including “Advertising: Its Role in Modern Marketing.”

## The 1970s

Rather than awarding bachelor's and master's degrees for all departments under the broad designation of "communications," the college begins awarding degrees specifically in radio/television, journalism and advertising. Clifford Christians wins the Campus Award for Excellence in Undergraduate Teaching in the spring of 1978. Gordon White wins the award one year later.

### **Paul Ingrassia, 1972, Journalism**

Ingrassia is a journalist and author whose career has included reporter and bureau chief at The Wall Street Journal, president of Dow Jones Newswire and managing editor for Thomson Reuters.



### **Ralph Farquhar, 1973, Advertising**

Farquhar, a veteran of the film and television industry, began his career writing for the classic television series "Happy Days." He was supervising producer of "Married With Children" and executive producer and co-creator of "South Central," "Moesha" and "The Parkers." Farquhar also developed and executive produced the hit animation series "The Proud Family" and the made-for-television martial arts movie "Wendy Wu: Homecoming Warrior." Farquhar wrote the 1985 cult classic hip-hop flick "Krush Groove." Farquhar is currently executive producer of "Real Husbands of Hollywood."



### **Bob Epstein, 1974, Journalism**

The Peabody and Emmy Award-winning news producer is now an executive producer at NBC Universal. He began his career as a news writer at WGN radio and television in Chicago.

### **Larry Ingrassia, 1974, Journalism**

Ingrassia is currently managing editor at the Los Angeles Times. He began his career at the Chicago Sun-Times and has also worked at The Wall Street Journal and The New York Times.

### **Harley Manning, 1976, Journalism; 1977, M.S. Advertising**

Manning is vice president and research director for Forrester and author of "Outside In: The Power of Putting Customers at the Center of Your Business." His work has appeared in The Harvard Business Review, Forbes, The Economist, Fast Company and Investor's Business Daily.



### **David McCraw, 1976, Journalism**

McCraw is vice president and deputy general counsel for The New York Times. McCraw has worked as a journalist and a freelance writer, has taught journalism and has worked as a lawyer at a New York law firm.

He has been with The Times since 2002 and is also an adjunct professor at NYU Law School.

### **Karen King, 1977, Advertising; 1978, M.S. Advertising; 1986, Ph.D.**

King is the Jim Kennedy New Media Professor, Advertising, in the Grady College of Journalism and Mass Communications at the University of Georgia.

### **Helen McGrath, 1977, Advertising; 1978, M.S. Advertising**

McGrath retired as the vice president of market insights for AT&T. She had been with the company since 1984, holding positions in marketing, business planning, customer care, product development, network management and product management.





**Charlie Meyerson,  
1977, Journalism;  
1978, M.S. Journalism**

The Edward R. Murrow Award-winning journalist launched Chicago Public Square, an independent news site, in January 2017. His long and distinguished career includes work as a morning

news anchor and Chicago City Hall reporter with WXRT; morning news anchor and public affairs director at WNUA; Tribune Daywatch columnist, editor and senior producer at chicagotribune.com; news director at WGN; and vice president of Rivet News.



**Tonise Paul,  
1979, Advertising;  
1980, M.S. Advertising**

Paul is president and CEO at Energy BBDO in Chicago and a director of BBDO Worldwide. Her leadership has been recognized with numerous awards, including

Advertising Woman of the Year, Business Insider's 30 Most Powerful Women in Advertising, Crain's Who's Who in Chicago Business, YWCA's Academy of Women Achievers, Today's Chicago Woman 100 Most Influential and Chicago Illini of the Year.

**Gordon Wangers, 1979, Journalism**

As founder and CEO of AMCI, Wangers created the world's largest marketing and promotional agency specializing in the automotive industry. He pioneered the comparison consumer ride and drive, which is now an industry standard. He sold the agency to Omnicom Group in 2006.

## The 1980s

The response to the first mailing of the College of Communications annual fund drive is the best in the history of the University Foundation in terms of percent of alumni donors and amount of average gift, raising more than \$10,000 from 5,000 alumni. This fund will help to bring the reporting, graphic arts and photography labs into the computer age. During this decade, Steven Helle, Richard Hildwein, Glenn G. Hanson and Ted Peterson all receive the Campus Award for Excellence in Undergraduate Teaching. Clifford Christians becomes director of the Institute of Communications Research and head of the media studies program in 1987.

**Roman Paluta, 1980, Advertising;  
1981, M.S. Advertising**

Paluta is director of business development at Solve Branding and Advertising. Previously he was president of Bailey Lauerman and served in a variety of roles at Carmichael Lynch.

**Barbara Singer, 1983, Advertising;  
1984, M.S. Advertising**

Singer is vice president of advertiser insights and strategy at ESPN. Prior to joining ESPN in 2010, she worked at Kraft and J. Walter Thompson.

**Frank Sinton, 1984, Advertising**

As COO at A. Smith & Co. Productions, Sinton is executive producer for TV One's "Unsung" and ESPN's "Sports Science." Other credits include the Emmy-nominated documentary series "Fearless" and the award-winning documentary series "Beyond the Glory."

**Dave Kissel, 1985, Journalism**

As global business lead with DDB, Kissel is responsible for the company's biggest multi-national client: McDonald's. Kissel has also worked with McRand International, Cramer-Krasselt and InStadium.

**Helen Katz, 1986, M.S. Advertising; 1988 Ph.D.**

Katz is currently senior vice president and director of Global Analytics & Insight Practice at Publicis Media. She has held strategic and research roles with Starcom Mediavest Group, ZenithOptimedia and DDB Needham.



**Leonora LePeter Anton, 1986, Journalism**

Anton, of the Tampa Bay Times, was co-recipient of the 2016 Pulitzer Prize for investigative reporting. The reporting was a joint project between the Times and the

Herald-Tribune that looked into Florida's state-funded mental hospitals.

**Blaise D'Sylva, 1989, Advertising**

D'Sylva is vice president of media at Dr. Pepper Snapple Group. He began his career at Leo Burnett in Chicago and also worked at the company's offices in Germany and Japan. While with Starcom he worked in Chicago, China and Japan. Other stops include ESPN and Anheuser-Busch.

**Peggy Kreshel, 1989, Ph.D.**

Kreshel is an associate professor of advertising in the Grady College of Journalism and Mass Communications at the University of Georgia.

**L.J. Shrum, 1989, M.S. Advertising; 1992, Ph.D.**

Shrum is a professor of marketing at HEC Paris. He was previously a faculty member at the University of Texas, San Antonio, and at Rutgers University.

## The 1990s

A \$5 million gift from UI alumni Robert and Alice Campbell paves the way for a new WILL-AM-FM-TV building: Campbell Hall for Public Telecommunications. A \$2 million gift from Jack and Marjorie Richmond makes possible an adjoining teaching studio. The American Advertising Federation chooses the College as the home of the Cardiss Collins Scholarship for Diversity in Advertising. Collins is the longest serving African-American woman in Congress. Steven Helle is selected as one of three Journalism Teachers of the Year nationwide by the Freedom Forum. The College produces the first Roger Ebert's Film Festival. The UI Archives accepts the Reston Papers. James B. "Scotty" Reston received his journalism degree in 1932 and went on to become a columnist, Washington bureau chief and editor for The New York Times. George Gladney, Steven Helle, Carrie A. Rentschler and Kim Rotzoll are honored with the Campus Award for Excellence in Undergraduate Teaching.

**Robin Zucker, 1990, Advertising**

Zucker is chief marketing officer for a new digital television network in prelaunch mode. Previously she was senior vice president of marketing at Playboy.



**Michael Strautmanis, 1991, Advertising**

Strautmanis is currently vice president of civic engagement for the Barack Obama Foundation. He has worked in the White House, the U.S. Congress and the Senate.

**Steve Osunsami, 1993, Journalism**

The award-winning journalist is a correspondent for ABC News, based in Atlanta. His work has been recognized with an Emmy and numerous awards from the National Association of Black Journalists and the Columbia School of Journalism.

**Vida Cornelious, 1994, M.S. Advertising**

Cornelious is chief creative, storyteller and brand builder at The Walt Disney Company. Prior to joining Disney, she was EVP and chief creative officer at both Walton Isaacson and GlobalHue. Her work has been recognized with numerous awards, including a Silver Telly and a Bronze Effie.



**Andrea Darlas, 1994, Journalism**

Darlas is an award-winning radio and television news anchor and reporter at WGN radio and WGN TV. She has five IBA Silver Dome Awards for Best Newscast and two prestigious Peter Lisagor Awards — one for TV and one for radio.

**Maureen Umeh, 1994, Journalism**

The Emmy Award-winning journalist is an anchor and reporter at Fox 5 in Washington, D.C. She began her career at WCIA-TV in Champaign, Illinois, after graduation and has also worked in South Carolina.

**Pat Burke, 1995, Advertising**

Burke is currently creative director at Ogilvy & Mather. He has also performed that role at EnergyBBDO, mcgarrybowen and DDB Chicago. He has two Emmy nominations, multiple Cannes Lions (including a Grand Prix) and many other industry awards.

**Semma Miller, 1995, M.S. Advertising**

In 2014, Miller was named one of 36 most creative women in the industry by Business Insider. She is currently co-founder and president of WolfGang LA. Her work at David & Goliath includes the Kia Super Bowl ad from 2017.

**Elaine Quijano, 1995, Journalism**

Quijano is an anchor for CBSN, the CBS digital network, and a correspondent for CBS News contributing to all news broadcasts and platforms. In 2016, she moderated the vice presidential debate.

**Terry Kasdan, 1996, Advertising; 1998, M.S. Advertising**

Kasdan founded atCommunications, LLC in 1999. Through his leadership, the company has designed, programmed, hosted and promoted more than 1,000 websites, CDs, DVDs and mobile applications for clients that span the spectrum of industries and service sectors — from Fortune 500 companies to small and mid-sized businesses, from multinational corporations to regional organizations and not-for-profits.

**Tony Romando, 1996, Journalism**

Romando is the CEO and co-founder of Topix Media Lab, the 10th largest newsstand publisher in America, creating branded SIPs, bookazines and books for the world's largest brands.

**Karen Firsell, 1997, Journalism**

Firsell started her TV career in New York, producing at MSNBC for Ann Curry, and then at CNN for Connie Chung and Anderson Cooper. She returned to Chicago to produce at the Oprah Winfrey Show and is now a TV personality and OK! TV correspondent. She recently opened Jar Bar, a restaurant in Northbrook.



**Ash-har Quraishi, 1997, Journalism**

Quraishi is a broadcast journalist and reporter for WMAQ-TV in Chicago. He was previously the chief Midwest correspondent for now-defunct Al Jazeera America at its Chicago Bureau. He has served as CNN's bureau chief in Islamabad and worked for WTTW-TV in Chicago and for the Chicago News Cooperative.



**Will Leitch, 1998, Journalism**

Leitch is the founding editor of Deadspin. He is senior editor at Sports on Earth, contributing editor at New York magazine and a regular contributor to Sports Illustrated and The New York Times. He has published four books.

## The 2000s

The work of Professor Bill Gaines and the students in his investigative reporting classes makes news worldwide when Dateline NBC reports their efforts to identify “Deep Throat” of Watergate fame. The Sandage Symposium draws advertising historians together to foster long-term collaborative relationships in support of advertising history and archives. The symposium also offers an opportunity to honor the memory of Charles Sandage, founding head of the advertising department. In 2008, the College changes its name to the College of Media and makes the move from a two-year to a four-year college. In 2009, the Department of Media and Cinema Studies is introduced. The News-Gazette, along with faculty and students in the College, launch C-U Citizen Access, a website that focuses on poverty and other related issues in Champaign County. Matthew Ehrlich, Robert Reid and Peter Sheldon receive the Campus Award for Undergraduate Teaching.



### **Jessica Popper, 2000, Advertising**

Popper is the director of integrated marketing for primetime and late night at ABC Television. She has been with ABC since 2008.

### **Katie Curnutte, 2001, Journalism**

As vice president of communications and public affairs at Zillow, Curnutte oversees brand PR, employee communications, public affairs and government relations, and corporate and business communications.

### **Leilei Gao, 2002, M.S. Advertising**

Gao is an associate professor of marketing at the Chinese University of Hong Kong Business School. Her research interest is in consumer behavior.



### **Natalie Bomke, 2004, Journalism**

The Emmy-nominated broadcast journalist is currently an anchor, breaking news/feature reporter and digital media specialist at Fox 32 Chicago WFLD-TV.

### **Sarah VanHeirseele, 2004, M.S. Advertising**

VanHeirseele is senior vice president of innovation at Blue Chip Marketing Worldwide. In 2016 she was named a Woman of Excellence by the Path to Purchase Institute.

### **Carol Voronyak, 2004, Journalism**

The former Illini golfer is director of talent recruitment and negotiations at ESPN. She started with the company in 2004 as a production assistant.

### **Alex Hedlund, 2005, MACS; 2006, M.S. Journalism**

Hedlund is vice president of creative affairs and production at Legendary Pictures. His credits include “The Great Wall” and “As Above, So Below.”



### **Helen Min, 2005, Advertising; 2006, M.S. Advertising**

Min is the head of marketing at Quora, where she leads the marketing, communications and community relations teams. She is also an adjunct professor

at Northwestern University’s Medill School of Journalism.

### **Ted Land, 2007, Journalism**

This Emmy and Edward R. Murrow Award-winning multimedia journalist works at KING TV in Seattle, Washington.

### **Emily Shields, 2007, Advertising**

Shields is a content strategist at Facebook in Chicago. She started her career as a copy writer with DDB Chicago working on Budweiser, McDonald’s and Laughing Cow, among others.

### **Susan Lester, 2008, Advertising**

Lester is counsel, marketing and intellectual property for McDonald’s Corporation. She earned her JD from Illinois in 2012.

### **Emma Miller, 2008, MACS**

Miller is vice president of scripted development and programming at AMC network. She began her career as a television literary assistant with the William Morris Agency.

**Rachel Reed, 2008, MACS**

Reed is a production manager at Industrial Light and Magic. Her credits include “Transformers: The Last Knight,” “Star Wars: The Force Awakens” and “Jurassic World.”

**Ji Yoon Lee, 2009, Journalism**

Lee is a news reporter and anchor with Arirang TV in Seoul, South Korea. She is the main anchor and writer for “Business Daily.”

**Susanna Pak, 2009, Journalism**

Pak is a multimedia business journalist at the International Trade Centre in Geneva, Switzerland. ITC is a joint agency of the World Trade Organization and the United Nations.

**The 2010s**

The Department of Advertising is renamed the Charles H. Sandage Department of Advertising to honor its founder. Pulitzer Prize-winning professor, Leon Dash, is inducted into the National Association of Black Journalists Founders Hall of Fame. Advertising introduces a minor in public relations, and journalism introduces a minor in journalism. Award-winning journalist and 1968 advertising graduate Bill Geist returns to campus to act as grand marshal in the 2015 homecoming parade. Christopher Benson, Jennifer Follis, Steven Hall, Steven Helle and Peter Sheldon receive the Campus Award for Undergraduate Teaching. Hall also is named the 2015 American Advertising Federation’s Distinguished Advertising Educator.



**Nick Ciffone, 2010, Advertising**

Ciffone is creative director and copywriter for TBWA Media Arts Lab. His award-winning work for Gatorade has been recognized with just about every award available, including several Cannes Lions.

**Ravi Bhatia, 2011, Journalism**

Bhatia is a motion designer with Leo Burnett in Chicago and also does freelance videography. His work with Comcast Sportsnet includes the Chicago Bears pregame, halftime and postgame shows.

**Emmanuel Camacho, 2011, MACS**

As CEO and creative director of Manny Reel Films, Camacho is working with augmented and virtual reality to help clients bring their ideas to life. He is also producing content for Revolt News in Chicago.

**Jose Diaz, 2011, M.S. Journalism**

Diaz is a producer at CNN en Espanol in Atlanta. He started working at CNN in 2012 as an associate producer.

**Yuir Kleban, 2011, Advertising**

Kleban is a revenue platforms product manager at Google and has been with the company since 2011. Outside of his work with Google, he is a growth hacker and adviser for a variety of startups.



**Heather Pink, 2012, Journalism**

Pink works on production and social media integration and development for the NFL Network. She began working on sports broadcasting as on-air talent and producer with the Big Ten Network while still a student at Illinois.

**Charlie Tan-Lim, 2012, Advertising**

Tan-Lim is a multimedia art director with Schafer Condon Carter in Chicago. His work has been recognized with a number of awards, including an Addy and a Telly.

**Xuan Zhu, 2012, M.S. Advertising**

Zhu received her Ph.D. in mass communications from the School of Journalism and Mass Communication and a graduate minor in public health from the School of Public Health, both at the University of Minnesota. She is now a research fellow at the Mayo Clinic.



**Emily Siner, 2013, Journalism**

Siner is the assistant news director of Nashville Public Radio, where she’s reporting news, editing other reporters, and developing the station’s fleet of podcasts. She was named Tennessee’s radio reporter of the year in 2016, and her breaking news coverage of wildfires

in East Tennessee won national awards.

**Sarah Trapani Sullivan, 2012, Advertising;  
2013, M.S. Advertising**

Sullivan is director of programmatic consulting at Publicis Media in Chicago. She started working at VivaKi, a division of Publicis Group, after graduation.



**Taylor Rooks, 2014, Journalism**

Rooks is a sports journalist and broadcaster. She currently appears on SportsNet New York and CBS Sports Network. She was previously a host, reporter and correspondent for the Big Ten Network.

**Jon Schultz, 2014, Advertising**

In three short years, Schultz has risen to senior director at Havas Chicago. He started with the company shortly after graduation as an integrated strategist. He also serves as an auxiliary board member for Volunteers of America of Illinois.

**Eli Murray, 2015, Journalism**

Murray is a news applications developer at the Tampa Bay Times, where he uses code to inform reporting and present narratives online. His work covering the Pulse nightclub shooting recently received a silver medal for breaking news online graphics at the Malofiej International Infographics Awards.

**Tyler Davis, 2016, Journalism**

Davis is the data reporter at the Chronicle of Higher Education and the Chronicle of Philanthropy in Washington, D.C. He is in charge of sourcing and cataloguing education and philanthropy data. His work is split between seeking patterns and answers in data and developing web applications that present data findings to readers or simplify work within the newsroom.

**Alex Vassiliadis, 2017, MACS**

Vassiliadis is a digital fellow at Civic Advisors, a social impact strategy and consulting firm in Washington, D.C. While in college, he was co-founder of the Mental Health Awareness Tour, helping to diminish the stigma around mental illness.

## Faculty Graduates

**Chris Benson, 1975, Journalism;  
1978, M.S. Journalism**

**Associate Professor of Journalism**

Benson is co-author with Mamie Till-Mobley of her memoir "Death of Innocence: The Story of the Hate Crime That Changed America," (Random House, October 2003) about the life and brutal lynching of her son, Emmett Till, and the history-making changes that followed. The book won the 2003 Robert F. Kennedy Book Award Special Recognition; the 2004 BlackBoard Nonfiction Book of the Year Award; and the 2008-09 Black Excellence Award for Outstanding Achievement in Literature (Nonfiction) awarded by the African American Arts Alliance of Chicago.

**Clifford Christens, 1974, Ph.D.**

**Research Professor Emeritus**

Christens is the former director of the Institute of Communications Research and chair of the doctoral program in communications, positions he held from 1987-2001 and from 2007-09. He has been a visiting scholar in philosophical ethics at Princeton University, a research fellow in social ethics and also a visiting scholar at the University of Chicago, and a PEW fellow in ethics at Oxford University. He was a Charles H. Sandage Distinguished Professor, has won six teaching awards, and is a faculty member in the Fulbright Specialist Program.

**Jennifer Follis, 1981, Journalism;**

**1995, M.S. Journalism**

**Senior Lecturer in Journalism**

Follis previously worked as a copy editor for The News-Gazette in Champaign, Illinois. She is a member of the Investigative Reporters and Editors and of the American Copy Editors Society.

**Steve Hall, 1991, Advertising; 1993, M.S. Advertising**

**Senior Lecturer in Advertising**

Hall is the faculty adviser for the largest American Advertising Federation student chapter in the country, NSAC adviser, and member/past chair of the AAF National Academic Committee. He has also served on the AAF Board of Directors.

**Brian Johnson, 1987, M.S. Journalism**  
**Professor of Journalism**

Johnson started his journalism career as a staff photojournalist at The News-Gazette and has been teaching at the university since 1988. Johnson's work has been published in The New York Times, Chicago Tribune, The Washington Post, USA Today, Newsday and others.

**Jean McDonald, 2005, M.S. Journalism**  
**Lecturer in Journalism**

McDonald has 33 years of newspaper experience, including 21 years as a sports editor and sports writer at The News-Gazette in Champaign. She was director of information systems and electronic publishing at The News-Gazette. While at The News-Gazette, she taught part time in journalism beginning in 1993, before joining the department full time in 2012.

**Shachar Meron, 2001, Advertising;**  
**2002, M.S. Advertising**  
**Lecturer in Advertising**

Before life as a lecturer, Shachar worked for 12 years as a creative director, brand strategist and copywriter in Chicago. His clients included Boeing, Johnson & Johnson, Motorola, Nordstrom, Cars.com, TransUnion and Abbott Labs, as well as dozens of startup and early-stage companies. Along the way Shachar co-founded BatesMeron Design, an indie agency focused on branding and marketing, where he helped grow the business to 30 clients and \$1 million in billings. He also founded Redacted, which became Chicago's largest copywriter association in its first year.

**Michelle Nelson, 1997, Ph.D.**  
**Professor of Advertising**

Nelson has published nearly 70 peer-reviewed articles and book chapters. She is associate editor of the International Journal of Advertising. She has worked, researched, or taught in the United Kingdom, Denmark, Austria, United States and Jamaica.

**John Paul, 1977, Journalism; 2010, M.S. Journalism**  
**Lecturer in Journalism**

For nearly 25 years, Paul was a TV anchor, reporter, producer and, for a while, news director, at WCIA (CBS) in Champaign. He helped lead that station's election coverage for two decades. He was also a producer and TV host at WILL-TV. At WILL, he hosted political debates, campaign coverage and other public affairs programs. He has also reported from China and Romania.

**Jay Rosenstein, 1998, M.S. Journalism**  
**Professor of Media and Cinema Studies**

Rosenstein has won a Peabody Award and multiple Emmy Awards (Mid American region) for his documentary filmmaking. His documentaries have been broadcast nationally on the PBS series "P.O.V." and "Independent Lens," as well as on the Independent Film Channel, reviewed in publications, including the New York Times and Sports Illustrated, and screened at film festivals worldwide, including the Sundance Film Festival.

**Jan Slater, 1992, M. S. Advertising**  
**Professor of Advertising**

Slater served as head of the advertising department from 2007-10, interim dean of the College from 2010-13 and dean from 2013-16. Prior to her appointment at Illinois, she was an associate professor and the associate director of the E.W. Scripps School of Journalism at Ohio University for nine years. She joined the academy following a long career as an advertising practitioner, working in private industry, as well as advertising agencies in Omaha, Nebraska. When she left the business, she was running a successful advertising agency, J. Slater & Associates.

**Angharad Valdivia, 1991, Ph.D.**  
**Professor of Media and Cinema Studies**

Valdivia served as the inaugural head of the Media and Cinema Studies department. She also served as the interim director of the Institute of Communications Research for five years, 2009-14. She has edited and authored numerous scholarly journals and papers, been an invited keynote speaker at conferences and served as a visiting scholar at universities around the world.



# WITH CURIOSITY WE LEAD THE WAY

At Illinois, we embrace the very human work of inquiry and invention, experimentation, and education. We give the next generation the skills and knowledge to make sense of the world around us, preserve the lessons of the past, and move humanity forward.

In 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. At the same time, we continue our legacy of facilitating informed public decision-making and ensuring fair, accurate, balanced, and contextual representation of all groups in our society.

Private support is essential to ensuring public universities continue to be places where progress and innovation can flourish. Private investment

takes on increased importance in times of uncertain federal and state funding. It is a sign of faith and confidence in all we can contribute to the greater good.

With your support, we will continue to elevate the values that make Illinois distinctive: a sense of boundless aspiration, collaborative research, and global perspective. And we will continue to honor the people who have shaped the culture and character of this place: our students, faculty, staff, and alumni.

The world is a better place With Illinois.

WITH  
**I** | THE CAMPAIGN FOR  
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## College of Media Priorities

### Endowed Scholarships and Internships

Support of students is our greatest priority. Scholarships are essential to attract the most talented students from inside 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.

*Desired Investment Level: \$250,000*

*Minimum Investment Level: \$50,000*

### Endowed Chairs

Represent the highest honor the University can provide to distinguished faculty members, and help to attract and retain exceptional scholars.

*Minimum Investment Level: \$2,500,000*

### Endowed Professorships

Offer an important advantage in recruiting and retaining the most talented faculty members in the field.

*Minimum Investment Level: \$500,000*

### Endowed Professors of Practice

Allow us to bring industry professionals to the College and into the classroom for short- and long-term teaching periods.

*Minimum Investment Level: \$500,000*

### Endowed Funds for Innovation and Research

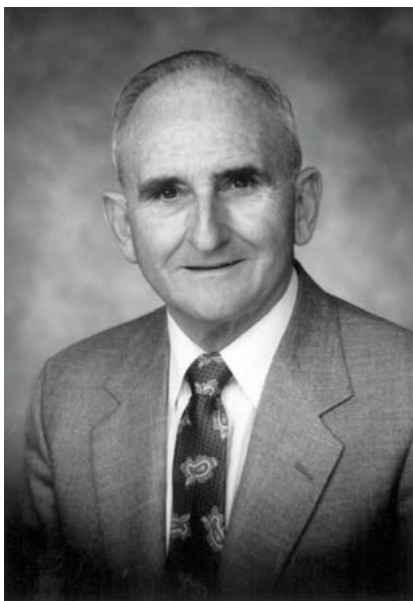
Support cutting-edge courses, curricula, faculty research, industry collaborations, and student activities that will foster greater discovery and transform the delivery of content.

*Minimum Investment Level: \$150,000*

## The Impact of His Legacy

The College honors the memory of Charles Bellatti, Class of 1953, who passed away on July 8, 2017. Charlie was admired by many for his loving relationships with his friends and family, as well as his servitude to numerous organizations and the industry of sports journalism.

Charlie was a 1943 graduate of Jacksonville High School, Jacksonville, IL, attended Illinois College and later went on to receive his bachelor's degree from the University of Illinois in January of 1953. He had extensive experiences in journalism, public relations and sports information across the country. From 1953-1970, he was employed in the University of Illinois Office of Sports Information, serving as its



Director from 1956 to 1970. He then joined Illinois College where he served as Director of Public Information and Alumni Affairs from 1970 to 1977. Soon after, he followed one of his true passions by running away to join the circus. He handled national publicity and advertising for the Carson & Barnes Circus from 1977 to 1986, and continued traveling to any circus he could find throughout his life.

His philanthropic legacy spans seven decades of support to the University of Illinois. During this time he made two planned gifts, one of which supports unrestricted College-wide activities such as scholarships, technology upgrades and competitive research.

Many campus staff and fellow alumni will not forget their personal connections with Charlie, nor the kindness he bestowed on countless individuals through his philanthropy. His Illinois spirit will live on. On behalf of the University of Illinois, we are honored to recognize Charlie for the impact of his legacy. We will miss him!

## Advancing Excellence: Gifts in Support of the College of Media (July 1, 2016–June 30, 2017)

The following list represents contributions to the University of Illinois College of Media (excluding WILL) from generous alumni and friends during the 2016 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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### **Advancing Excellence is a publication of the Office of Advancement, College of Media, University of Illinois at Urbana-Champaign. Fall 2017**

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# Roger Ebert's Film Festival

Founded by the late Roger Ebert, University of Illinois Journalism graduate and a Pulitzer Prize-winning film critic, Roger Ebert's Film Festival takes place in Urbana-Champaign each April for a week, hosted by Chaz Ebert. The festival presents 12 films representing a cross-section of important cinematic works overlooked by audiences, critics and distributors. The films are screened in the 1,500-seat Virginia Theatre, a restored movie palace built in the 1920s. A portion of the festival's income goes toward ongoing renovations at the

theater. The festival brings together the films' producers, writers, actors and directors to help showcase their work. A filmmaker or scholar introduces each film, and each screening is followed by a substantive on-stage Q&A discussion among filmmakers, critics and the audience. In addition to the screenings, the festival hosts a number of academic panel discussions featuring filmmaker guests, scholars and students. Roger Ebert's Film Festival is a special event of the College of Media at the University of Illinois.

## Roger Ebert's Film Festival donors

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\* 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

**\$31,656**

cost of attendance for Fall 2017 - Spring 2018

(full-time advertising student, Illinois resident, Tuition: \$12,816 + Housing, books, misc.: \$15,008 + fees: \$3,832)

**89**

number of College of Media students who received scholarship aid for 2017-18

**561**

number of student scholarship applicants

**15%**

received support

**128**

donors gave more than

**\$1,656,389**

to scholarship funds in FY 2017 (includes cash and deferred gifts)

**\$350,300**

in 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 college-wide scholarships provide the most flexibility in recruiting an ever-growing, diverse student population.

Please note, the word "scholarship" used in this context represents aid that includes internship assistance and graduate student awards.

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