

marquette

# comm

| Diederich College of C | 2018 | No. 07 |



## *They've Got* **GAME**

*Five accomplished  
alumnae open up  
about their lives as  
women in sports  
journalism.*

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Marquette University

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*Comm* is published for alumni, colleagues and friends of the college. We'd love to hear your feedback and story ideas for future issues. Email [stephen.filmanowicz@marquette.edu](mailto:stephen.filmanowicz@marquette.edu).

**ACTING PROVOST AND DEAN OF THE DIEDERICH COLLEGE OF COMMUNICATION**  
Dr. Kimo Ah Yun

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**DIEDERICH**  
College of Communication  
MARQUETTE UNIVERSITY

# letter

from the dean



This issue of *Comm* magazine takes you inside the Diederich College of Communication and shares many of the great things happening here. Whether it's students benefiting from Johnston Hall's transformed spaces or the Diederich Experiences connecting alumni and students in more cities and communication specialties, or other

stories, what's inside drives home the vital role this college plays in educating students and fostering communication for the greater good.

While I am excited about these new initiatives, I'd like to take a moment to acknowledge the passing of someone who embodied the mission and values of this college in an exemplary way, our dear colleague and friend, Dr. John Pauly. John served in many roles: as former dean, provost, department chair and faculty member. In all of them, he demonstrated a deep sense of personal commitment and the ability to find the best in others. His passing is a great loss to Marquette and to the Diederich College of Communication.

As members of our community who knew him well make clear in reflecting on his contributions, John is leaving a powerful legacy. "He was a great colleague, teacher and leader, but most of all a great friend," says Dr. Joyce Wolburg, associate dean for academic affairs. "He was one of the most influential people I ever met. With his wisdom and humor, he touched the lives of everyone who worked with him, and his spirit will always be with us."

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*Remembering a great colleague, teacher and friend who inspired the best in others.*

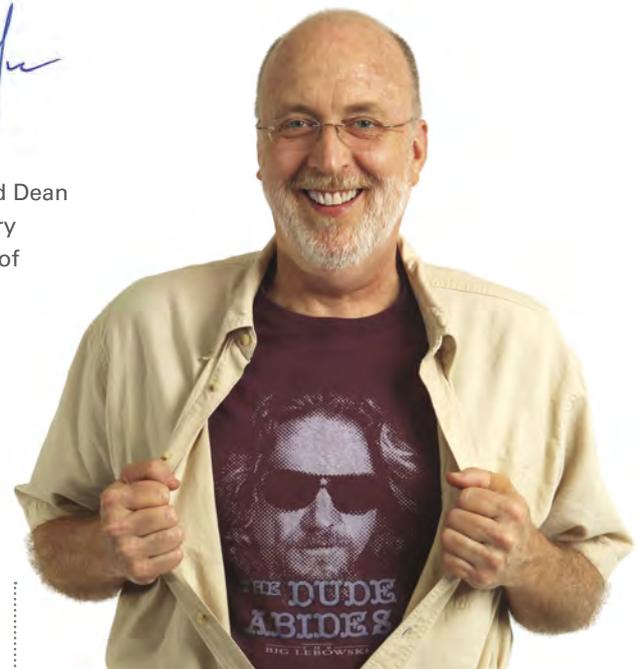
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"John cared deeply about the intellectual growth and well-being of his students and colleagues," adds Dr. Ana Garner, chair of the Journalism and Media Studies Department. "His search for better ways to think about issues and problems in the field of communication made us all better human beings."

For Dr. Sarah Feldner, associate dean and director of the Marquette Core Curriculum, John was a prized and ready source of solace and guidance. "John's office was a place of calm in an often stormy world," she remembers. "He had a singular focus on doing what was right for the people he encountered, the university he served and the world in which he lived."

Personally, what I will remember most about John is that he was a deep thinker. I could be sure that John would not be quick to act without consideration of the people involved and the possible consequences of that action. John will be missed, but our college and university are much richer places because of the time he spent as part of our community.

Dr. Kimo Ah Yun  
Acting Provost and Dean  
J. William and Mary  
Diederich College of  
Communication



# news



## A Banner Year

**Marquette's student journalists are again recognized for top-notch work – a lot of it.**

Even considered alongside Marquette student media's history of recognition in scholastic journalism competitions, last year's haul of 76 local, regional and national awards calls for a celebration. For context's sake, the total represented a 50 percent increase from 2016–2017 and an even bigger jump from the previous year.

The trophies and certificates may pose something of a storage and display-space challenge, but that's a good problem to have and a testament to the quality of journalism education in the Diederich College and to the talent of Marquette's student journalists. Here are some highlights:

In the Society of Professional Journalists' Mark of Excellence Awards, the *Marquette Wire* was named Best Affiliated Website in Region 6, which includes Wisconsin, Minnesota, North Dakota and South Dakota. Individual students also earned SPJ awards for breaking news reporting, in-depth reporting, in-depth television reporting, editorial writing and sportswriting.

*The Marquette Tribune* was especially successful, winning top honors for best overall excellence from the Wisconsin Newspaper Association, ahead of UW–Madison heavyweights *The Badger Herald* and *The Daily Cardinal*. *The Tribune* also received first place for general excellence and first place for multiple stories within their categories. The *Wire*'s Clara Janzen was named WCMA's College Journalist of the Year, with judges praising her for doing "a wonderful job reporting the



**Student journalists from the *Marquette Wire* attend the Milwaukee Press Club's 2018 Gridiron Dinner, where they received 21 awards.**

complicated impact" of her subject "with great sourcing and concise subheads that pulled (readers) through."

"Breaking the Silence," a series on suicide prevention that ran on print, web, television and radio platforms, won numerous plaudits, including a Mark of Excellence national finalist award from the Society of Professional Journalists for in-depth reporting and top regional awards for best in-depth reporting and best television in-depth reporting. The series was also named Best Television Documentary by the Midwest Broadcast Journalists Association and was recognized for best print investigative reporting by the Milwaukee Press Club.

"It was a massive effort," says Mark Zoromski, director of student media, of "Breaking the Silence." "I am so proud of our students for doing journalism that matters." — **Leah Harris and Kaley Rohlinger**

See web coverage of all the awards by searching "Marquette Wire 76 awards."



## Milwaukee's Newest Agency

**Strategic communication and digital media students are getting agency experience – without leaving Johnston Hall.**

From the beginning of his time as dean of the Diederich College of Communication, Dr. Kimo Ah Yun recognized the need for more experience-building opportunities for strategic communication and digital media majors.

He brought the issue to faculty and staff. As a result, the college has launched the Student Agency, an in-house creative shop that extends professional development opportunities to students in the college.

This fall, agency students are working as digital video production specialists and graphic designers, contributing to projects that promote the college's events and initiatives.

Through agency assignments, students are building portfolios of work to show future employers.

Barbara Volbrecht, instructor of digital media and performing arts, oversees the agency's video production students, as they tackle four projects each semester and gain experience with video equipment and editing software. The agency's graphic designers report to Kimberly Zawada, professional graphic designer, who guides them in learning how to manage deadlines, work as a team and develop typography, layout and brand management skills.

Lexi Beaver, a senior advertising major and member of the agency's first cohort, is excited to join fellow students in "working together in a real agency setting." Ah Yun foresees the agency eventually growing to take on assignments for college alumni and professional clients, so the agency experience will grow to support more students. — **Laura White**



## The Power of "No"

**The college brings creative fuel to John Ridley's local film hub.**

Opening this fall, No Studios is bringing together visual artists and storytellers from diverse Milwaukee communities in a former Pabst Brewery building owned by Oscar-winning filmmaker John Ridley and business partner Chris Abele (also Milwaukee's County Executive).

And helping to fulfill Ridley's vision of a space where creatives work, present and "socialize with purpose" are the Diederich College of Communication and Marquette's Office of Marketing and Communication, which pooled resources to become charter tenants. The move helps the university extend its reach, showing that "We are part and parcel of the community beyond the borders of Marquette," says David Murphy, vice president for marketing and communication.

Kristin Holodak, assistant professor of digital media and performing arts, is hitting the ground running at No Studios. At work on three film projects, Holodak is drawn to the prospect of "creative brainstorming" and working alongside

"people whose advice and opinions I can seek." As Joe Brown explores new partnerships there, the documentarian and assistant professor of digital media and performing arts, relishes the "dynamic, organic synergy of being in the space" and developing partnerships. Opportunities for students are envisioned too.



Marquette joins Milwaukee Film, 371 Productions, UW–Milwaukee School of Film and others in saying "yes" to the partnership with Ridley, a Milwaukee-area native who won a screenwriting Oscar for *12 Years a Slave* and executive produced *American Crime* on ABC. The local momentum is a realization of Ridley's intentions in choosing a name that flips the rejection creative artists often experience; in Japanese, "no" is the root word for "skill, talent and artistic endeavor." — **Ann Christenson, CJPA '90**



# Signature Sensation

**A pilot grows into a prized program that invites students into the worlds of successful alumni to form lasting connections.**

Debuting with big expectations, the Diederich Experiences premiered in spring 2017 in Los Angeles, connecting six upperclassmen with Marquette alumni who have experience, jobs and connections in students’ desired fields. Based on this initial success, three more trips were added last year. Writing essays to earn their spots, the students are motivated. The itineraries are impressive. Social media amplifies the lessons learned. And the generosity of Marquette alumni in lending time and talent is the secret sauce.



**THE CHICAGO EXPERIENCE  
for Advertising Students**  
November 2–3, 2017



In addition to a networking reception and panel discussion with recent alumni, a visit to We Are Unlimited, McDonald’s U.S. creative agency, introduced students to different roles within an agency — art directors, producers, account managers, media planners, sales promotion and clients. “It reaffirmed that I am on the right path, and that creativity doesn’t happen alone in a cubicle,” says Annah Horst, a senior

and professed advertising junkie with creative director aspirations, one of 15 Diederich students who joined a similar number of business students in Chicago.

“The phrase I kept hearing afterward was, ‘I had no idea.’ I had no idea it was so creative, or innovative, or collective,” says faculty organizer Dave Wilcox, professional-in-residence in strategic communication.

**THE CHICAGO EXPERIENCE  
for Journalism Students**  
April 19–20, 2018

Despite serving as executive director of the *Marquette Wire* and completing several media internships, Patrick Thomas, Comm ’18, still felt intimidated by the competition he’d face for jobs in journalism. He applied for one of eight spots on the first journalism experience trip to Chicago to meet successful alumni who once shared the same feeling.

The two-day agenda included meetings with *USA Today* sports columnist Nancy Armour, CJPA ’91, and Steve Bertrand, Jour ’85, of WGN Radio, and tours of the *Chicago Sun-Times* and NBC affiliate WMAQ-TV.

Opting for an internship at *The Wall Street Journal* in New York City post graduation, Thomas knows a Marquette connection is never far away. “Wherever you are, Marquette connections can get you where you need to go.”



## THE NEW YORK EXPERIENCE for Theatre Arts Students

March 9–13, 2018

Before visiting New York City for this experience, Nadja Simmonds, Comm '18, had difficulty picturing herself there as an actor. "There's a fear that you'll struggle, and it will be hard to find a job," she says.

A five-day itinerary filled with backstage tours, shows, and meetings with alumni



theatre artists, Broadway actors, prop managers, costume designers and more, immersed Simmonds and four peers in what New York could offer. Equipped with new alumni connections and Facebook friends, the mental roadblocks are gone, says Simmonds. "I want to move there now — 100 percent."



## THE LA EXPERIENCE for Digital Media Students

March 10–15, 2018

Of the six students attending the inaugural Los Angeles Experience in 2017, three of them are currently living and working there. "Immersive learning helps students experience different facets of their future careers in the entertainment industry and others before they graduate," says Dr. Amanda Keeler, assistant professor of digital media and performing arts, of the benefits of the Diederich Experiences.

The six students selected for the 2018 trip flew to LA in March for live tapings



of *America's Got Talent* and *Jimmy Kimmel Live*, and tours of Universal Studios and Netflix. They also met with Marquette Entertainment and Communication Alumni, a local group founded by Joel Andryc, Sp '79, that supports Marquette graduates pursuing careers there. — **Marit Harm**

 Search "Diederich experience living dream" for the story of year-one participants now living in LA.





## Core Value

**Dr. Sarah Feldner leads the renewal of what connects Marquette to its most essential educational traditions.**

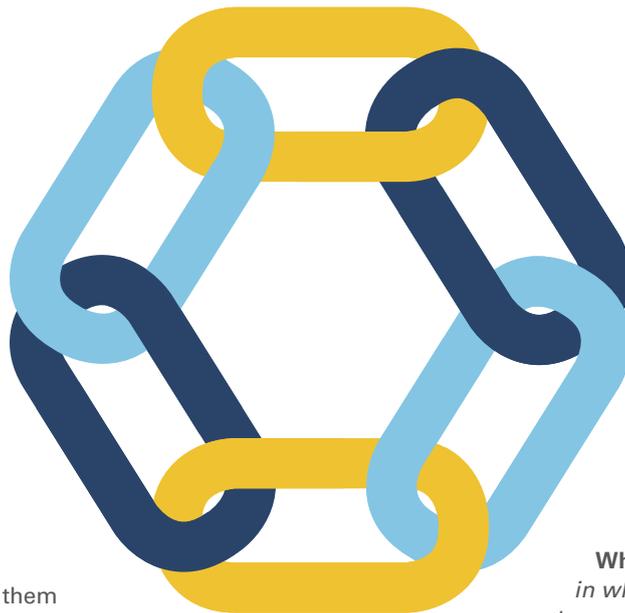
The university's core curriculum touches all undergraduates at Marquette. Whether their major is digital media, biomedical engineering or countless others, it grounds their time on campus in the study of philosophy, theology and other interrelated subjects while calling them to wrestle with deep human questions that are central to Catholic, Jesuit education.



**Dr. Sarah Feldner**

That vision has driven Dr. Sarah Feldner, professor and associate dean of graduate studies and research for the Diederich College of Communication, in her role as director of the Marquette Core Curriculum. Working with 85 faculty partners, Feldner helped lead the first review and revision of this central curriculum since 2003, a multiyear process that consulted students extensively and responded to changes in higher education.

The fruit of this effort, Marquette's renewed core, debuts this fall. Formerly consisting mostly of introductory courses, the core now progresses from foundational courses to innovative inquiry courses co-taught by professors from three distinct disciplines. The final step is culminating courses that help students reflect on what they've learned and relate it to problems that need solving. It's poised to have a transformative impact on students, as Feldner suggests in these four core comments.



**Why does the core matter?** *Every college has a curriculum, but the core Jesuit elements are what animate it, what motivate it. The core provides an opportunity for every student, regardless of the college they're in, to have that broad-based experience that asks them to think about why we do what we do, what our purpose is and how we're going to make a difference.*

**Why take on this challenge?** *I believe in what we do at Marquette. I've seen the conversations I'm able to have with students. In teaching seminars, I talk about leaning on Marquette's mission, so I'm able to have our students explore a topic in a really in-depth way. I'm not sure I could do that anywhere else. So, with the core, there's a chance to address: How do we create the environment and curriculum that allow those conversations to happen?*

**How will these changes affect the Diederich College?** *One of the biggest things it creates is new opportunities. We'll have faculty who are teaching in the methods of inquiry courses. We're also phasing in themes, including one on creativity and technology. That will give our performing arts faculty a presence with the arts that's clearly identified. That's just a start.*

**How do you hope students will benefit from the new core?** *My hope is that our students will be leaders in making decisions that are holistic, who think about the human experience that's embedded in what may seem like a tactical response or the issue of the day. — Stephen Filmanowicz*



## Still Marching

**More than 50 years later, Marquette students keep the memory of Milwaukee's open housing marches alive through an interactive website.**

His graduation this spring put Dean Bibens, Comm '18, in a good position to reflect on the city he's called home for four years. "There's so much history here in Milwaukee. The city has been through so much," he says.

And no assignment at Marquette brought him closer to that history than "Marching On," a digital journalism project that looks back at 200 days of protest marches for open housing in Milwaukee in the late 1960s.

Reporting on counter protests that flared up at the time, Bibens digitally recorded and shared audio from his interview with Gus Ricca, a former resident of the Near West Side. In 1967 Ricca witnessed angry throngs of segregationists attacking marchers as they headed toward the 16th Street Viaduct (since renamed the James E. Groppi Unity Bridge) spanning the Menomonee Valley, long considered Milwaukee's black-white dividing line. "He had a tough time talking about the violence he witnessed and said he wished he would've done more to stop it," Bibens recalls.

Bibens and other students created the website's stories, under the guidance of librarians from Marquette's Digital Scholarship Lab and James Brust, director of the Wakerly Media Lab for Innovation and Creativity. Using tools such as 4K camcorders, drone-mounted cameras and data visualization software to elevate their storytelling, the students turned archival data, photographs, video footage, oral histories, infographics and original reporting into a project that bridges past and present.

Julie Grace, Comm '17, Grad '18, mined Milwaukee City Hall data beginning in 1964, the year Vel Phillips became the first African American woman elected to the city's Common



Council. Grace used a tool called Piktochart to convert decades' worth of data on the council's racial and gender composition into a revealing infographic; it reinforced her conclusion that the council grew more diverse after the marches, while leadership positions such as the mayor and council president were slower to change.

"Milwaukee is a huge part of Marquette, and visa versa, so digging deeper into some of the city's challenges allowed me to reflect on the work that still has to be done and the inequality that still exists in Milwaukee," Grace says. "It also helped me recognize the courage and success of the 1967 protesters."

Brust sees the project and others like it extending a tradition that began when reporters first picked up cameras to help tell their story. "Data visualization and other new tools and techniques for digital scholarship are expanding the storytelling capacity of Comm students every semester, and I only see that increasing in the future." — **Edgar Mendez, Grad '14**

 *Bonus link: See the "Marching On" project at [diederich.media/milwaukeehousing](http://diederich.media/milwaukeehousing).*



## Documenting the “Disposable”

**O’Brien Fellow Maria Perez exposes abuses of injured undocumented workers and wins a prominent journalism prize.**

Maria Perez’s reporter’s instincts were on alert when more than 100 undocumented workers were arrested in a 2014 raid at a Florida produce plant and charged with felony workers’ compensation fraud for using fake IDs to get work. “It was strange,” the *Naples Daily News* reporter recalls. “The law was written so they could be arrested on these charges even if they hadn’t applied for workers’ comp benefits.”



**Maria Perez**

Encouraged by then *Daily News* editor Manny Garcia, she sought a Marquette O’Brien Fellowship in Public Service Journalism to dive deeper. As one of the three 2016–2017 fellows, Perez made many key discoveries during her nine months based in Johnston Hall, collaborating with students. Her resulting December 2017 story exposed abuses of undocumented workers extending well beyond the 2014 raid, including a pattern of employers who hired workers without checking their documents, then, when they got hurt, checked their legal status and turned them in for prosecution.

Running in the *Daily News*, *USA Today* and other publications, Perez’s series, “Florida’s Disposable Workers,” drew attention from legislators who sought to amend state laws enabling these practices. And last February, it earned Perez a George Polk Award, which ranks near the Pulitzer among journalism accolades. (*New York Times* columnist Gail Collins, Jour ’67, also won a Polk Award in commentary.)

Florida abuses would have been much more difficult to report without her fellowship, Perez says. “When you’re a reporter in a small local newspaper, you don’t have the time you need to do detailed investigations. The fellowship has become really instrumental for these types of stories to be told.”



Photo courtesy of Dorothy Edwards/Naples Daily News

**Instead of getting care and benefits when injured at a Florida construction site, Abednego de la Cruz was fired and turned in for immigration violations. Shown here with his young daughter Jazlyn, Cruz agreed to be featured in Perez’s series.**

Time on campus allowed Perez to comb through crucial court case records to build a list of injured workers who — instead of getting relief through workers’ comp coverage — were fired, charged and threatened with deportation under a 2003 Florida law that voids benefits and assesses penalties to workers who rely on fake identification.

An “aha” moment came when Perez saw the same employer, insurance broker and claims administrator turn up again and again on the same cases. “They were all part of the same business group,” says Perez. “This was a very important moment in the investigation.”

Toward the end of her fellowship, Perez lacked one thing — her story’s human element. So starting in April 2017, she drove through Florida for weeks “basically knocking on doors” of workers. A native of Spain and veteran of the immigration beat, she won the trust of people quoted and pictured in the story, but also interviewed several too afraid to go on the record. “It was a heavy lift, especially for one reporter,” says Dave Umhoefer, O’Brien Fellowship director and former *Milwaukee Journal Sentinel* reporter. “The degree of difficulty on the project was very high, but Maria simply would not be denied. She showed tremendous grit and determination.” — **Erik Gunn**



## Digital Pinnacle



**Marquette's Digital Summit is a peak experience for professionals and students alike.**

When Anthony Virgilio, Comm '14, was a student ambassador at Marquette's Digital Summit, he could not imagine that, a few years later, he would be running the event. With co-producer



**Anthony Virgilio**

David Wilcox, professional-in-residence in strategic communication, Virgilio leads the summit's planning and programming through his position at Laughlin Constable, a Milwaukee/Chicago advertising agency and event presenting sponsor. He credits the summit with giving him the connections to land his first internship at the agency.

The summit has grown and evolved into a learning experience for audiences such as agency and client-side professionals, but especially for students who help put it together, says Wilcox.

Virgilio's trajectory with the event highlights the summit's unique draw. Students bring energy and potential, and professionals bring knowledge and guidance. Together, the educational atmosphere benefits both groups. The presentations spark discussions between professionals and students on topics such as crisis communication, brand storytelling and cause marketing.

Sponsored by the Diederich College, the Digital Summit is held on campus in April and features a full day of insights from digital thought leaders. Dr. Kimo Ah Yun, acting provost and dean of the college, sees it as a critical way for students to "assume and practice the roles they will play with employers" and to "start networking and making connections."

With professional guidance, student teams handle videography, social media, promotion, logistics and speaker coordination — and ambassadors take presenters from travel arrangements to introductions on stage. Proceeds fund scholarships, with recipients introduced at the opening session as a reminder that students are the driving force behind the event. — **Lauren Schudson, Grad '97**



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**DIEDERICH**  
College of Communication

**MARQUETTE UNIVERSITY**

# JOHNSTON REBORN

In this edition, student journalists report on a favorite topic — how renovations powered by a major gift to the college are renewing and uniting student media at Marquette.

By GUY FIORITA  
Photos by KAT SCHLEICHER

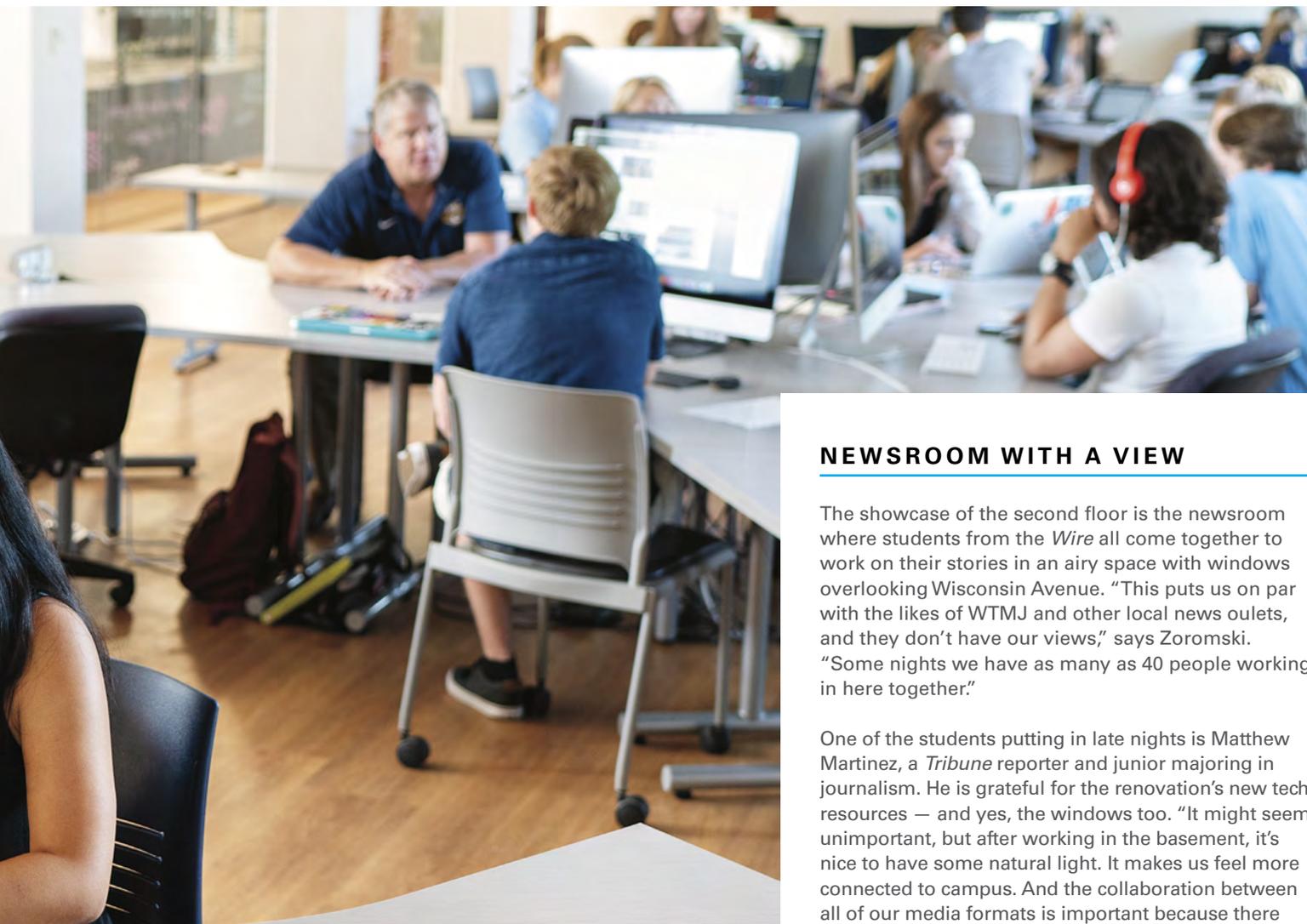


**THROUGH SUPPORT FROM A \$3.5 MILLION GIFT** to the Diederich College from the Bernice Shanke Greiveldinger Trust in 2014, Marquette student media has an impressively equipped new home on the second floor of Johnston Hall. From a green-screen room with state-of-the-art virtual sets to a sleek video-audio control room and new radio studio, Marquette's oldest building is now home to some of the country's most cutting-edge technology. "It's truly transformational. Thanks to the generosity of the Greiveldinger family, we were able to do in just one summer what normally would have taken over a decade to fund. It's a game-changer for the college," says Dr. Kimo Ah Yun, acting provost and dean of the college.

Before the renovation, even as audio, video and print reporting had been integrated

in the all-digital *Marquette Wire*, student media teams remained spatially divided. Radio offices and *The Tribune* newsroom were below ground, while TV studios, control rooms and other offices were on the second floor. "The two locations inhibited spontaneous cross-pollination of creativity and work between the different units, which is an invaluable part of the students' learning," says Ah Yun.

"You can't be integrated if you are segregated. The renovation means we can bring everything together on one floor. We are teaching our students that, to be successful today, they need to know every side of media. Having them all together gives them that experience," says Mark Zoromski, director of student media.



## NEWSROOM WITH A VIEW

The showcase of the second floor is the newsroom where students from the *Wire* all come together to work on their stories in an airy space with windows overlooking Wisconsin Avenue. “This puts us on par with the likes of WTMJ and other local news outlets, and they don’t have our views,” says Zoromski. “Some nights we have as many as 40 people working in here together.”

One of the students putting in late nights is Matthew Martinez, a *Tribune* reporter and junior majoring in journalism. He is grateful for the renovation’s new tech resources — and yes, the windows too. “It might seem unimportant, but after working in the basement, it’s nice to have some natural light. It makes us feel more connected to campus. And the collaboration between all of our media formats is important because there are so many different ways to tell a story. Being able to work together and learn from each other is the best way to improve as journalists.”

Whether working on print, digital or broadcast stories, *Wire* editors such as Natalie St. Onge, left, and Zoe Comerford, center, find collaboration happens naturally in Johnston’s expansive, high-energy newsroom.



Clara Janzen, *Wire* executive news editor, plans coverage using glass walls that double as writeboards.



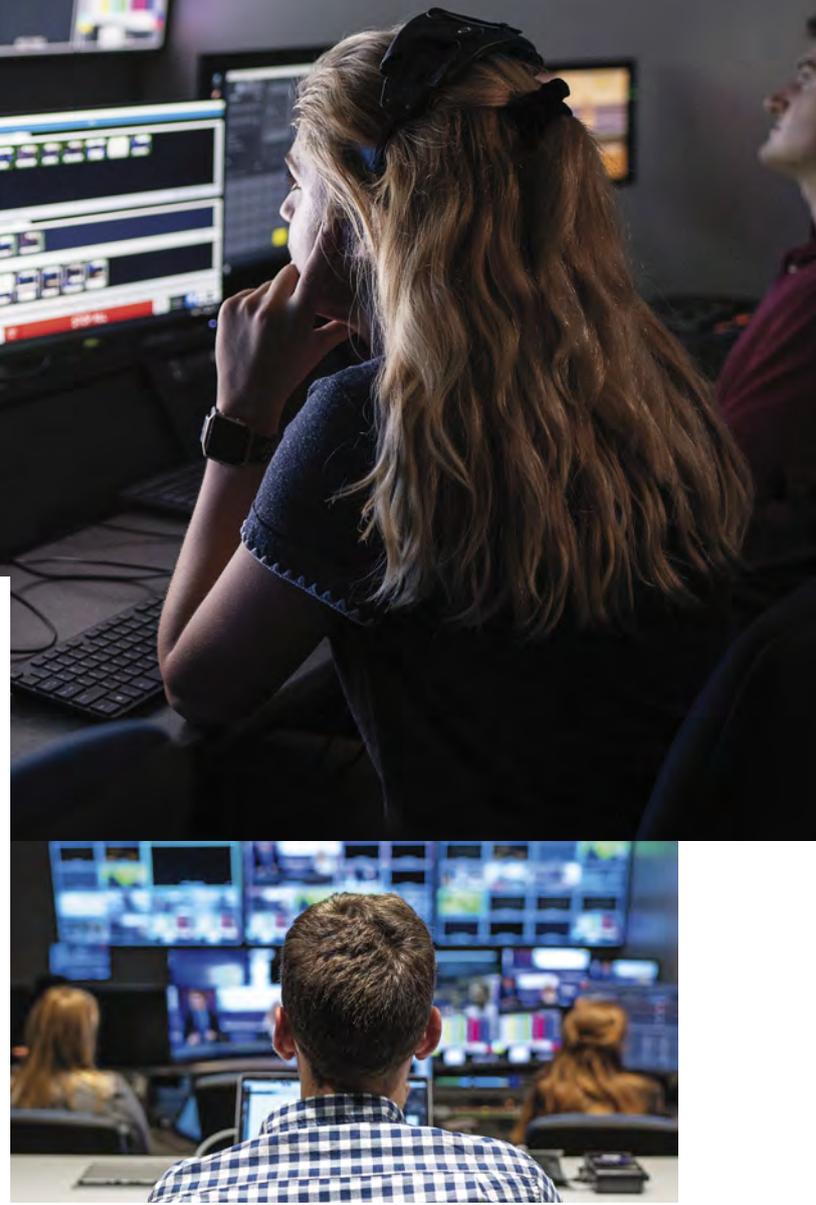
*Wire* reporter Matthew Martinez appreciates the newsroom’s natural light and the proximity it offers to colleagues across news platforms.



The control room's digital tools for optimizing live and recorded broadcasts give Tara Schumal and other students experience akin to that of industry professionals.

## MISSION CONTROL

Tara Schumal, MUTV general manager and a senior majoring in journalism, is enjoying settling into the new audio and video TV control rooms. "It's exciting to see the creativity flow as students bring their thoughts and ideas to life," she says. Through digital tools that extend opportunities for live programming and the integration of musical performances and prerecorded bits, "This renovation is propelling us further than ever before," says Schumal. "The more professional the equipment, the more we learn to live and breathe like the pros do. I can't think of another college that has anything like this. It's a good time to be a Golden Eagle."

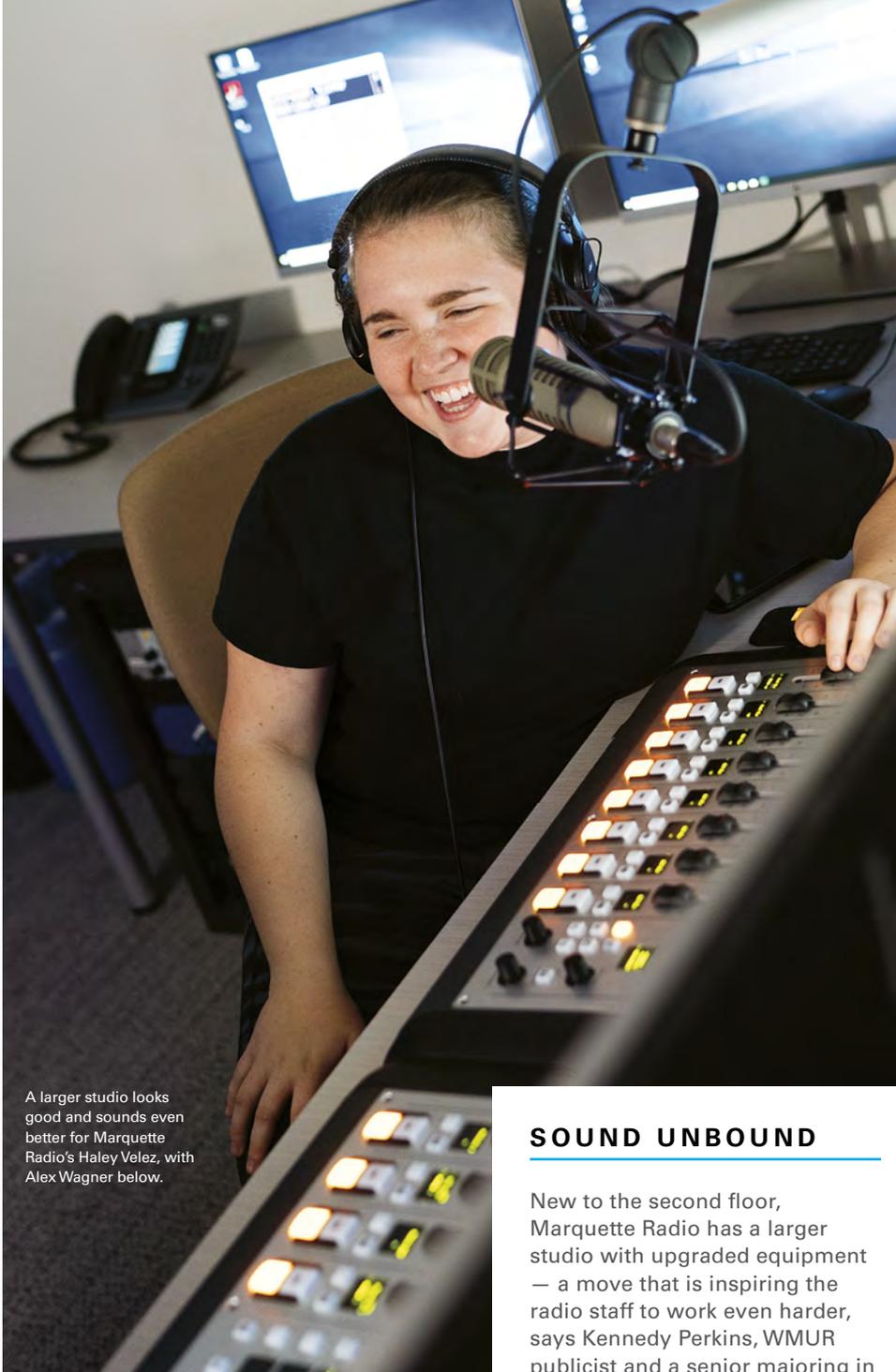


Marquette Wire executive director Jennifer Walter, second from left, consults with other Wire managers and Mark Zorowski, student media director, standing.



## AT THE HELM

As executive director of the Wire, senior Jennifer Walter spends up to eight hours a day at her desk, which helps explain why she is so excited to be in the new student media executive suite. "It's great to be out of the basement, but more importantly, the new space is much more open, making it possible for any Wire staff member to stop in anytime. We have about 230 students working every semester and this will make it easier and more inviting for new members to get to know us. Having us all on the same floor will lead to better collaboration in our content and more willingness for our staff members to try new forms of journalism. Plus, we have windows and can actually see the sunshine."



A larger studio looks good and sounds even better for Marquette Radio's Haley Velez, with Alex Wagner below.



## SOUND UNBOUND

New to the second floor, Marquette Radio has a larger studio with upgraded equipment — a move that is inspiring the radio staff to work even harder, says Kennedy Perkins, WMUR publicist and a senior majoring in public relations. “The effort, time and money that has gone into the new studio show students that our creativity is valued at Marquette. Plus, it gives us more space to record, edit and publish our content, so we can be more productive. Having the departments all on the same floor has a lot of benefits too. Planning content through emails and texts can only go so far. Being able to speak to each other face-to-face is going to make everyone’s content cohesive across the *Marquette Wire*,” she says.

## TALENT POOL

Bringing leading reporters to campus from around the country to mentor students and go deep on projects that aim for solutions to troubling problems, Marquette’s O’Brien Fellowship in Public Service Journalism is a source of valuable and award-winning reporting. Created in 2013 through an \$8.3 million gift from Peter and Patricia Frechette, the fellowship enables long-form investigative projects on topics ranging from inequitable access to health care to the spread of infectious diseases and unsafe working conditions for undocumented workers.

Last spring, extensive renovations to Johnston Hall funded by the Greiveldinger gift also improved the O’Brien Fellow experience, which this year involves journalists from the *Virginian-Pilot*, *Milwaukee Journal Sentinel* and Wisconsin Public Television, among others. Thanks to the Greiveldinger gift, these fellows work side by side in a new first-floor office suite. Dave Umhoefer, director of the program and previous O’Brien Fellow, says the main benefit is that it brings the fellows and O’Brien staff into close proximity, with students often joining them. “We used to be scattered about the fourth floor. This has created a small, vibrant newsroom that fosters close working relationships. The difference has been remarkable. It has become a gathering place, a meeting place and a working space all in one.”

It’s fitting that one generous gift to the college has leveraged another. “The O’Brien program represents a vision ... that augured so well for the future achievements of the Diederich College of Communication,” said Geoffrey Greiveldinger, trustee of the Bernice Shanke Greiveldinger Trust, in announcing the 2014 gift. The trust is a member of the 2018 Marquette University President’s Society.

Geoffrey and Peg Greiveldinger in Johnston Hall’s new student media control room this September





Set against an enveloping green screen, MUTV anchors Zoe Comerford, Chris Reisner, Maddie Adams and Dan Avington prepare for a broadcast. Julia Jarman, left, operates a track-equipped camera and technology that will show the team reporting from a virtual set. At right, Tara Schumal, Nicole Tlachac and Nick Galle consult on the broadcast.

## TICKET TO THE WORLD STAGE

On one side of a first-floor hallway in Johnston Hall is a Wall of Fame with images of illustrious alumni including Oscar, Emmy, Grammy, Tony and Pulitzer Prize winners. On the opposite side there will soon be a series of photographs donated by 98-year-old Ted Knap, Jour '40, chronicling his decades as a White House correspondent and chief political writer for Scripps Howard News Service. Knap covered five presidents, flew thousands of miles on Air Force One, worked in dozens of countries, met popes, celebrities and international royalty and was on the deck of the USS Hornet when it picked up returning Apollo 13

astronauts in the Pacific. It's an impressive life that Knap has put on display and part of a bigger plan to promote journalism education at Marquette. "With these photographs, I want to tell my story, so that future and aspiring journalists can see what is possible by seeing what I have done." A member of the 2018 Marquette University President's Society, Knap is doing more than sharing his career in photographs; he's donating \$2.8 million to fund scholarships that will support promising journalism students at Marquette, a legacy that will have a positive impact far into the future, just like his photographs.



Amelia Jones, Comm '18, reports from a virtual set in a video that convinced donors to help bring the technology to Marquette.



**VIRTUALLY UNLIMITED**

Imagine reporting on a storm from the “weather center,” getting a sports update from what appears to be the floor of the Al McGuire Center then tossing it back to an anchor at the news desk, all without anyone leaving a single 300-square-foot room. Even the desk itself is virtual.

Thanks to a new specially equipped green-screen studio, this vision is a reality. The room was made possible by the Greiveldinger gift, but the virtual set technology — a sophisticated system including tracked cameras, high-capacity graphics generator, software and custom-made virtual sets — is thanks to Phil and Claire Hayes who made the gift in memory of their daughter Jeannie, Comm '05. Jeannie had a promising career in television cut short by leukemia in 2012,

while working as a reporter in Rockford, Ill. They hope the gift will keep alive a simple but important message Jeannie shared: Always be kind to others.

Amelia Jones, Comm '18, used the breakthrough virtual technology — similar to that used by video-game designers, except in broadcast quality — as part of a team that created a video shown to the Hayes, who are members of the 2018 Marquette University President’s Society. In the video, she reported on and illustrated the benefits of virtual sets from a Marquette-themed newsroom, standing in the desert and even dodging punches from a virtual boxer, all without ever leaving the studio. “It’s amazing. We can have the people handling weather and sports on different sets, but in reality, they are standing just five feet apart. It’s enhancing the quality of the shows we make, but the cool thing is that we are getting the education we need to work in higher markets right out of school, which is something we could not do before,” says Jones, who became a morning news reporter at NBC 15 in Madison, Wis., shortly after graduating this May.

As far as college leaders can confirm, no other college of communication has this technology for student use (though a few universities use it for sports broadcasts). “Even most small-market TV stations don’t have anything as advanced,” says Zorowski, the student media director. “It puts us on par with the networks. And along with the experience students gain working with this technology, it also sets up new learning opportunities for our digital media majors in fields like entertainment program creation, animation and virtual set design.”



# GAME

*They've Got*

## FIVE PROMINENT ALUMNAE OPEN UP ABOUT THEIR CAREERS AS WOMEN IN SPORTS JOURNALISM.

By Martina Ibañez-Báldor, Comm '15  
Illustration by Sally Nixon

**A**lthough women are still underrepresented in the ranks of sports journalism, a core group of Marquette women has achieved prominence and influence in the field. The roots of their success extend back to their alma mater, with its rich traditions in both student journalism and student athletics, while owing plenty to the drive, insight and professionalism each brings to her work. Whether playing pioneering roles in the field or using sports as a prism for contemplating life's larger issues, they find solidarity amid a changing environment for women covering sports — improving but not there yet. They find pride and satisfaction in helping audiences better understand and appreciate games that are also so much more than games. “People are going to tell you all the time that you have the coolest job,” says *USA Today* veteran Nancy Armour. “And they’re right.”



## Mary Schmitt Bayer

JOUR '77

Over four decades, Bayer's career has taken her all over the world to cover many of the world's most famous athletes from Muhammad Ali to LeBron James. As one of the first female sports editors for *The Marquette Tribune*, she covered the 1975–1976 basketball season and earned the respect of legendary coach Al McGuire. She spent the heart of her career covering the Cavaliers for 18 years for *The Cleveland Plain Dealer*.

### Why did you get into sports journalism?

There were not a lot of woman sportswriters back in the mid-1970s, but I spoke to Al and the idea was just wacky enough that he was all for it. Years later, when Al went into the Hall of Fame, I wrote him a letter and thanked him for making it so easy for me to pursue my dream and have a long and successful career in sportswriting. I joked that if he hadn't made it so easy and so much fun, I might have become a nurse instead. When he was dying, he gave away a lot of the little tin soldiers he had collected as a hobby throughout his life, and he sent me one that was a little nurse. It's one of my most prized possessions.

### What qualities have been most important in getting you where you are?

I had one rule I tried to follow every day of my career: Act like a professional, and you'll be treated like one. There were some awkward moments early in my career, but I always found that athletes who realized I was competent and serious treated me that way.

### What have been the proudest moments of your career?

I was honored to win Marquette's Byline Award and the Association for Women in Sports Media (AWSM) Pioneer Award, as well as some writing awards. But I think my proudest moment is when I look around a press conference and see all the young women in attendance. I hope I helped make it a little bit easier for them to pursue their dreams as I did.

## Nancy Armour

CJPA '91

Armour fell into sports journalism largely by accident, filling in as sports reporter at *The Marquette Tribune* when all the news beats were filled. As an Associated Press correspondent, covering Notre Dame football was part of the job. It was a role she grew to love, reporting for AP for nearly two decades. In 2014 she joined *USA Today Sports* as a national columnist covering major events including the Olympics and World Cup.

### What's most satisfying about your career?

I get to have a voice on how we view and treat women and people of color in this country. I often say sports is the prism through which we view society — Jackie Robinson and desegregation, Billie Jean King and women's rights. It's not lost on me



## Trenni Kusnierek

COMM '99

**As a reporter for NBC Sports Boston and frequent guest on other channels and networks, Kusnierek is a household name across much of New England. With a resume that includes covering the Brewers' 2008 playoff run for Fox Sports Wisconsin and curling for NBC at the last two Winter Olympics, she uses her platform in broadcasting and her 45,000-person Twitter following to bring attention to larger issues. As an advocate for mental health, she often shares her own struggles with depression and anxiety.**

### **How glad are you for deciding to make your career in sports journalism?**

Sports journalism has taken me from coast to coast and across oceans. I've been able to see the thrill of victory and the agony of defeat play out in front of me more times than I can count. As I get older, my passion has shifted more to how sports are playing a role in society and politics.

The position I'm in has allowed me to be a very vocal advocate for mental health issues. NBC has been extraordinarily supportive, even co-sponsoring an event with local policy



makers — something that wouldn't be happening if I wasn't able to share my story about dealing with anxiety and depression. Congressman Joe Kennedy read a piece about my issues in *The Boston Globe* and reached out to commend me for speaking out. We have been working together on this issue ever since.

### **What qualities have been most important in getting you where you are?**

Being well-rounded. Anyone can know a lot about sports, but that doesn't prepare you well enough to

be a good sports journalist. I think the best in the business are people who can opine not only on the X's and O's, but also understand the deeper issues facing sports and society.

### **How has the atmosphere for female reporters changed since you entered the field?**

It's drastically different. When I first started (as an intern in the late '90s), I couldn't go into a locker room or clubhouse without an athlete acting inappropriately. Whether it was dropping a towel, saying something lewd or just making me feel invisible, it was always uncomfortable. While women still have to work harder to prove themselves, I can honestly say I never feel unwelcome in any professional setting.

that I'm a woman in one of the higher-profile jobs, and hopefully that sends a message to some little girls — and boys — that there's no reason a woman can't do this job.

### **Have aspects of your Marquette experience affected how you relate to what can be a high-profile field?**

The best education I got at Marquette came outside the classroom. Being on a campus that was in the middle of a city opened my eyes to the fact that not everyone had been afforded the

opportunities I had been. That, coupled with the Jesuit teachings of inclusivity and empathy, has made me more cognizant of the world around me.

### **How has being a woman affected how you approach your role as a sports journalist?**

I was incredibly lucky to get my start in sports with a company where the sports department was run by a woman. I never looked at myself as a "female sportswriter." I was a sportswriter who happened to be female.

### **How has the atmosphere for women in sports journalism changed since you entered the field?**

It's changed a great deal, in large part because most athletes now have been covered by women throughout their careers. We're no longer novelties. Whether it's devoting resources and space to a women's sport, or not being tone deaf on issues that impact female athletes and fans, having a woman's voice in the decision-making process is critical.

## Jen Lada

COMM '02

**For Lada, studying at Marquette meant access to Wisconsin's top sports teams from the NFL, NBA, MLB and NCAA. This early exposure was valuable as she looked to launch her career from Milwaukee, filming segments for MUTV and interning for WTMJ Radio. Today, as a reporter and host for ESPN based in the network's Connecticut headquarters, Lada often leverages the expertise she's developed in college football.**

### **How were you involved with journalism at Marquette, and how did it prepare you for journalism's big leagues?**

I started down this path long before I got to Marquette. Performing in plays and reading in church on Sundays when I was in grade school taught me how to remain calm before a crowd. While in high school, I worked at a local newspaper in Illinois called *The Woodstock Independent*. I would collect sports scores and sound bites and weave stories together for the weekly publication.

I didn't know then that my future career would be in sports journalism, but once I put myself on that path at Marquette, I sought out opportunities to hone my skills. I took performance classes, reporting classes and even Sociology of Sport, which investigated the ways our society is shaped by sports and vice versa.

### **What qualities have been most important in getting you where you are?**

It often feels like every day and every assignment require a different combination of countless skills and qualities. Some of those include curiosity, determination, compassion, preparedness, versatility, flexibility, stubbornness, leadership, a willingness to take chances and not being afraid to fail. As an interviewer, I cannot stress the importance of being a good listener



enough. Never assume you know the answer to the question you're posing.

### **How has the atmosphere for women in sports journalism changed since you entered the field?**

This industry has added more women across the board, but it needs more female executives and more women making hiring and content decisions on all levels — more local sports directors, regional managers and national executives. The perception still exists that there is an expiration date on women in television, as though one's credibility or knowledge doesn't exponentially increase with tenure.



## MAJOR LEAGUERS

### MORE MARQUETTE WOMEN MAKING THEIR MARK IN SPORTS MEDIA

As director of new media for the Milwaukee Brewers, **Caitlin Moyer**, Comm '04, Grad '12, heads a department she created. Earlier this year, she created a viral sensation (200,000-plus views) with a video of Stephen Vogt, Christian Yelich and other Brewers recreating a famous scene from *The Sandlot*. "I'm so proud of my team," Moyer says. "We are still growing, evolving and creating new proud moments every day, it seems."

**Sarah Barshop**, Comm '14, is an ESPN NFL Nation reporter covering the Houston Texans. When she first started in 2016, Barshop had to earn her credibility, she says. "Overall, I've been lucky enough to be surrounded by people who have made sure I've been put into positions to succeed, and my age or gender hasn't been a problem."



## Sophia Minnaert

COMM '09

**Dodging baseballs is part of Minnaert's job as a Brewers sideline reporter and host. So are bilingual interviews, as someone who grew up in a bilingual household and doesn't hesitate to translate live interviews on the spot with Spanish-only speaking MLB players. A fan favorite since joining FOX Sports Wisconsin six years ago, Minnaert recently added a complementary position as the Milwaukee Brewers' broadcast and digital features content director.**

### Why did you get into sports journalism?

The movie *Remember the Titans* is one of my favorite movies because the daughter of the football coach in the movie was very much how I grew up. My father was the head football coach at Edgewood High School in Madison, Wis. I grew up going to practices, games and spent a lot of time around the players and coaches.

### How did your time at Marquette prepare you for journalism's big leagues?

I was a double major in journalism and Spanish and spent a semester abroad in Spain through the Marquette in Madrid program. I grew up speaking Spanish because my mother is from Costa Rica.

Being bilingual has been an incredible asset both personally and professionally, specifically working with the Brewers and Major League Baseball where nearly 30 percent of the players are Latin.

### What have been the proudest moments of your career?

In 2013 our Fox Sports Wisconsin crew had the opportunity do a series of shows called "Baseball in the Dominican Republic." We focused on baseball's importance to the island's culture and on hometown visits with Brewers and Twins players. The series earned two regional Emmys in telling the story of the academies created by the Brewers and Twins in the Dominican Republic.

### How has the atmosphere for women in sports journalism changed since you entered the field?

In the past, you typically only saw women in the reporter role, and I think there's been tremendous progress to diversify those roles as hosts, analysts and play-by-play announcers. Seeing and hearing women as lead voices on the broadcasts is something I hope connects with viewers and inspires other young women who are considering careers in media.



# TRUE NORTH

DEEP IN WISCONSIN'S NORTHWOODS, DIGITAL MEDIA PROFESSOR JOE BROWN FOUND AN EPIC STRUGGLE BETWEEN A WOLF ACTIVIST AND HUNTERS. HE ALSO REDISCOVERED HIS DRIVE TO MOVE PEOPLE WITH FILMS.

*by* Jim Higgins, Jour '79



### SETTLING INTO A NEW CITY AND A NEW JOB AT MARQUETTE

Joe Brown wanted to make a simple documentary film, something he could work on while tending to his baby daughter at home.

Characteristically, his thoughts turned toward the environment.

“They were hunting wolves at that time in Wisconsin,” recalls Brown. “I’ll do pros and cons,” he thought. “Thirty minutes about wolves, kill ‘em or don’t kill ‘em, boom, done.”

A tidy thought. But in the four years that followed, almost every assumption that Brown made about the film changed. Only the divisive presence of gray wolves in Wisconsin remained the same: a sacred symbol to some humans, a predatory menace to others.

As he wraps up *Operation Wolf Patrol*, a feature-length documentary, Brown counts himself among the elements that have changed. While shooting more than 350 hours of footage, he has found his car blocked by angry men toting weapons. He’s had a truck drive directly at him and had sheriff’s deputies confiscate his cameras.

But making *Operation Wolf Patrol* has also revived the assistant professor of digital media and performing arts, connecting his technical mastery with the impulse that led him to pick up a camera initially: the desire to tell compelling stories about environmental subjects.

**A SELF-DESCRIBED** social and environmental thinker, Brown got so fired up studying oil shale development in Colorado that he

had to speak out on the subject. He bought a video camera and made a feature-length documentary, *National Sacrifice Zone: Colorado and the Cost of Energy Independence*.

“I was never a film brat,” Brown says. “I saw it as a tool. I still kind of see it as a tool.”

After earning his master’s in fine arts in radio, TV and film at the University of North Texas, Brown joined the Diederich College faculty to teach filmmaking to students.

He started his wolf hunting video during a tumultuous time for that species here. After four decades as an endangered species, the gray wolf had rebounded from near eradication in the contiguous United States by 2012, so the U.S. Fish and Wildlife Service removed its protected status. Wolves then numbered about 800 in Wisconsin, making conflicts with humans more common.

The resumption of wolf hunting in Wisconsin drew the attention of a controversial figure who’d soon loom large in Brown’s project: Rod Coronado, an activist motivated by his Native American (Pascua Yaqui) heritage and professed kinship with animals.

Coronado became a hero in some animal liberation circles for his role in sinking two unoccupied Icelandic whaling ships in 1986, when Iceland was flouting a commercial whaling ban. Coronado also served four years in prison for burning down the offices of Michigan State University researchers studying minks. The fire caused more than \$1 million in damages, according to newspaper accounts.

Brown visited Coronado at the activist’s home in Michigan to sound him out about documenting Wolf Patrol, his citizen watchdog effort. Both had preconditions. Since lawbreaking would be a deal-breaker for Brown, Coronado, now a father himself, assured him he had no desire to return to prison and was only documenting hunters.

For his part, Coronado said Brown was welcome to film patrol activity as long as he wasn’t an FBI agent and “wasn’t annoying.”

Why would Brown hitch his video to a convicted felon?



Joe Brown

In answering, Brown points to a poster on his office wall of *Cool Hand Luke*. “That’s a film about being an individual at odds with society,” he says, referring to Paul Newman’s iconic role as an inmate rebelling against prison abuses. “What do you do with people who just won’t toe the line?”

In their willingness to act, radical environmentalists fascinate Brown. Without condoning their actions, he appreciates their impatience with a democratic system that can stumble in shepherding the environment.

And by building his video around Coronado, Brown kept a promise to himself. “I had told myself that I wasn’t going to do issue films any more, unless they had strong characters in them.”

#### TREKKING NORTH TO FILM CORONADO

— who in turn films hunters and animals — Brown has put himself and his cameras at the epicenter of rising tensions as the legal ground around the wolf has continued shifting.

In late 2014, a federal judge’s ruling put the gray wolf back on the endangered species list in the western Great Lakes and ended Wisconsin’s state-sanctioned wolf hunt but left behind plenty of human-wolf flashpoints.

Trailed by Brown, Coronado has sought out these conflicts, including the legal practices of “bear baiting” and “hound hunting” — essentially luring bears with bait, pursuing them with groups of hunting dogs and, during a three-week window, killing the chased bears. The chases put hounds in sometimes deadly contact with fiercely territorial wolves, which rouses the ire of hunters. A recent Wisconsin Department of Natural Resources report attributes three in 10 annual wolf deaths to illegal hunting or capturing.



In animal-rights activist Rod Coronado (top), professor Joe Brown found a controversial and compelling focal point for his documentary. Although Coronado has sworn off radical tactics, his work documenting hunting has drawn the ire of hunters — and put Brown in some tense situations.



Sticking to national forests and nearby public roads where he feels surest of his standing, Coronado posts sometimes graphic photos and video of his findings and reports violations of hunting laws to the Wisconsin DNR.

With this watchdog role already making Coronado unpopular, a 2016 state law protecting hunters from harassment made his presence even more highly charged and ensnared Brown in legal issues as well.

Signed by Wis. Gov. Scott Walker at a state bear hunting convention, the statute prohibits photographing, recording or even “maintaining a visual or physical proximity” to hunters with intent to impede or obstruct them. Upon encountering Coronado these days, many hunters loudly declare him in violation of the statute. And as a filmmaker shadowing Coronado, Brown has put himself in a similar position legally.

In the most dramatic of several conflicts, Coronado and Brown were blocked by hunters’ vehicles on a public road in Forest County this January. Brown says a hunter’s truck pushed Coronado several feet.

When sheriff’s deputies arrived on the scene, Brown offered to share footage he took as evidence. Instead, the deputies confiscated his cameras. The cameras were returned to Brown in February but without their memory cards (though Brown had already downloaded footage to his laptop). No charges have been filed.

Meanwhile, lawyers from the Animal Legal Defense Fund plan to use the confiscation as ammunition in a federal lawsuit Brown had joined as a plaintiff before the incident. It argues the statute is overly broad, violates the First Amendment and has a chilling effect on free speech.

As troubling as the Forest County incident was, Brown realizes it also gave him a climax for his documentary.

**“Rod never gave up,” Brown explains. ... “He just keeps reinventing himself and fighting for wildlife. And this makes me ask: Why did I give up? Why don’t I keep fighting for wildlife?”**

**EXTENDING HIS ALREADY LONG DAYS**, the industrious Brown has also turned his camera on campus life. He collaborated with Marquette carillonneur Dr. Mark Konewko on a video of Konewko performing an experimental work by composer John Cage in which the music is notated on old plywood.

Working with political science professors Drs. Barrett McCormick and Jessica Rich, Brown is documenting the Marquette Democracy Project, which brings in international human rights activists for classes, talks and meetings with students. He also curates the Great Lakes Environmental Film Festival, a free event hosted by the college.

Most instructively, Brown models for his students how a documentary filmmaker works. Marquette students have helped shoot Milwaukee-based interviews for *Operation Wolf Patrol*; and two, Caitlyn Weiner and Danny Russo, both Comm '18, have helped edit video.

As he edits the film, Brown wants viewers to “feel like you’re sitting in that seat where I was, in that car driving while people want to get in the way ... and yell at you.”

If he’s successful, viewers may even feel Coronado challenging their preconceptions, or sparking something new inside them, as Brown has experienced himself. Before starting on *Operation Wolf Patrol*, he admits his youthful optimism that Americans could be moved to care about the environment had faded. Telling Coronado’s story has revived his passion.

“Rod never gave up,” Brown explains. “He doesn’t care if the radicals shun him, or tell lies about him, and he doesn’t care if his new attempts at activism are misunderstood. He just keeps reinventing himself and fighting for wildlife. And this makes me ask: Why did I give up? Why don’t I keep fighting for wildlife?”

As Brown sees it, one doesn’t have to condone every action Coronado takes to learn from him — something that’s taken on greater urgency as the Trump administration considers a move to drop the wolf’s endangered species protection again. “Rod is challenging us to put down our phones and close our laptops so that we can better see what’s happening in the natural world around us.”

As he prepares his film for submission to the ultra-competitive Sundance Film Festival for 2019, and other film festivals and screening opportunities, Brown’s faith is returning that *Operation Wolf Patrol* can meet that test.

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🌐 *Samples of Operation Wolf Patrol can be viewed at [wolfpatrolfilm.com](http://wolfpatrolfilm.com). A segment of the film shown during the 2017 Milwaukee Film Festival won him a Brico Forward Fund award of \$10,000 in cash and services.*



# WHERE CARE MEETS THE CLASSROOM

FACULTY WORK TO ENRICH THE STUDENT EXPERIENCE THROUGH CATHOLIC, JESUIT EDUCATIONAL PRINCIPLES.

By Wyatt Massey, Arts '16

**S**pend time at Marquette and you'll soon hear about *cura personalis*. A guiding principle of Catholic, Jesuit education, the phrase refers to the commitment to understand students and other community members in their entirety as whole persons — to care for them based on their unique needs and interests.

It's an inspiring concept, but how do it and other core Marquette principles make their way into the instruction that occurs in the Diederich College of Communication? College faculty wrestled with this question this summer at a daylong retreat where they reflected on their roles as educators and the support they can provide students and each other. Dean Kimo Ah Yun organized the event to welcome six new faculty members to the Marquette community (see story on page 30) and to help returning professors recharge and refresh their use of the principles of Catholic, Jesuit education in the classroom.

The retreat gave faculty an opportunity to "reflect and learn about ways to care for themselves and to be provided with Ignatian teaching practices that they can

immediately implement in their classes," says Ah Yun.

Dr. Kathy Coffey-Guenther, Arts '85, Grad '88, '98, associate vice president in the Office of Mission and Ministry, led the morning session, which focused on self-awareness for educators. Instructors who know how to care for themselves can better service their students, she says. Such awareness also helps faculty members better respond to student needs and better tailor classroom

University, invited the participants to create opportunities to engage students and themselves with active learning in their classrooms and beyond. "There's an invitation to really be aware of the learning process of the students — where the students are, what would invite them to be deeply engaged," she says. "That invites the deep meaning-making on the students' part that becomes a commitment to turning their learning into something concrete."



"There's an invitation to really be aware of the learning process of the students — where the students are, what would invite them to be deeply engaged." — Dr. Catherine Punsalan-Manlimos

material to those needs. "It's a sense of really thinking about teaching as a dynamic engagement of the world," Coffey-Guenther explains. "There's that potential of life, possibility and beauty in every place that we can look."

In the afternoon, Dr. Catherine Punsalan-Manlimos, director of the Institute for Catholic Thought and Culture at Seattle

The college will look for opportunities to extend the discussions of the day with seminars and conferences. "This is the start of a program that will continue for many years," Ah Yun says. "Ignatian pedagogy should be at the core of what we do at Marquette, and the college will provide the tools and support to refine what we already do."

# ALUMNI NATIONAL AWARDS

Congratulations to the remarkable Diederich College of Communication award recipients who were honored at Alumni National Awards Weekend, April 26–28. Your achievements exemplify the Marquette University pillars of excellence, faith, leadership and service.



## COMMUNICATOR OF THE YEAR AWARD

**Barbara Weeks Thompson**, Jour '74  
Waukesha, Wis.

As the founder of The Roberts Group, one of the first marketing firms to focus on serving the health care industry, Thompson has been a trailblazer for female entrepreneurs. She's a 2018 member of the Marquette University President's Society.



## BYLINE AWARD

**Dr. Sybril M. Brown**, Comm '90  
Hendersonville, Tenn.

Brown is an Emmy Award-winning multimedia journalist, educator, author, international speaker and presenter with an interesting take on the internet. She's written a book that compares today's most innovative network with the Underground Railroad.



## PROFESSIONAL ACHIEVEMENT AWARD

**Dr. Heather M. Stur**, Comm '98, Grad '03  
Hattiesburg, Miss.

As a professor of U.S. foreign relations and military history, Stur draws on her undergraduate studies in journalism and history to provide historical context for contemporary diplomatic and military issues. Her work earned her a Fulbright scholarship in 2013 to teach international relations in Vietnam.



## YOUNG ALUMNA OF THE YEAR AWARD

**Lori Van Pay Richards**, Comm '02  
Shorewood, Wis.

As president of Wisconsin's largest independent public relations agency, Richards leads clients through crises, campaigns and communication initiatives.



## JAMES T. TIEDGE MEMORIAL AWARD

**Jenna M. Santoianni**, Comm '06  
Los Angeles, Calif.

A Marquette student or graduate looking to break into the film and television business in LA would do well to connect with Santoianni. The Sonar Entertainment executive is all too happy to offer support, resume tips and even her couch as a crash pad. She's a 2018 member of the Marquette University President's Society.

Each spring, Marquette sets aside one special weekend to honor distinguished alumni from the Diederich College of Communication. If you'd like to nominate a graduate who represents the heart, soul and spirit of Marquette, please let us know at [marquette.edu/alumni/awards/nominate.php](http://marquette.edu/alumni/awards/nominate.php).



**MARQUETTE**  
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# the grapevine



1

## WINDOW OF INFLUENCE

**A rock-solid sense of self and service has boosted the career of Lisa Osborne Ross, a career changemaker in Washington, D.C.**



**Lisa Osborne Ross**

Lisa Osborne Ross had just hung up her mourning dress when she dove into the maelstrom of Washington, D.C., public relations with a job at The Tobacco Institute. “I had just lost my father,” Osborne Ross, Jour ’84, remembers. It was 1985, less than a year after her graduation from the College of Journalism, a ceremony her ailing father made it to, if just barely. “I took the job because the office had a window.”

Osborne Ross had no idea that a windowed office would launch a career three-decades long. But it was early success with The Tobacco Institute, changing the conversation around smoking-related fire deaths and carelessness with cigarettes, that jettisoned Osborne Ross through the public relations ranks until she landed a year ago as president of the D.C. office of the global communication firm Edelman.

In her ninth-story office, blocks from the White House, Osborne Ross points at the floor and thinks back to that early job. The office with a window happens to have been in the same I Street building where Osborne Ross now uses her personal touch to elevate the work of Edelman. Workplace reviews on the job-hunting site Glassdoor appreciatively note the “change in leadership.”

“I’m tough,” Osborne Ross says of her strategy to build employee morale. “But I try to see the good in everyone.”

It’s this idea of goodness that Osborne Ross takes with her everywhere, including to the Clinton White House in 1998. A native Washingtonian, she had a deep well of knowledge about D.C. to offer the Arkansas-born Bill Clinton during her eight years on his team. She championed the Federal Glass Ceiling Commission, fighting to close the gender wage gap, and was named chief of staff of the Office of Women’s Initiatives and Outreach.

Returning to the private sector to lead critical client work for Ogilvy and APCO Worldwide, Osborne Ross stayed dedicated to empowering marginalized communities. As an African American woman, she found people of color too often relegated to “back office” PR roles. That’s why she co-sponsors a scholarship with another of her professional alma maters, marketing agency FleishmanHillard, for PR professionals at Howard University in the capital city.

Outside her professional life, Osborne Ross has two children with husband Jeffrey, CEO/president at Wunderman Washington, D.C., and likes getting her hands dirty at her country home in Maryland. “I have been fortunate to do work that can change people’s lives,” says Osborne Ross, seated at her desk. She’s framed by lifetime achievement awards and a photo of her shaking hands with Hillary Clinton. “I’m really pleased with where my journey has taken me so far and am excited for what the future brings.” — **Lora Strum**

## WINDY CITY WINNING

**After clearing a few character-building hurdles, Payal Patel has hit her stride in Chicago public relations.**

As director of media relations at Navy Pier, one of the Midwest's top destinations, Payal Patel, Comm '09, has been recognized by peers as a "rising star." She's a regular on Chicago's airwaves and recently graced the cover of the city's fashionable *Splash* magazine.

Graduating into a recession-wracked market in sports broadcasting, however, she took a path from college to career that was far from easy. Stuck with purely short-term broadcast gigs, she fell back on her second major, public relations, and took a job publicizing the fledgling Chicago Soul professional indoor soccer team.

"I was the team's only PR person. I had to teach myself as I went," she says. Soon she found herself managing a full-blown crisis, sparked when a Soul player jumped into the stands and chased a visiting fan. The episode frightened even home fans, but there were layers to the story, including the string of racist slurs the player, a Nigerian immigrant, had endured from the fan.

Convincing the team's owner that ducking the media would leave the issue festering, Patel prepared the player to deliver a nuanced message, an apology and a heartfelt sharing of his encounter with bigotry. "He was full of raw emotion as he talked to the media. It turned into an uplifting story about discrimination in sports."

A 33 percent attendance spike at the next game confirmed Patel's professional instincts and faith that today's disaster can be tomorrow's teachable moment. The uplift was fleeting,



Photo by Edo Photography

however. The Soul folded and subsequent PR roles — for the Chicago Fire outdoor soccer team and the local chapter of the NFL Players Association — didn't provide enough security to justify a move from her parents' suburban home.

Her hiring at Navy Pier three years ago brought a sense of arrival and responsibility for a now three-person team.

Although locals sometimes write off the pier as a place where tourists ride a big Ferris wheel, Patel relishes reintroducing them to a renovated venue that pulses with life from free morning yoga to after-work happy hour, live theatre shows and complimentary quinceañera celebrations. "Navy Pier is one of the few

attractions in Chicago where there's no entry fee. With these free programs, communities that don't expect to find this place accessible can now do so."

Patel's spirit of giving back extends to making meals for the hungry, fundraising for libraries in developing countries and accepting "anytime" former professors invite her to speak to current students. "I wouldn't be where I am without my experience at Marquette, so I'm happy to go back and share what I've gone through and how I've gotten where I am."  
— Stephen Filmanowicz

## INCOMING EXPERTISE

**The college welcomes six new faculty members and their specialized knowledge in fields ranging from analytics to government transparency and multicultural marketing.**



**Dr. Melissa Adams**, assistant professor of strategic communication

**Previous role:** Doctoral candidate and teaching assistant at North Carolina State University, following 20 years of digital communication and agency experience

**What she'd like you to know about her:** Called "a unicorn" by colleagues for her mid-career pursuit of a doctorate and future in academia, Adams is excited to teach students to use analytics platforms to evaluate communication campaigns as she did during her agency years. "The ability to make data-driven campaign optimizations and decisions is key," she says. She is teaching a graduate-level course on analytics, data management and privacy, and an undergraduate course on communication ethics. She also plans to develop a strategic communication analytics program at Marquette.



**Tom Branigan**, instructor of practice of corporate communication

**Previous role:** CEO of Branigan Communications and part-time Diederich faculty member

**What he'd like you to know about him:** A full-time instructor after 12 years in an adjunct role, Branigan continues to bring practical insights to his students with enthusiasm. Branigan loves communication because it gives its practitioners the power to build brands, protect reputations and engage people. In his classrooms, Branigan says, "There will be rigor, constructive dialogue, arguments made and debated, and hopefully a lot of smiles and a feeling that we are a part of something good."



**Dr. Kevin Thomas**, assistant professor of strategic communication

**Previous role:** Assistant professor of advertising and public relations at the University of Texas at Austin

**What he'd like you to know about him:** Listing his passions as food, travel and social justice, Thomas says his career interests also come from a personal place: While growing up, he rarely saw representations in ads and other forms of marketing that matched his personal experiences. "Advertising represents a key way in which we come to understand who we are and how we fit in society," he says. "As such, it is critical that ads demonstrate the dignity, complexity and humanity of all consumers."



**Dave Umhoefer**, director of the O'Brien Fellowship in Public Service Journalism and faculty member in journalism

**Previous role:** Journalist at the *Milwaukee Journal Sentinel*, where he won a Pulitzer Prize in 2008

**What he'd like you to know about him:** Umhoefer shares lessons from decades in the newsroom in teaching advanced news reporting. And as O'Brien director, he oversees partnerships between journalism students and professional journalists working on major reporting projects that aim for solutions to public problems. His link to Marquette goes back to high school, when he wore a Bo Ellis practice jersey throughout his basketball-playing years at La Crosse Aquinas. "It never let me down," he says.

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 REPUTATION REMEDY

**A teacher-scholar's timely research underscores the value of public relations, when it's performed ethically and transparently.**



**Dr. A. Jay Wagner**, assistant professor of journalism and media studies

**Previous role:** Assistant professor of communication at Bradley University, plus experience as a media rights advocate and journalist for SunTimes Media in Chicago and other publishers

**What he'd like you to know about him:** With his research specialty in government transparency and applications of the Freedom of Information Act, Wagner aims to develop projects that involve students in exploring governance in Wisconsin. "I hope to participate in and help students get involved with the city's vibrant journalism scene," he says, adding, "I'm excited to be in a city with a good music scene too."



**Dr. Yaguang Zhu**, assistant professor of communication studies

**Previous role:** Assistant instructor and doctoral candidate at the University of Texas at Austin

**What he'd like you to know about him:** Zhu's research covers communication technology, health communication and organization studies. He comes to campus with hopes of quickly developing a health communication minor. Through active learning and other methodologies, Zhu is also excited about "fostering students' creativity, developing their character, [giving] them lenses with which to view the world, and finally, providing them with the skills they need to reach their potential and lead productive lives."



Dr. Kati Tusinski Berg became intrigued by ethics in public relations during a graduate assistantship doing media relations for Saint Louis University. Perceptions of public relations "seemed to leave a bad taste in people's mouths, so I wanted to study it more," she says. "If

you want to have effective PR, it must be ethical. And if you don't practice ethical PR, you damage the reputation of the practitioner, profession and organization."

Her work in ethics contributed to Berg being named the Diederich College's 2018 Scholar of the Year. That work includes a study with Dr. Sarah Feldner, professor and associate dean of graduate studies and research, on Coca-Cola's communication with the public on health and obesity issues, which was published in the *Journal of Media Ethics* in 2017. Her interest in the topic was prompted by news stories about Coca-Cola and the Global Energy Balance Network, which produced research attributing obesity to lack of exercise rather than sugar. It was later discovered Coca-Cola funded the research. The case, Berg and Feldner found, is a strong example of a call for greater organizational transparency, as consumers look for higher standards from corporations and PR practitioners.

Berg continued digging into ethical communication this summer, participating in an Association for Educators in Journalism and Mass Communication panel in Washington, D.C. The focus was ethics in "weedvertising," or advertising in the marijuana industry, a topic that illustrates one of the qualities colleagues praise in Berg's work.

Says Feldner, "One of the things that makes her research so good is she keeps abreast of trends academically and in corporations." — Sue Pierman

## GOING WHERE WE HAVEN'T GONE BEFORE, BOLDLY



Despite the raves garnered by prestige dramas such as *Mad Men* and *The Sopranos*, Dr. Amanda Keeler, assistant professor

of digital media and performing arts, finds something limiting in their portrayals of flawed figures scrambling to stay on top in male-dominated milieus.

As a viewer and scholar, Keeler is drawn to science fiction. While putting its characters in thrilling situations, the genre imagines futures that provide models for our own society, she says. “It invites us to think about a future world in which we can move away from past expectations.”

To wit, the original *Star Trek* debuted in 1966 with “forward-thinking storytelling” and a space crew that included women and people of color — a casting decision credited with spurring NASA to diversify its astronaut ranks. But where those characters almost never commanded the ship or developed complex motivations, Keeler sees a different dynamic at work in contemporary shows such as *Star Trek: Discovery* and *National Geographic Mars*.

In a forthcoming journal article — and in these comments on an image from the final episode of the first season of *Mars* — Keeler explores what it means when women are the astronauts and drive the story.

— Stephen Filmanowicz



**WHY THIS SCENE?** “If you ever watched the original *Star Trek* or even *Star Trek: The Next Generation*, you see that nearly every mission outside the ship involves all men, purely men,” says Keeler. “What’s so interesting about this scene is that three women come together for a mission to save the Mars settlement.”

#### WHAT'S HAPPENING HERE?

Set in the 2030s, the show tracks a mission on Mars supported by multiple nations and many investors. Hana, a systems engineer (middle), has assumed command after the original commander suffers a fatal injury. But failed experiments and more deaths have left countries ready to pull the plug and bring everybody home. Here, Hana joins forces with Marta, an exobiologist (front), and Leslie, a logistical engineer (rear), after they put aside competing agendas. "These three women say, 'No, we have to stay and prove the mission can succeed.' They make a discovery — a living organism from Martian soil — that's evidence of life on Mars. It's the catalyst that saves the mission."

#### IS THE SHOW MAKING A FEMINIST STATEMENT?

Not necessarily, says Keeler, noting the show's executive producer Ron Howard has directed distinctly masculine films such as *Apollo 13* and *Castaway*. "In the episode just before this one, two male characters go on a similar mission that keeps everyone alive. It just so happens that the season culminates with these particular scientific minds coming together to save the day. It's just a really beautiful moment when these three brilliant women put their brains together and solve a problem that enables the mission to continue."

Photo courtesy of Nat Geo

# LEAD THE WAY

## College Leadership Council

As we prepare our students to be women and men for and with others, our College Leadership Council provides critical input and feedback to Acting Provost and Dean Kimo Ah Yun. Composed of strong and skilled alumni leaders with a creative and enlightened view of today's — and tomorrow's — world, our council is always looking to add new members. Join the dean and the council and share your leadership experience and knowledge to guide the Diederich College of Communication into the future.

### Expectations:

- Three-year term
- Meet twice a year
- Financial commitment

For more information, contact:  
Paul Markovina at 414.288.4512.



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# REAL-WORLD EXPERIENCES.

# MEANINGFUL CONNECTIONS.



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In the Diederich College of Communication, we immerse our students in an environment that encourages risks and demands excellence. Here, they learn through experience, drawing from our diverse array of talent and resources. Starting their freshman year, students use cutting-edge facilities and tools. Internships and events provide challenging real-world opportunities. And, career preparation goes further here with networking trips such as the Diederich Experiences, which open doors and make lasting connections. It's the experience that prepares students for a lifetime — to apply their skills and talents as ethical communicators, to ask the larger questions and to Be The Difference.