



DEPARTMENT OF COMMUNICATION, COLLEGE OF LIBERAL ARTS & SCIENCES, UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

IN THE CLASSROOM

# Students Gain Perspective on Nonprofit Communication Management

Students interested in learning about organizational communication and community involvement have found themselves intrigued by Professor Michelle Shumate's research on nonprofit organizations and fundraising. In particular, Professor Shumate's research focuses on corporate-nonprofit partnerships and the growing trend of cause-marketing. In short, if corporation "X" donates a portion of its profits to a cause, consumers might see a benefit associated with buying products or services from that corporation.

When Professor Shumate's new course "Nonprofit Communication Management" was introduced in Fall 2010 it was met with enthusiasm from both graduate and undergraduate students. The course was created to prepare students to manage and support resilient nonprofit organizations while working to benefit the community. It integrates service learning with research where students conduct an organizational assessment of a nonprofit organization. With the opportunity to work with one of the nearly 600 nonprofit organizations located in Champaign County, students are able to apply what they learn in the classroom to real-life situations. Ultimately, each undergraduate and graduate student is assigned

a service-learning site and is required to complete 30 hours of volunteer work.

Students gain "real-world" experience by volunteering at local nonprofits. Past student projects have included social networking, fundraising, event planning, and marketing. Class activities are designed to help students gain practical skills in nonprofit management, and community leaders visit the class to talk about



Photo: L. Brian Stauffer

Professor Michelle Shumate introduced students to 'Nonprofit Communication Management' last fall.

different kinds of involvement in nonprofit organizations. In addition to developing professional skills, students also participate in a National Science Foundation-funded research project on nonprofit capacity. In their roles as researchers, students administer surveys, conduct interviews and complete organizational assessments.

Through real-world application, Professor Shumate's course is designed to get students to think about the effectiveness of marketing strategies used by nonprofit organizations. In fact, most research suggests that people give primarily to nonprofits because they feel empathy. About 90 percent of donors are "emotional givers," which means they make contributions

in reaction to a felt need. Fundraising helps make people aware of social issues and triggers their empathy. Most donors will not seek out a nonprofit organization in order to donate; they have to be asked.

Some of Professor Shumate's recent work has focused on cause marketing, the partnerships between nonprofits and corporations. There are a number of factors driving an increase in cause marketing. For corporations, marketing research suggests that the vast majority of Americans have a more positive image of companies that support a cause and that some consumers, especially young adults, are more likely to purchase a product associated with a cause. Some estimates suggest that about \$4 billion is raised for nonprofits via cause-marketing on an annual basis.

It has been shown that giving at the checkout lane when making purchases, sometimes called embedded giving, has some benefits. Charities raise money, it reminds people about the cause, and it encourages people to at least think about giving. "I am a fan of

*Continued on back page*



## headlines . . .

## A LOOK BACK AT THE YEAR IN COMMUNICATION



Many things comprise a great university and its programs. Good facilities, a talented faculty, and a beautiful campus are among the things we value about Illinois. Perhaps most fundamental among the elements of our university are its traditions. They are embodied in the efforts of students, faculty, and staff every day, but they are not often recognized or consciously examined.

We have many traditions in the Department of Communication at Illinois. You may recall some of them: making your first speech in a public speaking class, analyzing communication patterns at multiple levels, and taking your first class in the Lincoln Hall Theater (rubbing Abe's nose on the statue on your way in).

Change can be difficult and frightening, but it is less so when we fall back on the traditions that make this institution strong. We have a tradition in Communication of thinking about people as the center of groups, organizations, and societies. No matter how we study it, we remember the centrality of communication to what it

means to be human and humane. That commitment is at the core of our service to our students and to society.

Our traditions help us maintain a sense of continuity in a time of change. The University has a new president and is searching for a new chancellor (to be followed soon after by a new provost) for the Urbana-Champaign campus. We are constantly reminded of how things were done, or "used to be," as we face the prospects of someone new at the helm. We look forward to working with these leaders when they take up the challenge of guiding this great university.

We are also watching with anticipation the renovation of Lincoln Hall ([www.lincolnhall.illinois.edu](http://www.lincolnhall.illinois.edu)) and are already talking about our move back there in 2012.

Within the department, our own transitions began with the sudden and tragic loss of our department head, Professor Dale Brashers, last July (see page 6). I was appointed as the seventh head to lead the department (now some 60 years old), Professor John Caughlin became our associate head, Professor Cara Finnegan became the director of our on-campus graduate program, and Professor John Lammers became the director of our Health Communication Online Master's program (see page 3).

The department continues to be recognized for its leadership within our discipline. For example, a recent report by the National Research Council rated the University of Illinois Department of Communication among the top five communication doctoral programs in the nation.

Traditions remind us of who we are and from where we have come. Ours is a rich tradition of excellence made of good people both past and present. We are excited about what lies ahead for the Department of Communication and want you to feel connected and part of our traditions. Whether you know it or not, you have helped make this a better place for current students and those yet to come.

If you have questions, thoughts, experiences, or traditions you would like to share, please drop a message to me ([tewksbur@illinois.edu](mailto:tewksbur@illinois.edu)). I would love to hear from you. Of course, please continue to share your news with us and other alumni via Class Notes (see the form on the back cover of this newsletter or email [communication@illinois.edu](mailto:communication@illinois.edu)). Have a good summer.

**David Tewksbury**  
Department Head

## Communication GSA Holiday Pet Food Drive

With the economy only beginning to recover, Communication Graduate Student Association (GSA) officers Andy Herren, Kira Varava, and Natasha Shrikant knew that many central Illinois families were struggling to feed their pets. Having volunteered time at animal shelters and food banks before attending graduate school, the trio set out to gather pet food and supplies for families in need. As Andy notes, "It is easy to remember how people need help around the holidays, as they can vocally ask for it, but pets are often forgotten."

On a rainy December morning, the GSA set up camp at a local feed shop, Prairieland Feeds, to collect donations from members of the community. The GSA's Holiday Pet Food Drive was a smashing success, raising over two months of pet food and supplies for the Piatt County Animal Shelter and Martha's Cupboard, the Mansfield United Methodist Church Food Pantry.

"The time flew by as we collected donations for the drive," said Andy. "Many people braved horrible weather conditions for the sole purpose of donating to our drive."

According to Donna Roberts of Martha's Cupboard, 94 percent of the families that they serve have pets, and many have multiple dogs, cats, and combinations. "Anyone who has a pet understands how important pets are to a family. Since the majority of our families are either older individuals who can't make their Social Security stretch far enough, or young families with children, help with pet food is very important."

With the Holiday Pet Food Drive such a success, plans for next year are on the horizon. As Andy put it, "Hopefully we made the holidays a bit brighter (and tastier!) for the pets of our community."

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## Department Launches Health Communication Online Master's Program

The Health Communication Online Master's (HCOM) program was successfully launched with 15 students in August 2010. The curriculum is designed to be accessible for working professionals as courses are taught in alternating four- and eight-week sessions throughout the year.

The program, envisioned by the late Professor Dale Brashers (see In Memoriam, page 6), is overseen on a daily basis by Program Coordinator Dr. Lauren Grill, with faculty oversight by Professors John Lammers and David Tewksbury, who manage the administrative aspects of the first online graduate program in the College of Liberal Arts and Sciences. With a foundation of dedicated faculty both on the Urbana-Champaign campus and across the country, as well as a wonderful group of eager and talented students, the program has blossomed throughout its first year.

The HCOM program offers students an opportunity to earn a Master of Science degree in health communication in two years. Utilizing the latest theory and research on health communication, this online program has been tailored to draw from the strengths of the department to meet the academic and professional needs of students specifically interested in the association between communication processes and health outcomes. The pace and content of the program has been specifically designed to accommodate the lifestyle of the working professional, enabling students to advance their expertise and education without sacrificing work or home life. The curriculum offers a comprehensive, interdisciplinary mix of health communication specializations including interpersonal, family, organizational, mediated, and social and cultural communication to accommodate the interests of students in a wide variety of professional fields, including (but not limited to) communication, medicine, nursing, pharmacy, psychology, public health, and veterinary medicine.

Students in the program learn about the nature of effective communication across domains, come to understand the basis for effective communication skills, and gain

knowledge of how to help others improve their skills. Both theoretical and practical knowledge of public advocacy and debate are emphasized, as well as the critical capacity to evaluate face-to-face and mediated health information. The courses offered in this program also enable students to develop a familiarity with past and present communication concerns, to ask meaningful questions about the processes of communication and their consequences, to analyze the subtle and explicit significance of communication practices, and to understand and speak to the importance of national and global communication.

The program has already attracted a variety of students from almost every geographic region nationally and who work in a variety of occupations including healthcare marketing, public relations, pharmaceutical and surgical sales, and social work. These students have defied geographic and professional distance to develop an online community of collaborative learning and friendship. Sharon Cole, a public relations specialist and student in the program from New York validated this fact. "I have come to the conclusion that I am in the company of a very dynamic, highly intelligent, and well-informed group of learners."

Logistically, the program consists of 10 courses taken over four semesters and two summers. Students, like Eirian Johnson, a surgical sales specialist with Allergan Pharmaceuticals, attests to the flexibility afforded by the online option. "I am thrilled to have found a program with precisely the health communication-focused course content I was looking for with its virtual classroom setting (which will allow me to continue no matter where in the world I may move!)."

Applications for the next cohort will be accepted between April 1 and July 1, 2011.

For more information, please visit the program's website: [www.communication.illinois.edu/healthcomm](http://www.communication.illinois.edu/healthcomm) or contact Dr. Lauren Grill ([lgrill@illinois.edu](mailto:lgrill@illinois.edu)).

## Bond Wins LAS Teaching Award



**Bradley Bond**, PhD student, was the recipient of the LAS award for Excellence in Undergraduate Teaching by a Graduate Student. Brad has been the instructor to hundreds of students during his time at Illinois, and most rave about his teaching and enthusiasm for his subject. Brad has taught sections of "Public Speaking," "Persuasive Speaking," assisted Professor Tewksbury in the popular CMN 277: "Media of Public Discourse," and developed his own course, "Sex in the Media." Brad's methods are innovative, and he cares that students connect to the material. We are proud of his accomplishments and pleased they have been recognized beyond our department.

## Ruth Anne Clark Scholar Funds Awarded

The Ruth Anne Clark Student Scholar Fund provided \$500 each to assist two doctoral students this year with their research efforts. **Anne Stone** conducted interviews with nurses and other health care providers who work with patients and families coping with Alzheimer's disease. She used the funds to compensate interview participants for their time.

**Brian Dolber's** research took him to New York City in summer 2010 to use libraries and resources critical to his project. His study examines the role of media within socialist and labor organizations in New York City's Jewish community during the first half of the 20th century. Many of the primary sources needed for his research were only available at the Tamiment Library at NYU.

Congratulations to these students!

## DEPARTMENT BIDS FAREWELL AS FACULTY RETIRE

The department said farewell this spring to Professors Thomas Conley, Peggy Miller, Kay Holley, and Joanna Osterhout who, combined, have 90 years of service to the University of Illinois and the department.

**Thomas Conley** joined the department in 1981 and has been the mainstay of its rhetoric faculty during that time. A prominent scholar of the history of rhetoric, Conley is the author of four books and dozens of articles and book chapters on the history of rhetoric. Active in European rhetoric circles, his work has been translated into multiple languages. Conley's research has focused primarily on the classical Greeks and the Medieval Greek (Byzantine) tradition of rhetoric. But he is perhaps best known for his masterful *Rhetoric in the European Tradition* (1990), among the most frequently taught histories of the western rhetorical tradition.

At Illinois, Conley designed and regularly taught a three-course sequence in the history of rhetoric, which remains an important part of the undergraduate and graduate curriculum. In addition, his seminars on style and Kenneth Burke were an important part of graduate training in rhetoric at Illinois. In his 30 years on the Illinois faculty, he was also affiliated with the programs in classics, medieval studies, writing studies, and religious studies. Conley has published his book, *Toward a Rhetoric of Insult*, with the University of Chicago Press this past year.

**Peggy Miller**, appointed in the Departments of Communication and Psychology, began her career at Illinois in 1991. Miller is a leading scholar in the area of language socialization and cultural psychology. She has examined how children in different communities learn to become locally recognizable types of people through everyday culturally specific, interactional routines, such as storytelling. Most recently, she has been involved in a long-term project comparing how Taiwanese and

middle-class European American families use storytelling to communicate local values.

In addition to being a groundbreaking researcher, Professor Miller has also been a remarkable teacher, appearing regularly on the incomplete list of teachers rated as excellent. As a graduate mentor, she has trained multiple generations of scholars who are now leaders in the study of communicative practices in cultural context.

Since 1982 **Kay Bohannon Holley** has been a member of the department's teaching staff—first as a graduate student and then as an instructor. Her primary responsibilities for many years were teaching courses in the department's oral interpretation program, leading beginning students to an appreciation of the possibilities of exploring live performance in the study of literature. In recent years she has taught sections of CMN 101 "Public Speaking" to students in the LAS Bridge/Transition program. Often students have decided to major in communication (formerly speech communication) because of their experience with Kay in these courses.

Joanna Maclay, professor emerita and mentor to Kay, wrote, "Kay is a woman of wide-ranging talents. As a most gifted classroom teacher, she has inspired students for many years. Her complex knowledge of literary structures, coupled with her insights into performance nuances, were at the heart of her classroom expertise, while her own incredible performances always provided the best models for her students. And, of course, everyone was touched by her great warmth and sense of humor."

Kay remains active with the Station Theatre in Urbana not only as an actor, but as a director as well.

The staff and countless CMN 111/112 students will miss **Joanna Osterhout**,



Retiring faculty Kay Holley, Joanna Osterhout, Tom Conley, and Peggy Miller represent 90 combined years of service to the department.

"Mrs. O." Since 1999, Mrs. O has taught three to four sections of the yearlong beginning composition/public speaking course to thousands of students. She also helped the course director organize class schedules, library visits, and develop and update the famous course binders that housed handouts of successful class activities for new and veteran teachers. During her summers, Mrs. O also wrote and edited the course's teachers' manual, which is now utilized by most of the department.

Mrs. O, a former high school teacher, has really enjoyed working with motivated freshmen in 111/112 for the past 12 years. "They actually wanted to be in my classroom!" she notes. Her only concern about leaving CMN 111/112 is, "Who will take over as the grandmother of the course?"

It is difficult to tally the contributions of these individuals. Each in his and her own way has left a mark on the department and touched so many lives via the classroom. To these fine colleagues and instructors we bid a sad farewell and extend our gratitude on behalf of countless students for their service to the department.

All were honored at a reception on April 15. ■

# faculty news

## Faculty News

### John Caughlin

Professor Caughlin and graduate students Sylvia Enyart, Anne Stone, and Ashley Middleton continued their research on how families cope with the death of a parent to lung cancer. Based on interviews of 35 adults who had lost a parent, they learned about the communication challenges that family members face as they attempt to manage the illness and the aftermath of the death. Interestingly, people who thought their family coped fairly well advised that family members “be open” with each other, but at the same time they often talked about why it was preferable to not talk about some things. The interviews suggested that at times it may be more important that family members feel that they can talk openly with each other than it is to actually have in-depth conversations about certain aspects of their experiences. These findings should prove useful to family practitioners as they help families who are coping with a member’s illness or grieving a member’s death from lung cancer.

### Tom Conley

Professor Conley is now emeritus and recovering nicely from an extended hospital stay last spring. His new book, *Toward a Rhetoric of Insult* (University of Chicago Press), came out in May. Two book chapters were recently published in *Bonaventura Vulcanius Brugge 1538-1614*, the results of research done at the Illinois Library and the University Library at Leiden University in the Netherlands.

### Cara Finnegan

Cara Finnegan collaborated with departmental colleague John Murphy to edit a special issue of the journal *Rhetoric & Public Affairs* on the rhetoric of Abraham Lincoln. The special issue published four essays that were originally presented as campus lectures during the University of Illinois Lincoln Bicentennial celebrations in 2008-09. She also joined colleagues from four other universities to plan the National Communication Association’s Summer Conference on Teaching Rhetorical Criticism and Critical Inquiry. During the spring semester Finnegan taught for the Odyssey Project, an initiative of the Illinois Humanities Council and the Illinois Program for Research in the Humanities. Odyssey offers college-level humanities courses to low-income adults in the Champaign-Urbana community.

### Grace Giorgio

Grace Giorgio directs CMN 111/112, 220, and 204 and teaches “Gender and Language” and “Communication and Controversies in Public Policy.” Grace published two autoethnographies, “Gigi’s Tipis” and “The Hermit and the Old Goat,” in *Qualitative Inquiry* this past year, as well as a book chapter on qualitative research for *Qualitative Research: A Reader in Philosophy, Core Concepts, and Practice*. Grace also teaches yoga in Atwood and Urbana.

### Leanne Knobloch

Professor Knobloch collaborated with Dr. Jennifer Theiss at Rutgers University on two studies examining how military couples communicate following deployment. Participants were 479 service members or romantic partners living in 33 states who had been reunited during the last six months after a tour of duty. She recently received a \$15,000 seed grant from the University of Illinois Family Resiliency Center (with co-investigators Patricia McLaughlin from the University of Illinois Extension and Dr. Aaron Ebata from the Department of Human & Community Development) to follow military couples once per month for three consecutive months upon reunion. She is hopeful that the results of these investigations can be used to help military couples navigate the reintegration period more effectively.

### John Lammers

Professor Lammers continues his work on the role institutions, like professionalism, play in organizational communication. He recently authored “Institutional Messages, Institutional Logics, and Organizational Communication” to be published in *Management Communication Quarterly*. With Professor Scott Poole and funding from the National Science Foundation, he will be investigating professionalism among first responders. He is also the new director of the Health Communication Online Master’s program (see page 3).

### Bob McChesney

Professor McChesney co-authored an award-winning book, *The Death and Life of American Journalism*, in 2010. He also continued to host his weekly WILL-AM radio program, *Media Matters*. In his spare time McChesney writes on professional basketball for a number of websites. McChesney’s work is periodically mentioned on the *Glenn Beck Show* on the Fox News Channel.

### Brian Quick

This past year has been an exciting year for Professor Quick. He is currently finishing up his direct mail campaign to promote organ donation to young adults across Illinois. Recently, Quick was awarded a second grant to promote organ donation in Chicago and the collar counties. Specifically, this second campaign will reach Illinois residents by way of radio, bus billboards, roadside billboards, volunteers, and point-of-decision-making materials. On a teaching note, Professor Quick began working in the medical school this fall by teaching third-year residents strategies for successful communication with their patients. Also, Professor Quick developed a section in our new Health Communication Online Master’s program (see page 3).

### Christian Sandvig

Professor Sandvig co-organized a new public event series this year titled “The Year of Social Media.” The series brings a variety of prominent academic, industry, and government figures to speak with Illinois students about online platforms like Twitter, YouTube, LinkedIn, Facebook, and more. For example, the December speaker was Baratunde Thurston, director of digital for the popular news satire *The Onion*. Thurston discussed the frustrations that many organizations feel with the proliferation and rapid transformation of new media tools. In November, Fernanda Viégas, chief visualization officer at Google, spoke about the art and politics of social media. While demonstrating tools that allow the visualization of online behavior, she forcefully argued that “interactive visualization is a new kind of writing.” Archived video of the series is available online at <http://go.illinois.edu/socialmedia>.

### David Tewksbury

Professor Tewksbury is working with department graduate students on research that tracks changes in how Americans encounter news in our changing media environment. In principle, the increasing use of cable and Internet news sources should allow people to more closely align their personal interests with consumption of specific news topics (e.g., about politics, business, or sports). One current project is an examination of changes over the past 15 years in the news topics that people say they follow. The results of this study could help researchers and policy makers predict what the American public will learn about specific news events when they occur.

## In Memoriam: Dale Brashers, 1959-2010



Sadly, we said good-bye this year to our colleague, mentor, and friend, Dale Brashers. Brashers died suddenly at his desk July 5, 2010. He was preparing for a student's dissertation defense. The department hosted a memorial service in September at

Smith Hall (Urbana-Champaign campus) for his family, friends, colleagues, and students.

Brashers was a generous man who was passionate about helping students learn and he did this while completing ground-breaking research in the field of health communication. Popular with both graduate and undergraduate students, he was an outstanding teacher and mentor.

He was born in Little Rock, Ark., on December 29, 1959, to Lou and James (Gene) Brashers. He graduated from McClellan High School in Little Rock in 1978. He earned his BA and MA degrees in 1987 and 1988, respectively, from the University of Arkansas, Little Rock, and earned his PhD in 1994 from the University of Arizona.

He began his academic career in 1993 at the Ohio State University, moving to the University of Illinois at Urbana-Champaign five years later.

At Illinois, he served as the director of graduate studies in the Department of Communication (then called Speech Communication) from 2002-2006, and then as associate head until January 2009, when he became Head. Beginning in 2008, he also held a joint appointment as a professor of medicine.

His health communication research focused on the role of communication in the management of health and illness for persons living with HIV or AIDS. Among the goals in his research were giving patients the means for dealing with and managing uncertainty, and for developing self-advocacy skills.

Since 2008, he held a named position as the David Swanson Professorial Scholar. He was honored in 2004 as a University Scholar, which is a three-year research-support award for outstanding research, teaching, and service. Also in 2004, he was awarded the Distinguished Article Award for the most outstanding article in the previous five

years by the Health Communication Divisions of both the National Communication Association and the International Communication Association. In 2001, he received the Young Scholar Award for Outstanding Early Career Research from the ICA.

In addition to his national reputation as a researcher, he also was a highly accomplished and popular teacher of undergraduate and graduate students. In 2008, he received the Campus Award for Excellence in Graduate and Professional Teaching.

He is survived by his parents, Gene and Lou Brashers; sister, Brenda Brashers Robertson; and nieces, Tasha and Marie Robertson.

Brasher's influence and accomplishments are difficult to tally. His contributions to the department, campus and discipline-at-large have made a significant impact on so many. He will be missed.

A memorial fund has been established in his name (see Invest in Our Department's Future, page 7).

## Communication Internships Pay Off for Students and Employers

The Department of Communication's Internship Program and Office has had a great year, assisting communication majors in locating internships and earning academic credit for their on-the-job experiences. The employers who seek out our students represent a broad range of organizations across the country. They offer positions in the areas of health, media, public relations, consulting, sales, law, politics, human relations, and nonprofit interests.

Students have been placed with employers such as: Allstate Insurance; Community Choices (nonprofit assisting the disabled); the City of Champaign Fire, Police, and Community Relations departments; the Illinois Green Business Association; McDonald's Corporation; State Farm Insurance; *Marie Claire* and *Cosmopolitan* magazines; Comcast; Senator Richard Durbin's Campaign Office; Singleton Law Offices; and the *Chicago Sun-Times*. Students have completed a range of on-the-job activities: i.e., developing marketing materials, planning events and fundraisers, writing press releases, and conducting business-specific research.

Internship responsibilities are generally very specific to the organization. For example, the State Farm Research and Development Center interns work in the strategic resources area and are currently working on a research project involving internal communication. The interns create and test questions for surveys, assist in creating survey tools to measure communication effectiveness for company senior leadership, analyze data, and contribute to report writing.

At another internship at the Urbana-Champaign Independent Media Center, student interns are expected to complete stories with original ideas that have local significance. Interns also create a blog to chart their progress and reflect on the internship experience. Interns at McDonald's can work in an HR-related area or with the IT Change Enablement Department. One intern had this to say about her experience:

"When I applied for this internship, I saw that it was in the IT department. As a communication major, I wasn't sure if I would really enjoy working with IT. But I learned so much from everyone and the people were so helpful. The program overall was well organized and I enjoyed going to work every day. Not only was the company amazing to work for, but my boss was great. She helped me see different options when it comes to working in communications."

A new website allows 24/7 accessibility for students, employers and faculty members to find relevant information about internships and the department's program. Check it out at [www.comm-internships.com](http://www.comm-internships.com). While there, "Like" the internship Facebook page: University of Illinois Communication Internship Program.

If you or your company would like to sponsor a communication major as an intern, please visit our website or email us at [comm-internships@illinois.edu](mailto:comm-internships@illinois.edu).

# class notes

## 1940s

**George W. Cartwright** will always be remembered as the Department of (Speech) Communication's first doctoral student. After a life full of adventure and dedication to religion and education, at the age of 98, Cartwright peacefully passed away on May 29, 2010, leaving behind a legacy that will be forever cherished by the department.

Born February 22, 1912, Cartwright received a bachelor of arts in religion from Butler University in January, 1942. Prior to World War II, immediately after Pearl Harbor, Cartwright was appointed as the Army Air Corps chaplain where he served in Clark Field, the Philippines, and Japan.

Upon his return, he entered graduate studies in 1947 at Illinois as the first PhD student in speech communication. After graduating in 1951, Cartwright taught public speaking classes in churches where he served as pastorates. He later began a teaching career at Culver-Stockton College in Canton, Mo., until retiring in 1973.

Cartwright was a gifted author, pastor, and college professor who will truly be missed by his family, friends, and the Department of Communication.

## 1960s

**Dr. Richard W. Thiede** (AM '63) served as a professor of communication at Defiance College from 1978 until 1997. Dr. Thiede continues to teach several communication-based courses at Northwest State Community College.

## 1970s

**Brant R. Burleson** (AM '77, PhD '82) passed away on December 10, 2010 after a brief illness in West Lafayette, Ind. He was a professor of communication at Purdue University for over 30 years. He was a productive and well-respected scholar in the field of interpersonal communication. He directed 20 PhD dissertations during his years at Purdue. He is survived by his mother, Ethel Burleson (Lubbock, Tex.); his wife, Erina MacGeorge; two young children, Jesalyn and Carson (all of West Lafayette); a brother Robert Burleson (Houston, Tex.); and sister Dr. Janet Dehler (Berthoud, Colo.). A fund has been established in Burleson's name. Contributions can be made to the Department of Communication (see Invest in our Department's Future, this page).

## 1980s

**Michael Kurtzman** (AB '83) continues his work in marketing and advertising consulting as the president of Kurtzman Consulting, LLC. As of August 2010 he has also become the executive director for the Illinois Currency Exchange Charitable Foundation, NFP. The foundation's mission is to create and support educational opportunities that enrich the lives of Illinois children. Additionally, Kurtzman has begun to work

as a development consultant with the Chicago Lost and Found, which works to build the community and help the environment by supporting visual arts programs. In late 2009, he received an award from the Community Currency Exchange Association of Illinois for outstanding effort and contribution to the Back 2 School Program. The program, which he founded and has managed for over six years, has provided hundreds of thousands of school supplies to needy children in the Chicagoland area.

## 1990s

**Tina (Jordan) Fakhrid-Deen** (AB '95) teaches English and drama at Innovations High School in Chicago. She is the author of a new book, *Let's Get This Straight: The Ultimate Handbook for Youth with LGBTQ Parents* (Seal Press, October 2010). Her summer was spent learning Spanish with her family in Antigua, Guatemala. You can learn more about her book and her adventures at her website [www.tinafakhriddeen.com](http://www.tinafakhriddeen.com).

**Neil Leroux** (PhD '90) has been named the 2011 recipient of the University of Minnesota-Morris Distinguished Research Award. Professor Leroux was recognized for his writing and research on the rhetoric of Martin Luther.

## 2000s

**Greg Goodale** (PhD '07) has been awarded Northeastern University's campuswide 2011 Excellence in Teaching Award (only two of these are awarded each year, campuswide).

**Michael Layman** (AB '01) is the manager of labor policy for the Society for Human Resource Management in Alexandria, Va. He has been working towards a master's degree at Georgetown University's McDonough School of Business and is looking forward to graduating in the spring of 2012.

**Monica Wright-Sims** (AB '01) received her master's in teaching from National Louis University and is enjoying her work as a fifth grade Chicago Public School teacher.

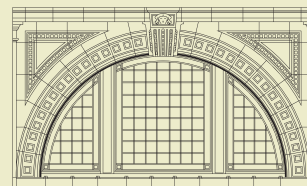
**Julie (Surratt) Wilkinson** (MA '07) is currently a development officer for Morris Hospital and Healthcare Centers in Dwight, Ill.

**Casey Meyer** (AB '08) has accepted the position of communications representative within the Public Affairs Department of Caterpillar Inc. In this position, Meyer will be responsible for creating and implementing Caterpillar's social media strategy for the internal and external deployment of corporate news and will serve as the editor of *Cat Folks*, Caterpillar's employee newspaper. She is located in Peoria, Ill.



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## A GIFT FOR THE AGES THE LINCOLN HALL PROJECT



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## INVEST IN OUR DEPARTMENT'S FUTURE

Your support for the Department of Communication at the University of Illinois at Urbana-Champaign will ensure continued excellence in teaching, research, and public engagement.

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University of Illinois Foundation  
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### OUR TEMPORARY HOME

Because of Lincoln Hall's renovation, the Department of Communication is currently located at 1207 W. Oregon St., Urbana, IL 61801. Our phone number remains (217) 333-2683.

### DEPARTMENT OF COMMUNICATION

University of Illinois at Urbana-Champaign  
1207 W. Oregon St., MC-456  
Urbana, IL 61801

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## GOT INTERNSHIPS?

Communication students are eager for real-world experience. We offer our students class credit for interning with organizations that put them to work in a supervised learning setting.

Employers who partner with us report that they benefit from our students' communication skills and gain from evaluating the on-the-job performance of potential employees. Communication interns are eager to apply what they have learned to the work world.

If you have internship opportunities to offer or would like more information, please contact Dr. Shirley Faughn via email: [comm-internships@illinois.edu](mailto:comm-internships@illinois.edu).



## Students Gain Perspective...

*Continued from front page*

Campbell's Soup Co.'s partnership with the American Heart Association," said Shumate. "Campbell's pledged to give the American Heart Association \$1.8 million over three years." However, in talking with the American Heart Association, the biggest benefit was the amount of exposure Campbell's provided for the Go Red for Women Campaign. More women learned about their risk for heart disease and stroke because of Campbell's publicity efforts. Some people worry about donor fatigue or donors tuning out messages about giving because they have been bombarded with them. Research shows that there is such a thing as too many solicitations to give to a particular charity.

Professor Shumate also stresses the importance of volunteering, especially in the midst of these difficult economic times. In fact, there

has been a significant increase in the number of people volunteering in recent years. With the growing interest in nonprofit organizations and service learning, students tout the relevance of Professor Shumate's course. As one student recalled, "The outside class experience was an awesome way to practically apply course concepts and provided many opportunities to do so."



## Communication Alumni: Let Us Know What You Are Doing

**Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_

**State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Email** \_\_\_\_\_

**Please indicate all U of I degrees:**

AB year \_\_\_\_\_ AM year \_\_\_\_\_ PhD year \_\_\_\_\_

**Current position and employer (if retired, indicate last position prior to retirement):**

\_\_\_\_\_

\_\_\_\_\_

**List accomplishments/publications/personal news for the past year:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mail to: Department of Communication  
University of Illinois at Urbana-Champaign  
1207 W. Oregon St., MC-456  
Urbana, IL 61801  
or email to: [communication@illinois.edu](mailto:communication@illinois.edu)