



College of Media

ADVANCING EXCELLENCE



Message from the Dean

This fall has been truly rewarding for the College of Media. We're thrilled to celebrate the grand opening of the renovated Richmond Studio, featuring the new Richard and Leslie Frank Newsroom, which has been in the works since the pandemic. Highlights include a fully remodeled broadcast studio with a new control room, a new video and audio production room, and upgraded equipment to make this a truly state-of-the-art broadcast facility. We are committed to student success through experiential learning and access to the latest technologies, and this beautiful, modern space will allow us to recruit and retain the very best students and faculty to our program.

The Frank Newsroom is a prime example of what we can achieve together to build on our legacy of impact and ensure that our next generation of Media students are prepared for successful careers. As we near the College of Media's 100th anniversary in 2027 (and our first-year students this fall are in fact the centennial class!), we could share countless stories of Media alumni who have made an impact on our society. In this issue, we fondly remember the counterculture humor of comedian Arte Johnson and his brother, writer Coslough Johnson, who worked together in the late '60s and early '70s on the hit TV series *Laugh-In*. The Johnsons' careers illustrate well the non-traditional paths that our students can forge, thanks to the principles, strategies, and creativity they learn and develop here.

Because media continuously evolves, so too do the opportunities for our current and future students to make their own impact. We invite you to join us in supporting their paths to success.



Tracy Sulkin
Dean



Message from Advancement

After exceeding our goals in the previous With Illinois campaign, one of our biggest priorities in the College of Media continues to be student success. This aligns with campus's strategic goals of fostering scholarship, discovery, and innovation, as well as providing transformative learning experiences.

I know you care about our students and we invite you to join us throughout their academic journey.

For example, as we have explored new ways to support students over the past few years—from experiential learning opportunities to industry immersion programs to mentoring to online Media Career Nights—alumni have engaged with our students to share their expertise and answer questions.

Another successful initiative is the Mark L. Brandt Public Engagement Fellows program. The funds, endowed in perpetuity, provide internships each semester to Media students to work with college faculty and staff on public engagement projects, and/or as participants in programs that are designed to support first-generation college students, students from underrepresented groups, and/or students with significant financial need.

By offering these unique experiences with access to our esteemed Media alumni, we are also attracting new students to join us at Illinois.

Thanks to our generous alumni and donors, these programs have catapulted us forward in meeting students where they are, and we hope to continue this momentum with your help. If you are inspired to work with us to continue creating transformative plans, it would be my pleasure to speak with you. You can call me at 217-333-0752 or email me at jhns@illinois.edu.



Deanne Johnson
Assistant Dean for Advancement



Advancing Excellence is an annual publication of the College of Media Office of Advancement at the University of Illinois Urbana-Champaign.

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Questions? Email media-giving@illinois.edu.

Cover: On October 23, the College of Media held an open house to unveil the Richard and Leslie Frank Newsroom at Richmond Studio, which underwent \$2 million in renovations. Pictured are students working in the large newsroom that features a scrolling, LED news ticker. (Photo by Fred Zwicky.)

DONOR SPOTLIGHT

Brother, lifelong friends create first fully endowed MACS fund to honor memory of Jonathan Laxamana

When Joe Laxamana lost his younger brother Jonathan in December 2022, he and some of their lifelong friends wanted to find a way to honor his memory.

“We wanted to find something that connected what Jonathan was about and who he was—and one of his greatest passions in life was film,” said Joe (BS ’92, industrial engineering).

A group of family and friends created the first fully endowed fund dedicated to the Department of Media & Cinema Studies. The Jonathan Laxamana Endowment Fund will support media and cinema studies students through scholarships, experiential learning, and internships. It will also support the annual UIUC Student Film Festival that’s produced, programmed, and curated by students in MACS 366: Film Festivals.

In addition to Joe, close friends including Craig Vodnik (BS ’92, nuclear engineering), Larry Versola (BA ’94, political science), John Silvestri (BA ’92, political science; JD ’95, law), Charlie Lee (BS ’92, finance), and Bonnie (Gorr) Flanagan (BS ’93, MS ’97, education) all contributed to establishing the fund in Jonathan’s honor, knowing that the University of Illinois was instrumental in “creating the guy that we all knew and loved,” Versola said.

“We deeply appreciate this meaningful gift that will financially and academically support media and cinema studies students in their film-related pursuits,” said Professor CL Cole, head of the Department of Media & Cinema Studies.

Joe is proud of Jonathan’s contribution to the film community and hopes the fund will help those wanting to pursue the same interests his brother did.

“To be able to help today’s film students is very gratifying and I think he would have liked that,” Joe said.

Silvestri, who was Jonathan’s roommate for three years, shared fond memories of his time on campus with him. Silvestri recalls the two of them



Larry Versola, Joe Laxamana, and John Silvestri.



The late Jonathan Laxamana.

constantly going to local theaters to see movies together. He said Jonathan also took several film classes, which contributed to his burgeoning interest in cinema.

“He didn’t become the person that he was until he came here. The film stuff, it really took off, took hold of him, and he was able to delve into these passions a lot,” Silvestri said.

Jonathan, who was affectionately called “Lax” (pronounced Lox) by family and friends, graduated with a bachelor’s degree in English from the College of Liberal Arts and Sciences in 1992.

Professionally, Jonathan worked as a digital project coordinator for the *Journal of the American Medical Association* and handled location services at 41EIGHTYSEVEN with Versola, providing location scouting and location management services to the film, television, and advertising industries.

Jonathan carried out his love of film and film festivals through many years

of volunteer work, most notably as the founder and program director for the Chicago Filipino American Film Festival. He also contributed significantly to the annual Chicago Asian American Showcase at the Gene Siskel Film Center.

Additionally, Jonathan was a board member of Full Spectrum Features, a Chicago-based nonprofit organization committed to driving equity in the independent film industry by producing, exhibiting, and supporting the work of women, BIPOC, disabled, and LGBTQIA+ filmmakers.

Joe said his brother took great pride in being able to help young filmmakers—especially Filipino and Asian American directors—by giving them a platform at the film festivals.

“He loved film but there was something that spoke to him about helping minority directors and the opportunities they didn’t have to showcase their work, and he was just trying to do his best to give them a pathway,” Joe said.

Versola worked with Jonathan to put on many film festivals over the years and credits him for delivering a unique, quality program to their audiences.

“The stellar reputation that we developed among our peers in the film festival circuit worldwide was due to Jonathan and his programming,” Versola said.

Jonathan was known for having an eye and an ear for human stories that spoke to people and ensuring that all filmmakers, from students to established directors, felt valued and respected.

Recently, Joe and his family held a birthday memorial for Jonathan. Silvestri and Versola attended, as well as friends who flew in from across the country to celebrate Jonathan’s life.

“I think we can all be judged by our impact on our friends,” Silvestri said. “People love this guy and that’s about the greatest tribute you can have, is friends who love you.”

—Kelly Youngblood

2023 MEDIA ALUMNI AWARD WINNERS

Schlueter receives Distinguished Alumni Award



(Photo provided.)

When it comes to career accomplishments, Jim Schlueter (BS '80, journalism) could name a few, but none are quite as important to him as his ability to build up others.

It's an honorable trait Schlueter has carried with him throughout his life—as an undergraduate student at Illinois, during his 33-year career in corporate communications, and more recently, as a very generous and passionate alum.

"If I think about accomplishments, really, it's about helping people develop and grow and watching what they do," Schlueter said.

Thanks to Schlueter's contributions to the college, as well as his notable career achievements, the college's leadership team agreed no one was more deserving of the 2023 College of Media Distinguished Alumni Award.

"Jim Schlueter has made many investments in the College of Media to benefit students now and in the future," said Dean Tracy Sulkin. "We are so grateful for his engagement and for his desire to help make Illinois the number one destination for those who want to be part of the dynamic field of media."

Schlueter is passionate about ensuring students stay ahead with new innovations and changing trends. In 2019, he and his wife, Amy, gave a generous gift to launch the Media Innovation Fund, which supports a wide range of activities that celebrate faculty excellence, faculty and student research, technology advancements, and cutting-edge pedagogy.

"I don't do what I do to get awards, but to be recognized is a very, very special feeling because of [how I] feel about the University and the College of Media, the students, and the folks who have come before me and after me," he said.

Miller receives Emerging Leader Award



(Photo provided.)

When Emma Miller (BS '08, media studies) graduated from the University of Illinois she wasn't sure where her degree would take her.

Now, 15 years later as a Hollywood executive taking on a new leadership role at Netflix, Miller can say she's exactly where she wants to be.

After eight years as the senior vice president of scripted development and programming at AMC Networks, Miller joined Netflix in May as director of overall deals in the series division.

Miller's early career accomplishments, along with her continued engagement with the College of Media including serving on its Alumni Leadership Council, have garnered her the honor of being named the 2023 College of Media Emerging Leader Award winner. She is the first media studies graduate and the third recipient of the annual award.

"The College of Media is proud of Emma Miller's career achievements and we're thankful for her eagerness to be a resource for students," said Dean Tracy Sulkin. "Emma has shared advice on how to navigate the film and TV industry that has been helpful and inspiring to students who are interested in making a career in Hollywood."

Miller, who was named one of *The Hollywood Reporter's* "35 Rising Executives 35 and Under" in 2018, said she was overwhelmed and excited when she received the news that she had won.

"I have a such a love for Illinois so it's a real honor to be recognized by a place that I care a lot about," Miller said.

—Kelly Youngblood

RENOVATION HIGHLIGHTS

Richard and Leslie Frank Newsroom at Richmond Studio debuts after \$2M renovation

The renovation of Richmond Studio is made possible thanks to a gift from Richard and Leslie Frank. Planning began during the pandemic, with demolition and construction underway in March 2023. Classes resumed there in October. Some highlights include a large newsroom with a computer lab and a scrolling, LED news ticker, a fully remodeled studio with a new control room, a new video and audio production room, a new office, and upgraded equipment. To watch the student-produced broadcasts, visit ui7newsroom.com or add the “UI7 Newsroom” channel on Roku.



Demolition of the control room, looking into the studio.



Studio wall being removed to reconfigure into one large window between the studio and newsroom.



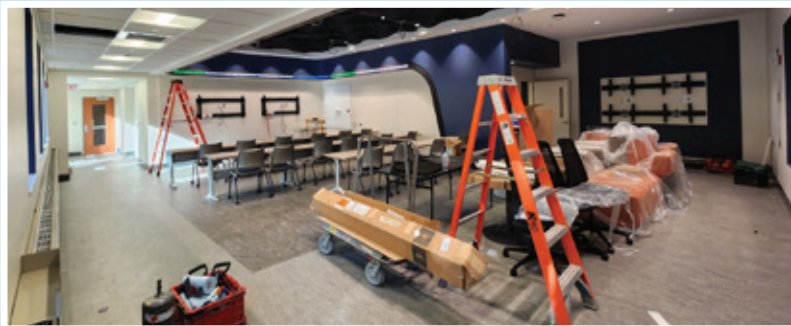
Mid-construction with mechanical, electrical, and plumbing being removed.



New walls being built and mechanical, electrical, and plumbing reconfigured for higher ceilings. View toward newsroom (left) and toward studio (right).



New framing in place for the wall with a large window between the studio and newsroom. Wall in place for new office and new control room.



Newsroom and greenroom area, with new furniture in place.



Studio background designs installed.



New soundproof video and audio production room.



New control room.



Students held an impromptu Q&A with Brian Williams in the broadcast studio at the open house.

Sulkin reappointed as College of Media Dean

Tracy Sulkin, who has served as dean of the University of Illinois College of Media since 2018, has been reappointed for a five-year term.



noting her consultative yet decisive approach to decision-making; her strategic approach to the budget, including the establishment of clear priorities and a commitment to effectively communicating the details of the campus budget model to faculty and staff; and her active promotion of diversity, equity, and inclusion in the college,” said Rosa Milagros Santos, acting executive vice provost for academic affairs.

The review highlighted several key accomplishments under Sulkin’s leadership, including the elevation of the College of Media’s profile on campus,

success in advancement, and substantial upgrades to technology and infrastructure to support research, teaching, and learning.

“It is a great privilege to serve the College of Media community for another term as dean,” said Sulkin. “I am eager to work with our talented and dedicated faculty, staff, students, and alumni to build on the exciting momentum we have created together over the past five years. As we begin our planning for our centennial celebration in 2027, it is clear that there is a bright future ahead for the College of Media.”

New faculty leadership roles, newly promoted faculty

Professor Michelle Nelson will serve as the head of the Charles H. Sandage Department of Advertising for a three-year appointment. Nelson is a past president of the American Academy of Advertising. Her research interest focuses on advertising literacy and political advertising.



Professor Mike Yao has been appointed as the director of the Institute of Communications Research. He previously served as head of the Sandage Department of Advertising. Yao’s research delves into the interplay between media technology, society, and human communication. He studies how people engage with emerging technologies—like AI, immersive multimedia, and extended reality—across diverse social settings and how these interactions influence our social behaviors and human communication within technology-mediated digital spaces.



Angela Aguayo, associate professor of media and cinema studies, will serve this year as acting director of the Roger Ebert Center for Film Studies. She has previously served as Dean’s Fellow for Strategic Initiatives. Her research is centered around documentary production and media studies, connecting production, theory, and history.



Chang-Dae Ham, associate professor of advertising, has been appointed as associate head of graduate studies for the Sandage Department of Advertising for a three-year appointment. Ham studies persuasion knowledge and digital advertising.



Three faculty in the College of Media have been promoted:

Jason P. Chambers has been promoted to professor of advertising. He also serves as Associate Dean for Diversity, Equity, and Inclusion. He is a scholar of advertising history, particularly the contributions of African Americans to the industry, and has a new book titled *Advertising Revolutionary: The Life and Work of Tom Burrell* that will be published in early 2024.



Ewa Maslowska has been promoted to associate professor of advertising with indefinite tenure. Her research centers around marketing communication and consumer behavior, specifically consumer-brand interactions in the context of new technologies.



Julie Turnock has been promoted to professor of media and cinema studies. She served as the inaugural director of the Roger Ebert Center for Film Studies and is on sabbatical this year. Turnock’s research focuses on film, with an emphasis on special/visual effects. She is working on her third book, a technical, industrial, and aesthetic history of the special effects industry in the Hollywood studio era, circa 1915-1960. Informed by extensive archival research, it centers around the labor and artistry performed by unsung “below-the-line” studio effects workers whose skills make much of “movie magic” possible.



New faculty and staff join College of Media

New journalism lecturer and science writer Nancy Averett strives to highlight humanity behind research

As an independent science journalist for the last 17 years, Nancy Averett has dedicated her career to writing about the intersection where science and humanity connect.



The award-winning reporter, who has a passion for the “sociological side of science and putting a human face on it,” says her secret weapon as a science writer is simple—she’s not a scientist. Instead, she views herself as a translator, reaching into the minds of scientists, engineers, and doctors to explain how their research will impact people.

She is sharing that passion with students and fellow faculty this fall as a new lecturer in the Department of Journalism.

Averett, who has been published in *Scientific American*, *Discover*, *The Nation*, and other magazines, is teaching three courses: Science Journalism, Intro to Journalism, and Newsgathering across Platforms.

Averett brings a breadth of experience to the classroom, having served as an adjunct instructor at Miami University of Ohio, where she designed and taught courses in news writing, editing, and feature writing.

In addition to teaching and mentoring young journalists, Averett was one of five journalists selected by a national nonprofit in 2019 to teach a workshop for scientists on how to communicate better with the press. She has always found teaching to be a worthwhile pursuit.

“I just found all of those [teaching] experiences pretty rewarding,” said Averett, who is a member of the National Association of Science Writers and Society of Environmental Journalists.

New journalism professor Alex Gonçalves explores social dynamics through data-driven insights

Alex Gonçalves believes a vibrant press is crucial to the future of democratic societies. He also knows the foundation of a dynamic media ecosystem is created in the classroom.



For that reason, it has been his goal to work in journalism education since Gonçalves left the newsroom as a science reporter and began his academic journey more than a decade ago.

“I am motivated by the thought of contributing to the education of the next generation of journalists and communicators,” Gonçalves said.

This fall, he joined the College of Media as a new assistant professor in the Department of Journalism.

Gonçalves, who received a PhD in communication from Columbia University and a master’s degree in comparative media studies from MIT, is teaching Journalism 102: Surviving Social Media.

At both universities, Gonçalves studied the role of social media in the emergence of new cultural paradigms—a subject that continues to be a part of his research to help “inform the policies that shape the role of digital platforms.”

In addition to teaching, Gonçalves is also passionate about his research, which focuses on the intersection of computer science and social communication.

Gonçalves also felt a personal connection to the College of Media as he’d always admired the late James W. Carey, a journalism professor, former director of the Institute of Communications Research, and former dean of the college. Carey was an internationally recognized scholar in communications research.

JR Reed joins College of Media Office of Advancement

JR Reed considers himself a lifelong learner who enjoys meeting new people and exploring new places—just a few of the many qualities that will serve him well in his new role as assistant director of advancement at the College of Media.



Reed, who began working at the college in January, is bringing a wealth of experience and a variety of interests, as well as a lot of drive and ambition, to the fundraising position.

Reed said the major gift officer role appealed to him because he felt it offered the ability to connect with alumni and donors, hear their stories, and help them find ways to support the college.

Molly Cornyn joins College of Media as project coordinator for Ebertfest

Molly Cornyn (BS ’06, media studies) began in March to help plan Roger Ebert’s Film Festival as the new project coordinator for the College of Media.



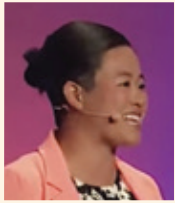
“I think [Ebertfest] is a shining gem of what we have in this community,” she said. “I know that people at both the University of Illinois and outside of it are excited about the festival and think it’s really something special. Being able to be involved in that and bring that to the community is rewarding.”

After earning an MFA in producing for film and television from Chapman University in California, Cornyn spent five years at Caesars Entertainment in Las Vegas, which owns and operates nine resort properties in the area, starting out as an entertainment public relations coordinator and then a film and special events manager.

—Kelly Youngblood

RESEARCH IN MEDIA

MACS Professor Rachel Kuo receives \$150,000 NEH grant for research that explores how technology shapes society



Rachel Kuo, assistant professor of media and cinema studies with an appointment in the Institute of Communications Research, received a \$150,000 grant from the National Endowment for the Humanities to support research on the circulation of misinformation among Asian and Asian American digital

communication networks, including facilitating community oral history workshops.

The collaborative project between Kuo and co-director Mark Calaguas, titled “Transnational Disinformation Networks and Asian Diasporic Politics,” was awarded the grant under the Dangers and Opportunities of Technology program through NEH’s American Tapestry initiative.

“The NEH grant supports work that focuses on community oral histories and workshops to understand how people’s personal histories—their trajectories of migration, what their media histories have been—how that really shapes political belief and engagement,” Kuo said.

Kuo and Calaguas, board president of the Alliance of Filipinos for Immigrant Rights and Empowerment in Chicago, are both part of a network called the Asian American Disinformation Table.

Study: YouTube did not actively direct users toward anti-vaccine content during COVID-19



New research led by Margaret Yee Man Ng, assistant professor of journalism with an appointment in the Institute of Communications Research, and United Nations Global Pulse found that there is no strong evidence that YouTube promoted anti-vaccine sentiment during the COVID-19

pandemic.

The study, published in the *Journal of Medical Internet Research*, performed an algorithmic audit to examine if YouTube’s recommendation system acted as a “rabbit hole,” leading users searching for vaccine-related videos to anti-vaccine content.

For the study, the researchers asked World Health Organization-trained participants and workers from Amazon Mechanical Turk to intentionally find an anti-vaccine video with as few clicks as possible, starting from an initial informational COVID-19 video posted by the WHO. They compared the recommendations seen by these users to related videos that are obtained from the YouTube application programming interface and to YouTube’s Up-Next recommended videos that were seen by clean browsers without any user-identifying cookies.

The team then used machine learning methods to classify anti-vaccine content, analyzing more than 27,000 video recommendations made by YouTube.

“We found no evidence that YouTube promotes anti-vaccine content to its users,” Ng said.

Master of Science in Advertising degree receives STEM designation

The Master of Science in Advertising degree granted by the Charles H. Sandage Department of Advertising is now officially designated as a science, technology, engineering, or mathematics (STEM) degree—the first master’s in advertising program to do so—effective Spring 2024, based on a department review of the curriculum and strategic goals of the program.

The MS in Advertising program at Illinois proudly stands as the pioneer in transforming its program classification to STEM among advertising master’s degree programs in the nation. All domestic and international students will benefit, as STEM skills in digital media are highly sought by employers.

“This new program code better represents the current master’s in advertising program focus, curriculum, and faculty expertise relating to digital communications and advertising,” said Chang-Dae Ham, associate head of graduate studies and associate professor of advertising. “It reflects many of the courses taught within the program, the research interests of faculty and graduate students, and the changing media landscape—we are better preparing our students for jobs in the future of advertising and beyond.”



(Photo by Nathan Gonzalez, photography intern.)

College of Media holds strategic visioning workshop focused on further integrating Illinois Public Media into research, teaching missions

More than 70 faculty, staff, and students from the College of Media’s academic departments, administrative units, and Illinois Public Media shared ideas during a strategic visioning workshop in October.

The session, inspired by the University of Illinois strategic plan “Boldly Illinois,” was led by Associate Provost for Planning and Assessment Staci Provezis. Participants brainstormed ideas on how to further integrate IPM into the research and teaching missions of the College of Media and the University of Illinois. Ambitious goals for the next decade emerged with themes on media literacy; community media; engagement, outreach, and collaboration; technology innovations and access; and more.

Additional activities will be held this academic year to continue the planning process.

ALUMNI LEGENDS

Late *Laugh-In* brothers Arte and Coslough Johnson share comedy history with Illinois

The late comedy legend brothers Arte Johnson (BS '49, radio journalism) and Coslough Johnson (BS '52, radio journalism) made sure to invest in the future of media by preserving part of its past.

Both have donated artifacts to the University Library from their most famous collaboration, *Rowan and Martin's Laugh-In*, which aired 1968-73 on NBC, in which Arte was an actor and Coslough was a writer. They won Emmy Awards and multiple nominations for their roles on the pioneering comedy sketch show that addressed social and political issues, mixed with one-liners, non-sequitur bits, and jump-cuts at breakneck speed, plus a constant stream of Hollywood cameos.



Gisela and Arte Johnson.

The Johnson family's latest gift comes from Arte's widow, Gisela; the couple were married for 51 years until his death in 2019. Earlier this year, Gisela provided the University Library with a wealth of archival materials from *Laugh-In* and other TV episodes and movies that featured Arte, plus scrapbooks, photographs, and letters.

Laugh-In brought in the biggest guest stars of the day: Johnny Carson, Carol Burnett, Bob Hope, John Wayne, and Sammy Davis, Jr. Regular cast members included Goldie Hawn and Lily Tomlin. It paved the way for *Saturday Night Live*, which debuted two years after *Laugh-In* ended. It was still cemented in TV history three decades

after it ended, making *TV Guide's* list of 50 greatest shows of all time in 2002.

Coslough previously donated 62 *Laugh-In* scripts to the University Library. The Library's 1994 *Friendscript* newsletter noted its cultural significance: "Whether it's the satirization of the Vietnam War, the fun poked at politicians and government policies, or the songs sung by the entertainers (all the lyrics are in the scripts), each script gives an interesting snapshot of the issues and tastes of the nation at a particularly unsettled period of our history."

By email, Gisela wrote that Arte "loved his University and his years there, and all the friends he made and stayed friends with, all through his time of being famous—it didn't matter to him, he always was just ARTE."

During the '70s, Arte and Gisela visited campus to cheer on the Illini with Arte's Sigma Alpha Mu fraternity brother and classmate Larry Stewart (BS '47, journalism). Stewart was a renowned local sports broadcaster, known as the "Voice of the Illini," calling games for football and basketball, the creator/host of the call-in talk show *Penny for Your Thoughts*, and general manager of radio station WDWS.

Stewart's daughter, Debbie, remembers Arte keeping in touch with her dad, calling him and attending Illinois games together.

"Arte and my dad were great friends till the end of my dad's life," Stewart said. "They spoke on the phone frequently and Arte was always sending him postcards. They really enjoyed their friendship."



Larry Stewart (BS '47, journalism), center, greets Gisela and Arte Johnson at Arte's Class of 1949 reunion in 1974.



Arte Johnson dressed as his German soldier *Laugh-In* character, with Dean Martin and Diane Shatz on *The Dean Martin Show*.

Arte, who grew up in Chicago, had considered himself a bibliophile and said, "the [University] Library was for me at once a place to escape to, a place of enlightenment, a place of encouragement," in a 1979-80 *Friendscript*. Arte was also quoted for his love of libraries, saying in a 1987 issue: "The legacy of the printed word is still one of the greatest gifts one generation can pass on to another."

After Arte died, a *New York Times* obituary described him as "a one-man ensemble on *Laugh-In*, playing a range of characters with accents, but he was probably best known for the helmeted German soldier who would peer through bushes before slowly uttering, 'Very interesting.'" He had also starred in episodes of many classic TV shows such as *Lost in Space*, *Bewitched*, and *Murder, She Wrote*, voiced characters in cartoons such as *Animaniacs*, *The Smurfs*, and *DuckTales*, and narrated dozens of audiobooks, including for humor columnist and author Dave Barry.

At the Rare Book and Manuscript Library, historians of popular culture can explore scripts from *Laugh-In's* first four seasons, as well as scripts Coslough donated from other 1970s TV variety series that he wrote for, such as the *Sonny and Cher Comedy Hour*.

Laugh-In is currently available to watch on streaming platforms including Freevee, Roku, Tubi, and Amazon Prime.

—Holly Rushakoff

Photo Highlights



Illini Anchors: In May, journalism alumni Ryan Baker (BS '91) and Dana Kozlov (BS '90) brought the orange and blue. "It's an all #Illini CBS Chicago anchor desk this Wednesday morning!" wrote Baker on social media. "Great to have fellow Illinois alum and TV news vet Dana Kozlov filling in."



The University of Illinois Alumni Association Awards Gala on October 19 recognized Chaz Ebert (right, with her daughter Sonia Evans) as the 2023 Honorary Alumna. Chaz Ebert is CEO of Ebert Digital, which publishes the movie review site RogerEbert.com, the legacy of her late husband and business partner, film critic Roger Ebert (BS '64, journalism). She is co-founder, producer, and host of Roger Ebert's Film Festival, which celebrates its 25th anniversary April 17-20, 2024, at the Virginia Theatre in Champaign.



The Initiative for Media Education Inquiry and Action (IMEDIA)—a project of faculty and students in the College of Media and the College of Education—held its second summer workshop for Illinois high school educators to discuss teaching media literacy, with a keynote about the implications of ChatGPT for teaching.



Jeremy Hobson debuted his weekly call-in show *The Middle* at Illinois Public Media's studio in September. IPM serves as a distribution partner bringing the show to hundreds of radio stations. It airs Thursdays at 8 p.m. CT and can be streamed at will.illinois.edu, and is available as a podcast.



Veteran TV anchor Brian Williams came to campus on October 23 to discuss the evolution of broadcast television with Colleen King, Frank Center director and clinical assistant professor of journalism. King worked closely with Williams as his executive producer of MSNBC's *The 11th Hour with Brian Williams*.



The Richard and Leslie Frank Newsroom at Richmond Studio was officially recognized on October 23 with an open house, remarks, and a ribbon-cutting with Dean Tracy Sulkin, Richard and Leslie Frank, Provost John Coleman, and Vice Chancellor for Advancement Barry Benson.

How to support the College of Media through your estate plan

Including a gift in your will or living trust, known as a charitable bequest, is a meaningful way to support the College of Media at the University of Illinois Urbana-Champaign. Your gift, no matter the size, will support students, faculty, and programs far into the future.

It's as simple as naming the University of Illinois Foundation (UIF) as a beneficiary in your will or revocable trust for the benefit of the College of Media. You can choose to give a specific dollar amount, specific property, or a percentage of what remains after you've provided for your loved ones. You can also direct your gift to a specific program.

Benefits

- **Control:** You are able to make a generous gift while maintaining control of your assets during your life.
- **Flexibility:** You can change your plans at any time.
- **Estate tax reduction:** Gifts to UIF for the benefit of the University of Illinois are not subject to estate tax.

Sample gift language

To include a gift for the College of Media at the University of Illinois Urbana-Champaign in your will or living trust, we suggest using the following language:

"I leave [\$X / X% / # of shares/residue] to the University of Illinois Foundation, a not-for-profit corporation (Tax ID 37-6006007) located in the State of Illinois, to support the University of Illinois Urbana-Champaign College of Media."

To learn more and discuss how you can create your own personal legacy, contact Deanne Johnson, assistant dean for advancement, at 217-333-0752 or jhns@illinois.edu; or Judy Schneider, UIF director of gift planning, at 217-244-3351 or judyth@uif.illinois.edu.

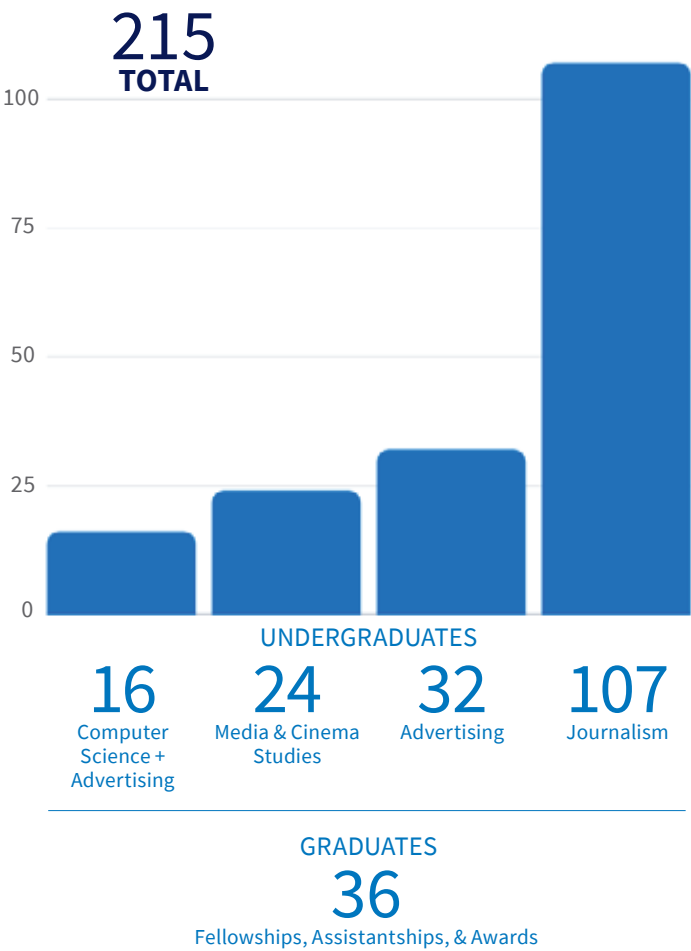
The University of Illinois Foundation is the official gift-receiving arm of the University of Illinois and is a 501 (c) 3 charitable organization with EIN 37-6006007. UIF does not provide tax, legal, or accounting advice. You should consult your own tax, legal, and accounting advisors before engaging in any transaction.

Media by the Numbers

Thanks to the generous support of our donors, we awarded \$184,608 more in scholarships in FY23 than in FY22 and increased the number of awards by 23%. Thank you for investing in College of Media unrestricted funds, opportunities for Media students, innovation in Media research and collaborations, and excellence in Media faculty. See our FY23 donors at media.illinois.edu/giving/donors.



SCHOLARSHIPS, INTERNSHIP SUPPORT, FELLOWSHIPS, AND AWARDS FY23



STUDENT STATS

1,046 Undergraduate and graduate students	8.4% International undergraduate students
26.8% Undergraduate students from underrepresented populations	\$34,388 Yearly cost of attendance for a student taking 16 credit hours as an Illinois resident



NEW BUSINESS FY23

Including new gifts, pledges, grants, and bequests

\$1,544,115
Amount of gifts

618
Number of donors

535
Number of gifts



SCHOLARSHIP STATS FY23

\$642,133
Amount of scholarships awarded by the College of Media

\$5,428
Average College of Media award package for first-years

\$2,833
Average College of Media award package for sophomores, juniors, and seniors



SCHOLARSHIP APPLICATIONS AND AWARDS

525
First-year and transfer student applicants

211
Continuing student applicants

49
Incoming first-year students offered scholarships

21%
Eligible undergraduate applicants (first-years through seniors) supported through available funding



MAKING A GIFT

To learn more about giving to the College of Media, please contact the Office of Advancement at 217-244-5466 or media-giving@illinois.edu. You can also make a gift online at media.illinois.edu/giving.

COLLEGE OF MEDIA

119 GREGORY HALL
810 S. WRIGHT ST.
URBANA, IL 61801

Thank you from our students



"I have been blessed with such supportive alumni. I will use my scholarship to pay for the required textbooks for my classes. I was seven years old when I discovered my love for commercials. I am getting closer to pursuing the dream of creating a project that will air during the Super Bowl. I am motivated each year to succeed for my parents and myself."

—Sophia,
Advertising



"I am deeply passionate about the field of computational advertising. My overarching goal is to contribute to making targeted advertising less invasive while simultaneously tailoring it to the unique needs and preferences of individuals. The financial support provided by this scholarship will help alleviate the burden of tuition and allow me to fully immerse myself in my studies and research."

—Faiz,
Computer Science + Advertising



"The scholarship opened the gateway for me to explore journalism beyond my academics. Last spring, my beat reporting news stories were selected to be published in *The Daily Illini*. And after a competitive audition with other qualified candidates, I was selected to host *Good Morning Illini*, and begin my on-camera career this fall. I hope to continue to make you proud for supporting my academic ambitions."

—Humza,
Journalism



"Every Friday night my family and I would have movie night. As I grew older, I started making funny videos with my friends and family. Growing up in a small town, becoming a film director seemed to be on the same level as becoming an astronaut or president, something that did not seem possible. Thank you so much for providing this critical support to help students like me pursue our dreams."

—Ella,
Media & Cinema Studies