



College of Media

ADVANCING EXCELLENCE



Fall 2022

Message from the Dean

The College of Media has been livelier than ever this semester. We've hosted multiple public-facing events through our two new centers: the Richard and Leslie Frank Center for Leadership and Innovation in Media and the Roger Ebert Center for Film Studies featuring conversations with a recent journalism alum who shared his journey to winning



the 2022 Pulitzer Prize in Investigative Reporting; with nationally renowned journalists who discussed covering politics and elections in today's landscape; and with an academic scholar who imparted the value of film and media history. You can watch recordings on our YouTube channel.

Our public engagement activities have received a significant boost via the Mark L. Brandt Public Engagement Fellows program, in which College of Media undergraduates are hired to work with faculty and staff on public engagement projects, starting with eight projects this fall. We're thrilled to offer students the opportunity to contribute meaningfully to Media initiatives; these activities will enhance their educational experiences and strengthen their skill sets.

We're also prioritizing media literacy, which was selected as this year's annual theme by faculty and staff. Scholars in the College have made substantial contributions to advancing media literacy through their outreach and research. Projects include interventions to improve citizens' literacy about political advertising and a collaborative effort with colleagues in the College of Education to provide training to public high school educators on how to integrate media literacy into their curricula.

The expansion of our programs for students, of scholarships and internship funding, and of support for faculty research and creative endeavor is a direct result of the generosity of our donors who are committed to investing in the future of media. We are proud to share highlights and accomplishments from the past year. Together, we really are advancing excellence in the College of Media.

A handwritten signature in black ink, reading "Tracy Sulkin".

Tracy Sulkin
Dean

Message from Advancement

We cannot overstate how thankful we are for each and every donor who contributed to the With Illinois campaign—the most ambitious and most successful fundraising effort in University of Illinois history. Our alumni and friends made a resounding impact and conveyed that an investment in the future of media is essential in the 21st century.



The numbers speak for themselves: You helped us raise nearly \$25 million, which was over 250% of our With Illinois campaign goal! We received a historic gift, the largest ever to the College of Media, thanks to Richard and Leslie Frank. We saw increased engagement; almost 20% were first-time donors who began their philanthropic journey with us. We also created 35 new funds in support of scholarships and fellowships. You can see more highlights at with.illinois.edu.

Our next steps on campus will be envisioning big goals for 2030 in a strategic plan called Boldly Illinois. As we begin the planning phase, we want to dream limitlessly. After all, 2027 will mark the College of Media's centennial anniversary!

Please stay tuned for more opportunities to engage with the College of Media. We'll continue to share how we are stewarding our gifts, how we're preparing students for a continuously evolving media landscape, and how you can be an integral part of it.

If you would like to learn more about ways to invest in the College of Media with smart tax-wise ideas, please read the column on page 8, and as always, it would be my pleasure to speak with you. You can call me at 217-333-0752 or email me at jhns@illinois.edu.

A handwritten signature in black ink, reading "Deanne Johnson".

Deanne Johnson
Assistant Dean for Advancement

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

Dean: Tracy Sulkin

Assistant Dean for Advancement: Deanne Johnson

Senior Director of Advancement: Nancy Rampson

Office Administrator: Colleen Hammel

Director of Communications: Holly Rushakoff

To read the latest news, and the full versions of these stories, visit media.illinois.edu/news.

To submit alumni news, visit go.media.illinois.edu/alum-news.

Questions? Email media-giving@illinois.edu.

Cover: The Charles H. Sandage Department of Advertising welcomed students back to campus with "Advertising + You," an event to explore their personal brand, learn about course and career options, meet classmates, and more.

Homecoming Highlights



Students in Intro to Journalism heard from David Chalian, CNN political director, and Alice Yin, *Chicago Tribune* City Hall reporter. Chalian and Yin were panelists at the Frank Center event “Reporting on Politics and Elections in 2022.” (Photo by J. Sidney Malone, photography intern.)



Students in Audio Journalism heard from Domenico Montanaro, NPR senior political editor. Montanaro was a panelist at the Frank Center event “Reporting on Politics and Elections in 2022.” (Photo by J. Sidney Malone, photography intern.)



Leslie and Rich Frank reflected on media, news, and winemaking during an interview on *The 21st Show*, produced by Illinois Public Media. Rich, an Illinois alum, is a former president of Disney Studios, while Leslie is a former Emmy Award-winning TV reporter and anchor.



College of Media Dean Tracy Sulkin, Rich Frank, Dennis Swanson (BS '61, MS '66, journalism), and Leslie Frank. Swanson held top executive positions at all four major TV broadcast networks.



A Block I representing the College of Media showed off our school spirit during Homecoming week.



Media alum Kevin Finke (BS '92, advertising; fifth from left), received a University of Illinois Alumni Association Comeback Guest Award, given to prominent and accomplished alumni during Homecoming weekend. He met with seniors in Media during the Student Leader Lunch and was part of a panel discussion with other alumni award winners. Finke is founder and chief experience officer of Experience Willow, a human-centered design and consulting firm.



Four of the country's top political journalists discussed “Reporting on Politics and Elections in 2022,” presented by the Frank Center for Leadership and Innovation in Media. Colleen King, director of the Frank Center and clinical assistant professor of journalism, moderated the panel featuring David Chalian, CNN political director; Vivian Salama, *Wall Street Journal* national security reporter; Alice Yin, *Chicago Tribune* City Hall reporter; and Domenico Montanaro, NPR senior political editor.

2022 MEDIA ALUMNI AWARD WINNERS

Klues receives Distinguished Alumni Award



Jack and Beth Klues. (Photo courtesy of Jack Klues.)

Jack Klues (BS '77, advertising), who has led some of the largest media companies over his 35-year career, has been selected to receive the 2022 College of Media Distinguished Alumni Award.

The award honors an alum whose career accomplishments and engagement with the College of Media are exemplary.

Klues has been a major supporter of the college. In 2015, the Klues Family Foundation donated \$1 million to the Charles H. Sandage Department of Advertising to fund scholarships for underrepresented students with significant financial need, helping 60+ students since then. He has also participated on the James Webb Young Board, a professional advisory board for the Sandage Department of Advertising, taught an advanced media strategy class in the mid-1980s, and regularly recruited Illini talent. From 2007 until his retirement in 2012, Klues was CEO at VivaKi, one of the first fully digitally-integrated agencies.

"I'm just so impressed and gratified and honored to represent the college because it continues to be so forward-thinking, as it relates to instruction and education in the space," Klues said. "That availability and that connection to the professional media industry is so powerful and yet unique to the University of Illinois."

"Throughout his career, Jack Klues has been an advocate for the inclusion of a variety of voices and ideas, and his generous gift supports diversity in the industry by providing opportunities for advertising students in need, whether it's financial scholarships, paid internships, or experiential learning experiences," said Dean Tracy Sulkin. "Jack continues to drive the industry forward and we're thankful for his commitment to higher education."

Rooks receives Emerging Leader Award



Taylor Rooks. (Photo by Raven B. Varona.)

Taylor Rooks (BS '14, journalism), sports journalist and broadcaster at Bleacher Report, is known in the field of sports journalism for her interviewing skills and for her ability to connect with athletes. She was nominated for a 2022 Sports Emmy Award for "Outstanding Personality/Emerging On-Air Talent."

Rooks said her time at the University of Illinois provided the opportunity for her to ask questions and was an important foundation for her career today.

The College of Media has selected Rooks as the recipient of the 2022 Emerging Leader Award, which honors an alum for their exemplary early career achievements and engagement with the college.

"As sports media fans already know, Taylor Rooks is a talented and innovative journalist, and we are fortunate to have her share inspiring personal and career experiences with students in the College of Media," said Dean Tracy Sulkin. "We are proud to recognize her with the Emerging Leader Award."

Rooks has been a panelist at a 2021 Media Career Night focused on sports media; she has been a featured guest in journalism classes as part of the college's Alumni Speakers Bureau; and she is involved in the College of Media mentoring program that pairs alumni and students from underrepresented populations, where alumni share perspectives and advice.

"Things are so much more special when they come from places or people or institutions that you have a very deep emotional tie to, and the University of Illinois has been so important in my life and in my family's life," Rooks said.

—Vivian La, Communications Intern

DONOR SPOTLIGHT

Min's advocacy for underrepresented groups leads to appointment on President Biden's Advisory Commission

Sarah Min (BS '93, journalism) has always wanted to have a public service chapter of her life. After an extensive career as a media executive, Min now focuses on advocating for people of color and women through nonprofit and political work.

In December 2021, Min was appointed to President Biden's Advisory Commission on Asian Americans, Native Hawaiians, and Pacific Islanders. The commission advises the President on issues of equity and inclusion for AANHPI communities, as well as addresses anti-Asian xenophobia and violence.

"I think we're in a situation right now where a lot of things in our system are converging to create a climate of hate and polarization," Min said.

In 2019, she began serving on the board of directors for nonprofits like civil rights advocacy group Color of Change, political action committee EMILY's List, and engaging with grassroots organizations like the Korean American Community Foundation, with the goal of building civic engagement.

Min saw the power of media in shaping narratives about underrepresented communities.

"Stories—how they're portrayed and who's telling them—influence systemic injustice and the biases that we have just as everyday people and consumers of media at scale," she said.

Min believes it's important for students to gain real-world media experience as part of their education. In 2020, she established the Daily Illini Journalism Scholarship Fund with her husband Matt Pincus. The fund supports undergraduates in journalism who are committed to working at least one semester at *The Daily Illini*.

Min said her experiences as a production assistant as well as special projects editor and a reporter for *InPrint* at *The Daily Illini*, where she made lifelong friends, were some of her most fun and formative years.

Min credits the College of Media for facilitating industry connections that launched her career. As a student, Min was drawn to magazine journalism, and was encouraged by journalism mentors Dana Ewell, Jo Thomas, and Bonnie (Bellew) Layton.

"I was fortunate to have mentors who understood the career I wanted, and people who coached me along the way and connected me," Min said.

Through the President's commission, she hopes to bring her professional and personal experience to her role as co-chair of the Data Disaggregation Subcommittee, which will expand the collection and use of disaggregated data at the



Sarah Min. (Photo courtesy of Sarah Min.)

federal, state, and local levels on AA and NHPI communities, and facilitate improved research on policy and program outcomes for AA and NHPI communities.

"I am honored to be among such a diverse group of leaders who have dedicated much of their lives to improving economic opportunity, environmental health, and equity of AANHPI and all Americans," she said.

—Vivian La, Communications Intern

What inspires you to give to the College of Media?

As the With Illinois campaign ended this summer, we asked donors to help us recognize our success and share the reasons that compel them to give.

"Simply put, the education I received at Illinois was extraordinary. Professor Howard Ziff was one of the best teachers and mentors I ever had, anywhere. I still find myself quoting his wisdom and sharing his tips with colleagues young and old." —Raymond C. Jones (MS '70, journalism)

"I received an excellent education from Illinois and I want to make sure other students do, too. I'm so proud that this public university offers a high quality education and I want to keep it that way." —Nancy Stephens (BS '72, MS '73, advertising)

"I read [journalism alumna] Dawn Turner's memoir, *Three Girls from Bronzeville*, and was inspired to give to the fund the author set up in memory of her sister, Kim. I appreciate the focus of the scholarship on funding African-American students and the search for untold stories. We all need to hear these stories." —Anonymous

EXPERIENTIAL LEARNING IN MEDIA

Providing hands-on, real-world experiences

Experiential learning is a hallmark of the College of Media curricula. Students in each major gain hands-on experience with new technologies and work on real-world projects. We prepare them to be career-ready in a rapidly changing media and technology landscape. Advertising and CS+Advertising majors work with real-world clients on research, creative, and strategic campaigns. Journalism

majors work in multimedia platforms on local assignments with many potential outlets for publication or broadcast. Media & Cinema Studies majors develop production and critical media skills to apply to filmmaking and scholarly endeavors, as well as produce and contribute programming to their own student-run film festival. Learn about some of the latest and ongoing initiatives below.



Brand Ambassador Program to assist Fighting Illini student-athletes in building personal brands

More than 30 student-athletes and student brand ambassadors—including 21 advertising students—are part of a new Brand Ambassador Program on campus this fall, a project of the Hub for Brand Innovation and Advertising Technology and the Charles H. Sandage Department of Advertising.

A select group of students from the College of Media were paired with individual Fighting Illini student-athletes, along with Visit Champaign County, the City of Urbana, the Champaign Community Economic Development Corporation, and other organizations, to help establish and better develop their personal brand strategies.

The program provides students with a passion for brand marketing and social media with hands-on training to become effective, creative, and positive brand managers.

Student-produced broadcasts cover news, sports, and features

Media students produce three weekly broadcasts on UI7 from the Richmond Journalism Teaching Studio: Illini Sports Night airs Tuesdays at 7 p.m.

UI7 Live airs Thursdays at 11:30 a.m.
Good Morning Illini airs Fridays at 11 a.m. The shows can be viewed at ui7newsroom.com.



Frank Center Student Workshop invites the curious to try teleprompter reading

Students from all majors were invited to Richmond Studio at the beginning of the fall semester to gain experience with teleprompter reading or improve their on-air delivery. The debut event generated lots of inquiries about both the journalism major and minor.



Illinois Community Media Project engages students with local groups

The Illinois Community Media Project, funded by Chancellor Jones's Call to Action to Address Racism & Social Injustice Research Program, emphasizes community media—people making and circulating media that is most aligned with the interests of that community.

The Illinois Community Media Project works hands-on with students to connect classroom knowledge with the community. Ongoing initiatives include students planning public-facing speaker visits, organizing, and assisting with community-based projects, creating documentation content of events, and building a website and a social media presence for the organization.



UIUC Student Film Festival draws full crowd in person and online

Students in the Film Festivals course organized the first in-person festival since the pandemic caused the class to move the annual event online two years ago. The UIUC Student Film Festival, held April 30 in the Knight Auditorium at Spurlock Museum, drew 200+ attendees in person and 200+ views on the livestream channel.

Throughout Spring 2022, students organized, promoted, and produced this event featuring short films of all genres created by undergraduates, filmmaking clubs, and production classes across the University of Illinois campus. The film fest is sponsored by the Department of Media & Cinema Studies. Stay tuned for details on the next film festival in Spring 2023.

RESEARCH IN MEDIA

Recent projects funded by campus and donors



Master's in Journalism with concentration in science and technology funded by campus's Investment for Growth Program

A new science and technology communication curricula is on the horizon, thanks to funding from campus's Investment for Growth program. This collaboration between the College of Media and Carl R. Woese Institute for Genomic Biology was one of 10 projects selected this year that will enhance the visibility and impact of the University of Illinois.

The new program will offer an online science and technology journalism track within the Master of Science in Journalism degree, an undergraduate science and technology communication certificate, and paths to undergraduate degree completion.



Media faculty receive SHIELD Illinois grant to study public attitudes of COVID-19 testing

Three College of Media faculty have received a \$25,000 research grant from SHIELD Illinois for a project that will examine public attitudes, news framing, and online engagement about SHIELD COVID-19 testing. The analyses will help inform best practices and strategies for future campaigns addressing public health crises.

SHIELD is the University of Illinois System's statewide saliva-based COVID-19 testing program that began in Fall 2020. More than 1,700 K-12 schools, community colleges, universities, and other organizations make up the program's client base.

The faculty members conducting the research are Ewa Maslowska, assistant professor of advertising; Margaret Ng, assistant professor of journalism; and Harsh Taneja,

associate professor of new and emerging media in the Charles H. Sandage Department of Advertising. Last spring, they formed a research group called MUSE to study media users and consumers through interdisciplinary methods. The SHIELD research is the group's first funded project.

The group will investigate social media discourse, news coverage, and other data to understand how the public responded to SHIELD's communications. Their findings will be published in academic articles, compiled into a report for the general public, and posted on an interactive online dashboard in summer 2023. SHIELD plans to use the findings to further benefit the state of Illinois.

—Vivian La, *Communications Intern*



James W. Carey Faculty Fellows selected for 2022-24

Two College of Media faculty members affiliated with the Institute of Communications Research have been selected as James W. Carey Faculty Fellows for academic years 2022-2024. Both Angela Aguayo, associate professor of media and cinema studies, and Chang-Dae Ham, associate professor of advertising and director of graduate studies in advertising, will receive a stipend to support their research activities.

Aguayo will work on a book project called *Collective Matters*, which examines how traditions in the humanities, health care, law, and education manifest through documentary in non-theatrical spaces, addressing the rituals of media producing, screening, and circulating that bind communities across time. Ham will conduct research on digital data literacy and privacy issues.

Mark L. Brandt Public Engagement Fellows program funds eight fall projects in the College of Media

Eight projects led by College of Media faculty and staff have been selected to receive funding as part of the Mark L. Brandt Public Engagement Fellows program, established in 2022 to provide undergraduate Media students with professional experience in public engagement activities. It also provides opportunities for students to participate in programs that support first-generation college students, students from underrepresented groups, and/or students with significant financial need.

(Continued on next page)

The Media projects, activities, and programs that received funding for Brandt Public Engagement Fellows for Fall 2022 are:

Mis/Disinformation in Asian and Asian American Communities Research Project
Led by Rachel Kuo, Assistant Professor of Media & Cinema Studies

Roger Ebert Center for Film Studies
Led by Julie Turnock, Associate Professor of Media & Cinema Studies

SHIELD Illinois Research Project
Led by: Ewa Maslowska, Assistant Professor of Advertising; Margaret Ng, Assistant Professor of Journalism; Harsh Taneja, Associate Professor of New and Emerging Media



Initiative for Media Education Inquiry and Action (IMEDIA)
Led by: Amanda Ciafone, Associate Professor of Media & Cinema Studies, Director of Graduate Studies for the Institute of Communications Research; CL Cole, Department Head, Professor of Media & Cinema Studies; Stephanie Craft, Associate Dean for Academic Affairs, Professor of Journalism; Michelle Nelson, Professor of Advertising

New Voices Internship Program
Led by Daniel Almanza, Assistant Director of Media Career Services

Brand Hub
Led by Susan Muirhead, Visiting Associate Director, Hub for Brand Innovation and Advertising Technology

Illinois Community Media Project
Led by Angela Aguayo, Associate Professor of Media & Cinema Studies

News, Brews & Beatz
Led by Moss Bresnahan, Executive Director of Illinois Public Media

New faculty and appointments

New professor Garza connects journalism history to the present

Melita Garza, an award-winning journalist, media historian, and a new associate professor and Tom and June Netzel Sleeman Scholar in Business Journalism, sees a reporter as a detective investigating a larger story. And she's most interested in the stories that haven't been told.



Garza is also interested in how history can be used to understand current issues surrounding representation, diversity, and equity. It's the foundation of the class she's teaching this fall, JOUR 250: Journalism Ethics & Diversity.

With more than 20 years of experience at professional media outlets such as the *Chicago Tribune*, Bloomberg News in New York, and the *McKinsey Quarterly* in London, Garza is an expert in journalism history, media diversity, business reporting, English- and Spanish-language news, the media and civil rights, and literary journalism. For the past decade, she was on the journalism faculty at Texas Christian University.

New professor Cox examines social issues through sport

The world of sport is like a mirror, according to Courtney M. Cox, a new assistant professor of media and cinema studies.



Cox, a scholar of sport and the media, uses sport to examine issues of representation, technology, globalization, and labor. Because it is widely consumed by audiences, she argues that sport offers a universal way to understand broader issues.

For example, it's not just elite athletes who quantify their bodies. Anyone who wears a smartwatch or is training for a 5K does the same. These ideas are the basis of a course Cox is teaching this fall, MACS 224: Sportmedia Technology and Culture.

She comes to Illinois from the University of Oregon, where she was an assistant professor in the Indigenous, Race, and Ethnic Studies Department. She also has experience as a sports journalist, having worked for ESPN in Connecticut and Texas and NPR affiliate KPCC in southern California.

New professor Kuo studies links between race, social movements, and media

Rachel Kuo, a new assistant professor in media and cinema studies, is interested in the ways that media can be used for social and cultural change.



As a scholar, educator, and writer, Kuo examines how race intersects with grassroots social movements and media technologies.

This fall, Kuo is teaching MACS 351: Social Aspects of Media, where students will explore methods for studying media in relation to structural systems, cultural content, and social functions.

Prior to joining the faculty in the Department of Media & Cinema Studies, Kuo was a postdoctoral research fellow at the Center for Information, Technology, and Public Life at the University of North Carolina-Chapel Hill.

King serves as inaugural director of Frank Center for Leadership and Innovation in Media

After a successful run as the executive producer for MSNBC's *The 11th Hour*

with Brian Williams, Colleen King decided to shift her career focus from broadcast TV news to education, pursuing her master's degree in journalism and mass communication.



Her new path has led her to become the inaugural director of the Richard and Leslie Frank Center for Leadership and Innovation in Media and a clinical assistant professor of journalism.

King, who spent 17 years at news outlets from CBS News to Fox News, has produced political news about such high-profile events as presidential elections, inaugurations, and Supreme Court nominations, as well as other national news stories such as the Parkland, Florida, school shooting and several devastating hurricanes.

Heuman supports media literacy initiatives as College of Media Dean's Fellow

Josh Heuman, a teaching assistant professor in the Department of Media & Cinema Studies and the Department of Journalism, has been appointed by College of Media Dean Tracy Sulkin as a Dean's Fellow for this academic year. Heuman is working with department and college leadership teams to facilitate activities around the college's 2022-2023 annual theme of media literacy.



As media literacy events are announced, Heuman invites faculty, students, and alumni, within the college and beyond, to engage in the conversations. See updates: media.illinois.edu/media-literacy-theme

Turnock serves as inaugural director of Roger Ebert Center for Film Studies

Julie Turnock, associate professor of media and cinema studies, has been appointed to serve as the inaugural director of the Roger



Ebert Center for Film Studies, which launched this fall.

As part of her appointment, Turnock is coordinating event programming, including the Ebert Symposium, Ebert Lecture, and a screening series; Ebert research grants and travel grants for film studies; and the Ebert Fellows Program for undergraduate students.

College of Media faculty appointed to Associate Dean positions

Two faculty from the College of Media have been appointed by Dean Tracy Sulkin to associate dean positions that started August 16.

Stephanie Craft, professor of journalism, serves as the College of Media's Associate Dean for Academic Affairs.

Jason P. Chambers, associate professor of advertising, serves as the College of Media's inaugural Associate Dean for Diversity, Equity, and Inclusion.

Craft, a scholar of news literacy and journalism ethics, joined the Illinois faculty in 2013. She has taught courses such as History of American Journalism, Introduction to Journalism, and Journalism Ethics & Diversity. She served as head of the Department of Journalism from August 2018 until January 2022. Last summer, the third edition of her book *Principles of American Journalism: An Introduction*, coauthored with Charles N. Davis, was published.



In her new position, Craft will facilitate college-level promotion and tenure processes; mentor Dean's Fellows; liaise with campus offices on college participation in strategic initiatives; facilitate policy discussions among unit leadership; and coordinate professional development programming for junior and mid-career faculty; among other responsibilities.

Chambers joined the Charles H. Sandage Department of Advertising faculty in 2001 and the Institute of Communications Research faculty in 2003. He is a scholar of advertising history, particularly the contributions of African



Americans to the industry. He has taught courses including Classic Campaigns, Advertising History, and Multicultural Advertising.

Over the past several years, the College of Media has prioritized expanding its programming in the area of diversity, equity, and inclusion, and the projects that Chambers facilitated during his two-year term as Dean's Fellow for Diversity and Inclusion will continue to be part of his portfolio. The Alumni Mentoring Program, which connects students with accomplished alumni to share perspectives and advice, will continue to grow. The pilot focused on Black students and alumni, and then expanded to Latinx students and alumni. Chambers will also continue his involvement in the New Voices Internship Program, which provides opportunities for first-generation students and those from underrepresented groups to work with College of Media faculty and staff on communications projects.

He will also work with colleagues across the college and on campus to coordinate workshops on diversity, equity, inclusion, and anti-racism that are relevant to Media faculty, students, and staff, and will seek ways to further the college's capacity in this area.

Chambers's latest book *Positive Realism: The Life of Advertising Pioneer Thomas J. Burrell* has been submitted to the publisher for final review, with an expected publication date in 2023. He is also the author of *Madison Avenue and the Color Line: African Americans in the Advertising Industry* and *Building the Black Metropolis: African American Entrepreneurship in Chicago*.

—Vivian La and Holly Rushakoff

Event Highlights



Chaz Ebert shared a selection from Roger Ebert's memoir, *Life Itself*, during the kick-off event of the Roger Ebert Center for Film Studies. The inaugural Roger Ebert Lecture was given by Illinois alumnus Mark Williams. (Photo by J. Sidney Malone, photography intern.)



During Mediapalooza 2022—an event for first-year students admitted to the College of Media—students in the media and cinema studies major tried out the new production studio equipped with a green screen in the basement of Gregory Hall for some “MACS Movie Magic.”



John Randolph, director of the Russian, East European, and Eurasian Center (left), and Swanlund Chair Professor of Journalism Leon Dash (center) co-moderated a Q&A featuring Terrell Jermaine Starr (MS '09, journalism, and MA '09 Russian, East European, and Eurasian studies). Starr, an independent journalist based in Kyiv, has been covering the Russian assault on Ukraine since the beginning of the conflict.



Sela Sar, professor of advertising and director of ICR (left), was elected president of the American Academy of Advertising during its annual conference. With him is Professor Mike Yao, head of the Charles H. Sandage Department of Advertising.



Illinois Public Media celebrates centennial of WILL-AM

On April 6, 1922, WILL's AM station became one of the country's first public radio stations. Illinois Public Media honored its 100th anniversary with a commemoration ceremony on April 6, 2022. Pictured are IPM Executive Director Moss Bresnahan, College of Media Dean Tracy Sulkin, City of Urbana Mayor Diane Wolfe Marlin, and University of Illinois Urbana-Champaign Chancellor Robert J. Jones, holding a joint proclamation made by the Champaign and Urbana mayors. Learn more at will.illinois.edu/will100. IPM is a nonprofit public media service of the College of Media.

Invest in the College of Media with these smart tax-wise ideas

Make a gift of **appreciated, marketable securities** held for more than a year to the University of Illinois Foundation (UIF) for the benefit of the College of Media. Your appreciation escapes capital gains taxation and your charitable deduction is the fair market value of your investment at the time of your donation.

Transfer up to \$100,000 annually with a **Qualified Charitable Distribution (QCD)** from your Individual Retirement Account (IRA) to UIF for the benefit of the College of Media. Your gift counts toward your required minimum distribution and is excluded from your taxable income. (Must be 70½ and older for the QCD.)

Recommend your **donor-advised fund** make a grant to UIF supporting the College of Media.

Create your legacy with a **deferred gift** through your will, living trust, or retirement plan to support students and programs in the College of Media. You maintain control of your assets during your lifetime, and reduce the size of your taxable estate.

Donate your residence, vacation home, farm, undeveloped land, or other piece of **real estate**. (Please note these gifts require UIF review and pre-approval before they can be accepted.)

To learn more and ensure your intentions can be honored, 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.

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.

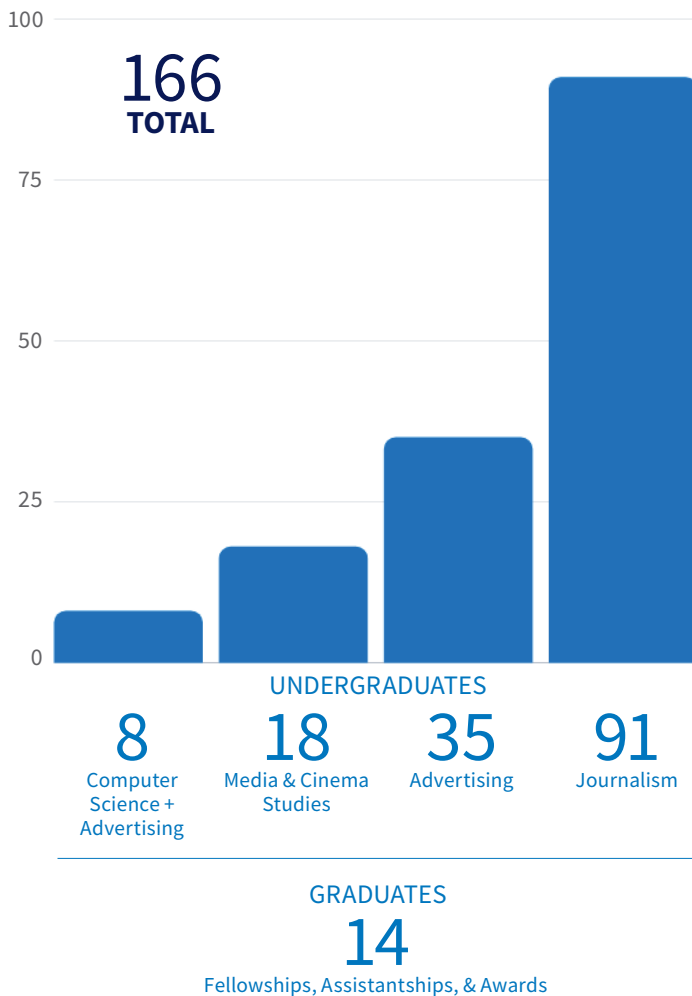
Media by the Numbers



Thanks to the generous support of our donors, we raised nearly \$25 million during the With Illinois campaign—over 250% of our goal! You supported College of Media unrestricted funds; fostered opportunities for Media students; championed innovation in Media research and collaborations; and nurtured excellence in Media faculty. See our FY22 donors at media.illinois.edu/giving/donors. Read about the With Illinois campaign at with.illinois.edu.



SCHOLARSHIPS, INTERNSHIP SUPPORT, FELLOWSHIPS, AND AWARDS FY22



NEW BUSINESS FY22

Including new gifts, pledges, grants, and bequests

\$3,742,211

Amount of gifts

408

Number of donors

569

Number of gifts



SCHOLARSHIP STATS FY22

\$457,525

Amount of scholarships awarded by the College of Media

\$3,983

Average college award package for freshmen

\$3,455

Average college award package for sophomores, juniors, and seniors



SCHOLARSHIP APPLICATIONS AND AWARDS

473

Freshman and transfer student applicants

196

Continuing student applicants

40

Incoming freshmen offered scholarships

17%

Eligible undergraduate applicants (freshmen through seniors) supported through available funding



STUDENT STATS

1,095

Undergraduate and graduate students

6%

International undergraduate students

25%

Undergraduate students from underrepresented populations

\$33,840

Yearly cost of attendance for a student taking 16 credit hours as an Illinois resident



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.



New students arrive at Meet Media.

COLLEGE OF MEDIA

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

Thank you from our students



"The most significant thing I have learned from my time at Illinois is that everyone at the College of Media wants to support me and help me succeed, not just at school but also after I enter the industry itself. Knowing that I have the support through this scholarship as I begin to enter the advertising industry strengthens my resolve for the future and what it might bring."

—William,
Advertising



"With a CS+Advertising degree, my hope is to increase access to high quality information and resources to a wide range of individuals, regardless of factors such as income or geography. Thank you for your continued support of students like me, which allowed me this amazing opportunity."

—Rawan,
Computer Science + Advertising



"I am the daughter of a Nigerian immigrant and single mother. It was my hope that I would receive a scholarship to lighten the load for my mother as she puts myself and my twin brother through college. My dream is to become a broadcaster for news stations such as CNN, MSNBC, ABC, and more. This scholarship will help me do just that and I could not be more grateful."

—Vicky,
Journalism



"As a student coming from Irvine, California, I found the University of Illinois College of Media program to be one that is unique. Being a female of Japanese and Filipino descent, I hope to improve diversity and inclusion within the media industry. I am beyond grateful for this scholarship. Thank you for your generosity and for helping me to achieve my academic goals."

—Sofia,
Media & Cinema Studies