



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

“BE A HERO, SAVE LIVES” Health Campaign Promotes Organ Donation

By Natalie Lambert, doctoral student

In the United States 118,162 people are waiting for an organ transplant that will save or greatly improve their lives. Health statistics like this fail to communicate the painful, uncertain experience of having a loved one on a waiting list that is, more accurately, a life and death race against time.

In 1991, Professor Brian Quick’s father was beginning to experience kidney failure at age 42, due to complications from diabetes. Quick was a sophomore in high school when his father started dialysis and was put on a list for a kidney transplant.



Brian Quick

“We saw his health deteriorate. He was not doing better and we were getting scared,” Quick recalled. His father knew he would soon die and began to pull family members aside to affirm his love for them while he still could. Everything changed when the family received a call that a kidney was available. The kidney transplant, as well as a later pancreas transplant, allowed him to live to see his sons grow up, watch them finish school, and meet their spouses and his grandchildren, before dying from stomach cancer in 2010.

His father’s time on a waiting list made Quick realize that his family’s story was not unique and that a lack of organ donors is truly a societal problem. During graduate school at Texas A&M, Quick worked with Professors Susan Morgan and Mike Stephenson on a campuswide organ donation campaign. With their encouragement and mentorship, he applied for funding to conduct research to promote organ donation. Throughout his career

he has received more than \$1.7 million from the federal government in order to understand the complex attitudes and beliefs surrounding organ donation and to learn how to package messages in ways that encourage individuals to register as organ donors.

There are myths about organ donation that keep people from becoming organ donors. Quick explains that campaigns designed to increase organ donation registration are challenging in large part because media transmit false information about organ donation that leads to mistrust of the system and to fewer registered donors. Quick’s research focuses on digging deep into attitudes and beliefs about organ donation in order to bring barriers to registration to the forefront and to use this information to create effective campaign materials.

So far, he and his colleagues have found that one reason for not registering as an organ donor is that, “The typical person really doesn’t think about organ donation. Why would they? People don’t like thinking about their own death and organ donation often reminds us that we will all someday die.”

Additionally, some Latinos are afraid that language barriers will result in mistranslation of their donation wishes. By the same token, mistrust resulting from the horrors of the Tuskegee syphilis experiment is still fresh in the minds of many African Americans, leaving them reluctant to consider organ donation.

Quick is very optimistic about the future of organ donation, however. “At the heart of every individual is a sense of altruism, and the people we interview talk about wanting to be a hero to someone. That’s why people register to be organ donors.” His research has pointed to specific message features that increase positive attitudes towards organ donation. Messages that show pictures of organ recipients happy and healthy trigger a sense of happiness in viewers. However, portraying someone on the waiting list for an organ can have a boomerang effect, making viewers feel guilty and sad, leading to a desire to do the opposite of what the message asks of them.



Quick’s research has shown that messages depicting happy and healthy people can trigger happiness and better feelings about organ donation. (Image from the State of Illinois Organ & Tissue Donation program. See lifegoeson.com.)

Professor Quick also discovered that campaigns launched with a limited budget can have a big impact. For instance, his study found that a letter from the Secretary of State attracted over 12,000 new registered donors, while more expensive campaigns featuring a variety of media outlets like radio and billboards were less effective per dollar spent. His most recent study promotes organ donation to 50- to 64-year-olds who often mistakenly believe

that their organs are lower in quality and unfit for donation.

Quick’s ultimate goal as a researcher is for his work to inform future organ donation legislation and health campaigns. “The results of a study can have a huge impact on people’s lives. That’s why we do the work we do.” ■

headlines . . .

LIVING AND STUDYING TRANSITIONS



In the world of higher education, the summer is a period of transitions. The hallways are empty for a time, but that is largely because we are in the gap between students graduating and matriculating. We shine floors, restock bookshelves, and start thinking about new research and courses. We are in a time of transitions, so it is a good time to recall what change means to each of us.

In the Department of Communication, this year has been one of substantial change. If you have been to our department website in the last year, you might have noticed a variety of announcements about important developments, all of them good for us and our students.

The largest change has been our move back into the renovated Lincoln Hall. We moved into the building in July 2012, so we are now marking our first anniversary.

The improvements in the building are substantial. Almost all of the classrooms are on the first floor of the building. These enlarged and updated spaces feature audio-visual equipment, new furniture, and (this will surprise Lincoln Hall veterans) fully functional heating and air conditioning.

The Department of Communication now occupies all of the fourth floor and part of the third floor. In that space we have new offices, dedicated classrooms with state-of-the-art instructional technology, and new laboratory and research facilities. This new space is helping us improve our classes and our research.

The campus celebrated the renovation of Lincoln Hall with two events this year. The first was an open house during Homecoming weekend. Alumni and others toured the building,

and the Marching Illini entertained a crowd of post-game visitors on the Quad in front of the building. On February 12 (Lincoln's birthday), we commemorated the 100-year anniversary of the original dedication of the building. University and state dignitaries helped us celebrate the history and future promise of our campus home.

Moving into new teaching and research space has energized our faculty to expand the range and scope of their research and instructional methods. Members of the faculty in communication are tackling an impressive array of important social questions and issues. Among the topics our faculty are pursuing:

- Studying the stress that children of multilingual households experience when serving as interpreters for their families
- Examining how Americans conceive of human control of powerful technologies
- Identifying how the migration of politics to the Internet has affected the quality of political discourse in democratic nations
- Developing models for understanding how military couples cope with the relational stress that can accompany the reintegration of a spouse returning from overseas deployment
- Tracing the roots of the practices of the contemporary American advertising industry to cooperation between advertising agencies and the federal government during World War II.

Many of the topics the members of our faculty study address points of transition. They ask what happens to communicative processes and messages when elements of individual lives, technologies, organizations, and societies change. How we behave and function as humans in these points of transition is very telling. The study of communication is often the study of how we create and cope with change.

David Tewksbury
Department Head

Editor's note: This summer, Professor Tewksbury will assume new duties as interim associate dean of social/behavioral sciences and area centers for the College of LAS. Professor John Caughlin will serve as acting department head.

Summer 2013**Speaking of...Communication**

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AT ILLINOIS

Endowment Will Enhance Undergraduate Education in Department of Communication

An endowment fund in honor of a popular and longtime professor of speech communication has been established to enhance undergraduate education.

The fund is named for **Professor Emeritus Joseph W. Wenzel**, who taught in the Department of Speech Communication for 39 years. He retired in 1999, but continued to coach the University of Illinois Mock Trial Team, which he had helped to establish, until 2006.

George L. Grice (BAT, '68) initiated the endowed fund in hopes of inspiring others to contribute toward undergraduate programs in the Department of Communication. Grice says Wenzel greatly helped his academic, personal, and professional development.

"Joe was a teacher, coach, mentor, and friend when I was an undergrad," Grice says. "What and how he taught continued to instruct, guide, and encourage me after I graduated."

Among Wenzel's honors is the Campus Award for Excellence in Undergraduate Teaching in 1977. He also received awards for publications from the Midwest Forensic Association and American Forensic Association, and he has been a frequent presenter at conferences, including a keynote address at the First International Conference on Argumentation in Amsterdam in 1986.

Wenzel has published 30 articles and book chapters on topics in rhetoric and argumentation. He served as editor of the *Journal of the American Forensic Association*, and has served on the editorial boards of several other journals.



George Grice (BAT, '68) with his teacher and mentor, Professor Emeritus Joseph Wenzel at an alumni reception in Chicago.

The mock trial teams he coached perennially qualified for national tournaments and often were among the best in the country.

Wenzel earned his bachelor's degree from the University of Illinois in 1957 and his doctoral degree in speech in 1963. He earned his master's degree from Northwestern University.

JOSEPH WENZEL UNDERGRADUATE SUPPORT FUND

Funds will provide our undergraduate students with mentoring and research opportunities, enriching their overall educational experience.

HELP SUPPORT UNDERGRADUATE EDUCATION IN COMMUNICATION:

Give to the Joseph Wenzel
Undergraduate Support Fund at:
www.communication.illinois.edu/giving

New Undergraduate Organization Attracts Majors

In spring 2012, the Department of Communication established the Communication Association (CA), now a Registered Student Organization (RSO). The group was organized by the Communication Leaders and focuses on helping current undergraduate students learn about networking, explore potential career paths, and gain hands-on experience while building professional skills. This organization was mentored by Professor John Lammers, and Megan Kosovski, academic advisor and instructor, helped guide and facilitate their activities.

They began last August with a Quad Day booth, which quickly drew a lot of attention and curious students. The group also successfully hosted two career spotlight nights, a department social, and held regular meetings with students interested in communication as a major. These events provided excellent opportunities for prospective and current students to learn more about communication from other students, alumni, and professionals working in our field.

The Department of Communication would like to express its gratitude to several recent graduates, now alumni, who helped create this organization. They are: Monica Muehlfeld (BA, '12), Alexander Hillmer-McGee (BA, '12), Ryan Swartzendruber (BA, '13), Katie Clausing (BA, '13), Lauren Darwit (BA, '13), Melissa Gildner (BA, '13), and Brittany Cooper (BA, '13). The Department of Communication is excited to work with a new executive board that will undoubtedly carry on the outstanding work begun by these students.

If you are interested in more information about the CA, connecting with current students, or being a part of our events in the coming year, please email Megan Kosovski at mck@illinois.edu.



AWARD RECIPIENTS 2012-2013: TEACHING, ADVISING, SERVICE: A DEPARTMENT KNOWN FOR EXCELLENCE



Professor John Lammers and doctoral student Chris Josey were 2012 recipients of the College of LAS awards for excellence in undergraduate teaching. Barbara Hall received an award for excellence in undergraduate advising. Hall and Josey were honored in their respective categories with campus awards, as well.



2013 campus award recipients for excellence in undergraduate teaching included Grace Giorgio, doctoral student Julius Riles, and Professor Brian Quick.



Five members of our teaching staff were honored with 2013 excellence in undergraduate teaching awards from the College of LAS. Pictured here from left: doctoral student Julius Riles; Professor Brian Quick; Professor Pat Gill; doctoral student Peter Campbell; and Professor Scott Althaus.



Mary Strum was a 2013 recipient of a College of LAS staff award for excellence. She is pictured here with John Caughlin and Dave Tewsbury. Dave Tewsbury also won the excellence in teaching award from the U of I Social and Behavioral Science Research Council.

Alumni in Residence Project Launched This Spring

We continue to look for ways to connect with our alumni, as well as give our current students a glimpse of what the future might have in store for them. To that end, we tried something this spring that met with success and a new program came to be: Alumni in Residence!

We invited Susan (Mason) Berardi (BA, '92; MA, ILIR, '94), to spend a day with us in April. Her career has been in human resources since graduation over 20 years ago, but more recently she has been employed as a consultant. Her day consisted of coffee with some of our organizational communication graduate students, holding office hours, having lunch with faculty, and teaching an advanced organizational communication course (John Lammers, CMN 412).

We are hoping to host two or three alumni a semester, allowing for forums where they can speak to our undergraduates about their trajectories since leaving the University of Illinois, give advice, comment on experiences while in college that served them well, visit with faculty about their research, etc.

If you would be interested in spending a day at your alma mater in Lincoln Hall, we would love to have you visit, creating opportunities for you to meet with our current students, both graduate and undergraduate, if appropriate.

We will try to match the day of the week with particular courses where your expertise can be shared. Faculty have been very supportive of this endeavor, as has our Alumni Advisory Board. We hope to create many more of these kinds of experiences for you and for our students. ■



Fourth floor, Lincoln Hall: A view of the home to faculty offices.

Former Meets New

Longtime staff members Margie Salmon and Rhonda Baumgart (18 years combined service to the Department of Communication) retired this past year, in 2012: Margie in July, and Rhonda in December. Both were honored at receptions. At the same time we were saying goodbye to our colleagues who had been part of our department life each and every day, we welcomed new faces: Amanda Brown, Lucretia Williams, and Charisse Coleman. They join Amy Holland and Mary Strum who have been serving our department for over 10 years.



Retiring staff Margie Salmon and Rhonda Baumgart.



"Old" and new staff with Dave Tewksbury at a reception in April for Rhonda Baumgart. From left: Lucretia Williams, Amanda Brown, Amy Holland, Margie Salmon, Rhonda Baumgart, Dave Tewksbury, and Charisse Coleman.



Retired staff Susana Vazquez-Weigel, Mary Rudder, and Jean Christman stopped by in March to tour Lincoln Hall, and were greeted into the new department office by Lucretia Williams.

Conley Award Fund Announced

The Department of Communication is happy to announce the creation of the Thomas Conley History of Rhetoric Award. With his retirement in 2011, Professor Conley wanted a way to encourage students to conduct research in the history of rhetoric. He and his wife, Dr. Elizabeth Goldsmith-Conley, launched a special fund that will be used to support student membership in the International Society for the History of Rhetoric. In addition, the fund will support an award that will recognize an outstanding graduate student paper presented at the biennial conference of the International Society for the History of Rhetoric. Those interested in helping to maintain the fund can visit our department webpage for giving. It can be found at www.communication.illinois.edu/giving.

CMN 111/112 Students Compete in Course's First PechaKucha Event

By Grace Giorgio, Program Coordinator (Communication 111 & 112)

Over 100 CMN 111/112 students took a few hours off from studying during fall semester's Reading Day to participate in the course's first annual PechaKucha-style public speaking competition. PechaKucha ("chitchat" in Japanese) is a worldwide, public speaking celebration that originated in Tokyo in 2003 as an event for young designers to showcase their work in public. It has turned into a massive celebration for all creative types with events happening in hundreds of cities around the world. It's a public speaking format that is fast-paced and visually informed—20 slides in 20 seconds.

In an effort to help students experience the value of public speaking as a fun and interactive event, each CMN 111 class ended the semester with a similar competition (16 slides x 20 seconds) that focused on any aspect of their final research paper. Students voted for the best PechaKucha speaker from their class to represent their section in the competition. Twenty-five students competed for the top six spots in semifinal competitions. All presenters received ribbons. The top six speakers then

faced off for PechaKucha first-, second-, and third-place trophies. First place went to Lin Lu for her speech on Apple's labor practices; second place went to Anthony Leone, who spoke about the benefits of thorium as an energy source; and third went to Morgan Ammirati for her speech on cutting her hair off for cancer survivors through the St. Baldrick's Foundation.

Semifinalist Matthew Hill, who spoke about how LGBT television characters influenced his life, said of the event, "PechaKucha presentations allowed my peers and me to speak about something that we were simply passionate about, which made it awesome because we got to see each other speak so extemporaneously about topics that we were genuinely interested in. I will definitely be attending next year's PechaKucha competition to see more quick, fun, and interesting presentations."

CMN 111/112 looks forward to instituting PechaKucha-style competitions as part of the course for years to come. ■

CONGRATULATIONS, GRADS!



Graduates on the Quad prior to May 2012 convocation ceremony.



Nannan Wen, 2012 convocation speaker, and her mother from China, are pictured immediately following the ceremony with professors Tom Costello, Barbara Wilson, and Mardia Bishop.

DESIGN WINNER



Ivan Haros (BA, '12) was the winner of our "Move Back to Lincoln Hall" T-shirt design contest, which was then distributed to our majors.



A Year of Change, Events, Celebrations



Dave Ritoff (BA, '80; MA, '82) and Tony Tangora (BA, '98) were among guests attending our alumni reception in May in Chicago.

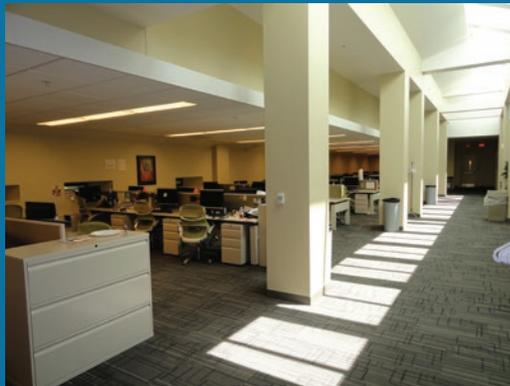


Dave Tewksbury is pictured with Stephen Bardo (BA, '90) our featured speaker at the May alumni reception in Chicago.

COMMUNICATION



Mark Hersh (BA, '80) was greeted by Dave Tewksbury and Ruth Ann Clark, professor emerita, at our Homecoming reception in October celebrating the Lincoln Hall Open House.



Our graduate teaching assistants now have their offices/work space on the fourth floor of Lincoln Hall, far above and beyond what past graduate students will remember as Room 8 in the basement.



Doug Cook (BA, '89), was the Department of Communication's 2013 Alumni Convocation Speaker.



John Caughlin welcomed his mentor and our alum, Jim Applegate (MA, '74; PhD, '78) now the Vice President of Strategic Impact at the Lumina Foundation, to campus and Lincoln Hall in April.

INVEST IN THE DEPARTMENT OF COMMUNICATION'S FUTURE

Ensure continued excellence in teaching, research, and public engagement by supporting the Department of Communication with a gift!

You can designate your gift to:

- Communication Annual Fund, which supports an array of activities
- Joseph Wenzel Undergraduate Support Fund
- Thomas Conley History of Rhetoric Award
- Ruth Anne Clark Student Scholar Award Fund
- Brant R. Burleson Memorial Fund
- Dale Brashers Memorial Fund

You can also boost your gift:

- See if your company is listed as one that has a matching gift program (some even double or triple your gift)

GIVE ONLINE

www.communication.illinois.edu/giving

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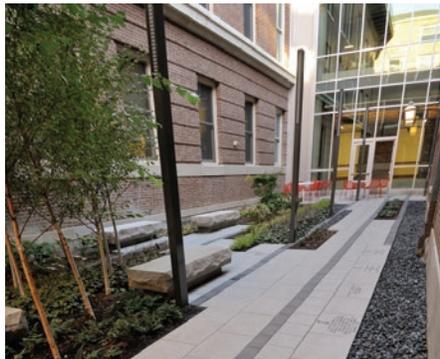
Paver Contest Winner Announced

Matthew Majdecki (BA, '11) was our Lincoln Hall courtyard paver contest winner announced at Homecoming 2012. Here is his randomly selected entry. See if this brings back some memories for you:

My favorite memory of Lincoln Hall as a communication major was actually my first final exam in a communication course.

It came time for the end-of-semester exams in my first communication course and I knew that I wanted to do the very best I could on the exam in order to really set the bar high for myself for all of my future communication courses. The course had been meeting in Lincoln Hall three times a week all semester. The exam schedule came out and I found that my exam was to take place across the Quad in Noyes Lab. This threw off my plans of walking confidently into Lincoln Hall for my final exam, marching up to the bust of Lincoln, and rubbing his nose for some extra luck before my exam. I decided that would take a little extra time before my final exam in Noyes Lab to walk over to Lincoln Hall to rub Abe's nose.

Then, the worst happened. I slept through my morning wake-up alarm and realized I had 10 minutes to get to Noyes to take my exam! There went my plan to rub Abe's nose for luck! Except Lincoln Hall was nearly on my way to Noyes from my dorm, so I thought if I rode my bicycle quickly, I could make it



to Lincoln Hall with time to spare to get to my exam. I rode like a Tour de France cyclist to get to Lincoln Hall, quickly locked my bike on the racks on the south side of the building, sprinted through the southeast doors and down the hall, ran up to Abe's nose and gave it a good rub before sprinting down the north hallway and out the northeast doors and across the Quad toward Noyes Lab—all the while getting interesting looks from everyone watching me.

When I ran into Noyes with maybe a minute to spare, the main hall where I was to be taking the exam was empty and a few students were milling about near the proctors at the front of the room. I walked up to them and asked if I had missed the exam, and was handed a sheet of paper which across the top read: "A gift to my students for a great year: Final exam changed to 'Take-Home/Open-Book' exam. Sorry for any inconvenience, and you are welcome. Good luck!"

Abe Lincoln's nose to the rescue!

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.

Communication Alumni: Let Us Know What You Are Doing

Please include your contact information along with a list of your accomplishments or personal news from the past year. Send us an email: communication@illinois.edu.