



Marketing for Social Good

by Alexandra Mages & Keith Berman, *Class of 2015*

As consumers, we are constantly bombarded with advertisements. Brands usually have one goal in mind: to make money. Companies use commercial marketing techniques that have been perfected over the years to sell their products. In contrast, social marketing takes these ideas from the private sector and uses them to shape behaviors and public practices. The goal in social marketing is to disseminate information to the masses that they can use to better their lives. Health, politics, and even social interaction can be shifted and taught through versatile social marketing strategies.



Marian Huhman

Professor Marian Huhman focuses on marketing that sells behaviors rather than products. She wants her students to understand that “there are great opportunities out there for using these marketing techniques for doing

social good with environment, health, and injury prevention.” Specifically, her research focuses on public health communication, where she wants to “address issues that are population based, such as lifestyle issues and prevention issues.” Through a course like Social Marketing for Health and Behavior Change, Professor Huhman hopes that students will “use the marketing mindset to put the customer or the target audience at the center of social change.”

Professor Huhman’s career as a scholar and teacher started in healthcare. She spent

25 years as a nurse, where she often found herself in teaching settings. According to Professor Huhman, that experience was eye opening, and it molded her passion for health communication. From there, she went on to work with the Centers for Disease Control and Prevention (CDC). For eight years, Professor Huhman was the lead evaluator for VERB™, a social marketing campaign designed to encourage today’s youth to be more physically active and address childhood obesity at the same time. Through Professor Huhman’s background with the CDC, she is able to bring her knowledge of social marketing into the classroom. She wants her students to understand that behavior is incredibly difficult – but not impossible – to alter. Professor Huhman “integrates aspects of theory and practice into her teaching itself.” She invites her students to “conduct focus groups and learn to tailor messages based on responses from their target audience.” This hands-on experience teaches students to apply marketing techniques directly to their personal lives and professional careers.

One of Professor Huhman’s former students, Matt Hill, is student body vice president and organizer for “It’s On Us”, a campaign aimed at combatting sexual assault on college campuses. As Matt explains, “Professor Huhman played an integral role in how I led ‘It’s On Us’ with the Student Senate. If it weren’t for her sharing her inspiration and knowledge, the UIUC’s ‘It’s On Us’ campaign would not be the nationally-recognized campaign it is today.”



Professor Huhman speaking about the VERB™ social marketing campaign

This is just one example of how Professor Huhman’s students are using the skills she has taught them to change the lives of their peers and better the campus community. Professor Huhman emphasizes that Social Marketing and Health Behavior Change is “one of the only courses on campus that teaches social marketing through interactive projects and assignments.” By drawing from her experiences at the CDC, Professor Huhman can help students see social marketing in a new light. She wants to “instill in students the belief that there are great opportunities out there for them. If they are interested in marketing, they can do that not just to sell products, but also for social good.”

Professor Huhman is currently working on the “Get Covered, Stayed Covered” campaign alongside Professor Brian Quick. This campaign urges young adults to register for health insurance under the Affordable Care Act. It should be clear by now, Professor Huhman is changing behaviors and preserving the world we live in, one student at a time. ■

headlines . . .

IN THE DEPARTMENT OF COMMUNICATION



John Caughlin

Summer 2015

Speaking of...Communication

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AT ILLINOIS

As I write this, my term as Acting Head is coming to an end. On August 16, David Tewksbury will be returning to the department to resume his role as Head, after serving as Interim Associate Dean for Social/Behavioral Sciences and Area Centers for the College of LAS for the past two years. As I reflect on the past two years, I continue to be amazed by how many exciting things have happened. Our department is extremely vibrant, with active students, outstanding faculty, and engaged alumni. Our activities and news over the past year alone cannot possibly be described in a single newsletter.

Most gratifying during my time as Acting Head has been to learn how much our alumni treasure our department and the institution. Most exciting to me have been several alumni initiatives that have sought to enhance the experiences of current students. Two of these efforts of support are detailed in the pages that follow. One involves a new scholarship that honors Professor Kenneth M. Burns (see pg. 3), and the other is the new Robert L. Husband fund (see pg. 5), which will support applied communication activities for our undergraduate students. In a time when state funding for the university is declining, it is tremendous to have alumni who have stepped up, seeking to provide needed scholarships and to support programming that can enhance our strong academics. More than ever, if we are going to continue to offer the highest quality education, we will need the help of our alumni and friends, and it is exciting and rewarding to see these efforts and initiatives become a reality.

Elsewhere in the newsletter, you can learn about some of the recognitions and honors earned by department members in the past year. For instance,

doctoral student Erin Basinger and Professor John Murphy won college-wide teaching awards this year. John Murphy also won the campus-wide undergraduate teaching award. Photos of both appear on page 7. Our department values the high quality of its instruction, and it is terrific to see two of our teachers recognized as among the very best at Illinois. There is not the space to list all the accomplishments of members of the department, both faculty and students, but suffice it to say that the people who make up the Department of Communication continue to engage in the finest educational and scholarly endeavors.

As you read this issue of our newsletter, we are pleased to welcome to our faculty, Dr. Lisa Guntzviller. Her teaching and research complement our department's longstanding commitment to applying communication scholarship to the complexities of practical problems faced by real people, and we are excited about what Dr. Guntzviller will bring to our faculty. You can read more about her work on page 6.

As I end my term as Acting Head, I continue to be impressed with my colleagues' excellence in teaching and research, with the enthusiasm and abilities of our students, and with the engagement of so many phenomenal alumni. As an alumnus myself, I always knew that our department was great, but my experiences in the past two years have only strengthened my appreciation for the outstanding learning environment our department fosters. ■

John Caughlin
Professor and Acting Head

New Scholarship Rewards Mentorship and Honors Professor Kenneth Burns

This spring, David Kleiman, PhD, (BA '65; MA '66), established an undergraduate scholarship fund to honor Professor Kenneth Burns, whose career spanned 26 years in our department (1945-1971). Professor Burns' writing concentrated on issues in communication education. However, it was in the classroom, the advising office, and visits to observe teaching practices in high schools throughout Illinois that endeared him to generations of students and teachers. His students remember especially his warmth, his supportiveness, and his interest in each of them.

In that spirit, this fund has been established to reward junior and senior communication majors who demonstrate participation as a mentor to others or who serve in a leadership role either within the Department of Communication, or in the community at large. The inaugural recipient was Carolina Cotton, class of 2016, who has been active in *Best Buddies* since middle school. *Best Buddies* is an international nonprofit organization that pairs people in a community with individuals with intellectual and developmental disabilities. She now manages social media for the organization on our campus which has nearly 300 members/participants and



Carolina Cotton, first recipient of the Kenneth Burns Scholarship and the *Best Buddies* display at Quad Day, 2014 (shown above)

is one of the largest on any college campus in the country. The awards committee recognized her to be worthy of this new scholarship for her dedication to help others realize meaningfulness and acceptance in their lives. The department is extraordinarily grateful for support from our alumni and friends. Gifts of scholarship endowments are paramount to our ability to recognize and recruit exceptional students. ■

Outstanding Article Award Gets New Name

The Outstanding Article Award which honors the most outstanding scholarly article or book chapter written by a current graduate student (s) without faculty co-authors has been renamed the **Jesse G. Delia** award.



Outstanding paper authors, Kelly McAnnich, Erin Wehrman, and Erin Basinger with Professor Jesse Delia, for whom the award is now named.

Professor Delia has been an integral part of our department and the campus since 1970. He moved rapidly through the professorial ranks, became Head of the Department in 1978, and served in the role until 1994 when he became Dean of the College of Liberal Arts and Sciences. After a decade as Dean, for the next two years he was the Campus' interim Provost and Vice Chancellor of Academic Affairs. He currently holds the ranks of Emeritus Dean of LAS and Emeritus Professor of Communication. He has continued to serve in several roles associated with expanding Illinois' international presence.

Professor Delia was involved in teaching at all levels, including close work with more than 200 graduate students and directing the work of more than 40 PhD students. His mentoring shaped the scholarship of generations of students and the direction of the field. It seems fitting to attach his name to this award, which honors the scholarship of our aspiring graduate students. ■

Investitures Celebrate Distinguished Careers of Two Faculty

Investiture as a named chair or professor is one of the highest honors that a faculty member can receive, and the investiture ceremony reflects that dignity. An investiture honors the distinguished professor who, because of his or her accomplishments, has been chosen by a committee of peers to hold the chair. The ceremony also honors the donor, or person for whom the chair is named. **Professors Scott Althaus and Marshall Scott Poole** were honored in separate ceremonies this spring. These ceremonies consisted of presentations about the honoree and the donor, and culminated with the bestowing of an academic medallion. They were attended by department colleagues, family, and friends.



Scott Althaus

Scott Althaus, professor of Communication and Political Science was named the Charles J. and Ethel S. Merriam Professor in Political Science. He was honored for his outstanding scholarship in the areas of communication processes that support political accountability in democratic societies and that empower political discontent in non-democratic societies. He is also director of the Cline Center for Democracy and was named the 2014-15 Faculty Fellow at the National Center for Supercomputing Applications.

This Professorship in Political Science was established through the generosity of the late Charles J. and Ethel S. Merriam, in memory of Charles' father, Charles E. Merriam, a prominent Political Scientist in the early and mid- 20th century. The ceremony and reception were held February 17, 2015 at the Spurlock Museum.

In a similar fashion in April, **Marshall Scott Poole** was honored as the David L. Swanson Professor of Communication. Professor Poole is currently the Director of the Institute for Computing in the Humanities, Arts, and Social Sciences (I-CHASS), Senior Research Scientist at the National Center for Supercomputing Applications, and Visiting Professor of Organization and Communication Studies at Vrije Universiteit in Amsterdam. His research interests include group and organizational communication, information systems, collaboration technologies, organizational

innovation, and theory construction.

This professorship was named to honor David L. Swanson. Professor Swanson joined the Department of Speech Communication in 1972 as an assistant professor. His scholarly specialization in political communication was ground breaking and in the years that followed, brought this line of research to the forefront of our discipline. As his distinguished research career developed to analyze massive changes in the modern global media and their effects on what he called the "mutations of democracy," he became increasingly important as a colleague who made good things happen on campus—as a classroom teacher, in the mentorship he provided advanced graduate students, as Director of Graduate Studies and as Department Head, and ultimately in his work as Associate Provost. This professorship reflects all that David Swanson stood for, as it honors all that he valued most.

Professors Poole and Althaus join Professors Barbara J. Wilson (Kathryn Lee Baynes Dallenbach Professor) and Robert McChesney (Edward William and Jane Marr Gutsell Professor) as members of this elite group of faculty who hold named chairs. We are proud of their achievements and contributions to our field. ■



Professor Poole at his Investiture with graduate students, from left: Ly Dinh, elizaBeth Simpson, Jeff Proulx, Andy Pilyn, Tobias Reynolds-Tylus, and Kelly McAnnich.

Endowment Will Promote Organizational Leadership and Applied Communication



Robert L. Husband

An endowment fund in honor of a popular and longtime faculty member, Dr. Robert L. "Bob" Husband has been established to support students and events in the Department of Communication.

The fund was initiated by a former student who considers Bob a mentor.

In addition, another student has generously contributed a matching gift of \$25,000 in the hope that other students will want to support the fund.

Dr. Husband's teaching and research career spanned 26 years in our department. As Director of Applied Studies, Bob also founded the department's Internship Program, which thrives today, largely due to his leadership and connections that helped create internships with some of our own alumni. He retired in 2006 and continues to reside in Champaign.

In Bob's own words, "I am honored and humbled by this fund, which hopefully will benefit undergraduate Communication students for years to come. I have asked that it be used to invite guest speakers, host symposiums, hold workshops and other events in the areas of organizational leadership and applied communication.

Professor Husband taught courses in organizational communication, research methods, and leadership to hundreds of students over the years. His courses always filled quickly each semester, and many students often waited a few semesters before gaining access to them.

Bob received several teaching honors,

including the Campus Award for Excellence in Undergraduate Teaching and Outstanding Teacher of the Year Award. He earned degrees from Central Michigan University, the University of Michigan, Michigan State University, and the University of Illinois.

In addition to his teaching and research, in 1985 Bob co-founded The Aslan Group, a Champaign-based Leadership Consulting firm. He continues to serve as a consultant to several corporations and organizations throughout the country in the areas of executive development, strategic planning, and group facilitation.

The alumna who launched this effort on Bob's behalf had this to say, "Over the years I have been amazed by the number

of former students and others who look to Bob for advice. He is always quick to listen and guide, raising questions that always find the heart of the issue and with a gift of discernment helps us move forward. There is no one like Bob. His talent, wisdom, and commitment are limitless."

People interested in honoring Bob or in supporting the applied educational experiences that the fund will support can make gifts payable to the **University of Illinois Foundation** and indicate that it is for the Robert L. Husband Leadership in Communication Fund (#33774134). Donors may also visit the giving web page at communication.illinois.edu/giving. ■

You are invited to the first annual
**Robert L. Husband
 Leadership in Communication
 Symposium**

October 5, 2015 at 5 p.m.

1000 Lincoln Hall • 702 S. Wright Street
 Urbana, IL 61801

Featured panelists:

John Wright II, *Northwestern Mutual*

Ryan McPartlin, *Actor*

Jill Novak Kruidenier, *Google*

Honored Guest: Bob Husband

RSVP by October 1 to b-hall@illinois.edu

Welcome to Our New and Returning Faculty



Lisa Guntzviller

We are pleased to welcome **Professor Lisa Guntzviller** to our department from Utah State University. She will be part of our interpersonal, family, and health communication contingency of faculty. Her research interests include patient-provider communication, such as when patients have communication difficulties due to language barriers. Often bi-lingual families must rely on children and adolescents to get needed

information in relation to health matters. She also has interests in social support processes, particularly in the context of giving advice.

Originally from Michigan, Lisa has degrees from Purdue University and is excited to be back in the Midwest. "I am excited and honored to be joining such a wonderful department and university. I look forward to becoming part of the community and working with the faculty, staff, and students." ■



Trina Wright-Dixon

A familiar face has returned to the department. After three years teaching at UCLA and a year back on campus, working in the Office of Diversity, Equity, and Access, we are pleased to welcome back **Trina Wright-Dixon**. She will teach in the area of organizational communication. She and spouse, Travis Dixon were in the department for nine years before moving to Los Angeles for three years. He returned to the department last year.

We are pleased that they have decided to make Illinois their academic home, once again. ■

Department Mentor Project Provides Practical Experience for Students

In 2012, our department launched *Mentoring through Research & Practice*, a program which pairs undergraduates with advanced (PhD) graduate students. The *MtRP* Research Liaison matches mentors and mentees based on shared interests on a semester-by-semester basis. The program is open to all areas of communication, and participants have opportunities to engage in archival, qualitative, and quantitative research projects. The program aims to provide undergraduate students with hands-on, one-on-one, practical experience and the opportunity to develop a close, working relationship with a graduate student mentor. Mentors help their "mentees" explore and gain experience within their interests in the communication discipline.

In the 2014-2015 academic year more than fifty undergraduate students applied to the program, and almost twenty were matched with graduate student mentors. Undergraduate mentees say that participating in the *MtRP* program was a great way to gain practical experience in the field of communication. More importantly, their involvement proved valuable when it came time to interview for internships or jobs and/or apply to graduate programs. Similarly,



mentors have honed mentoring skills, developed collaborative relationships with motivated students, learned how to supervise students in a lab/research setting, and gained assistance with their research projects. The undergraduate students were able to earn academic credit for their experience.

This is one more example of experiential learning beyond the classroom which also acknowledges the need for the pragmatic and applied pieces to the learning experience that we are able to offer our students. ■

Awards and Events . . .



John Murphy, center, recipient of LAS and campus awards for excellence in undergraduate teaching with John Caughlin, left, and Ned O'Gorman at the awards reception in April.



Doctoral student Erin Basinger, recipient of an LAS award for Excellence in undergraduate teaching.



Graduate student alumni "reunited" at NCA in Chicago last November, from left: Laurie Lewis, Pam Hayward, Brad Kolar, Greg Wise, Bob Swieringa, Matt McAllister, Ian Fielding, Naomi Sugimoto, and Ann Blank.



Alumni Convocation Speaker, Reshma Saujani, class of 96.



Class of 2015 Convocation Ceremony in May

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

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

communication.illinois.edu/giving

SNDAG

MS Online Program in Health Communication is Five Years Old

Five years ago in the summer of 2010 we admitted our first cohort of MS candidates to the Health Communication (HCOM) program. Our online MS program was the result of the ingenuity of our department head at that time, Professor Dale Brashers. Unfortunately, due to his sudden passing in July, 2010, he would never see the program come to fruition. With Professors John Lammers and Lauren Weiner at the helm, however, the program has seen nothing but success since it welcomed its first cohort of students that fall.

Our program equips students with the latest theory and research methods to better solve problems and serve patients and health organizations. It has attracted people seeking to advance their health careers or enter a health-related field.

The MS degree has allowed our graduates to realize promotions where they were employed or qualify for new positions. Some of our students' and graduates' employers include: The Alliance for a Healthier Generation, Carle Foundation Hospital, Mayo Clinic, Cleveland Clinic, The American Medical Association, The Journal of the American Medical Association, the Association for Professionals in Infection Control and Epidemiology (APIC), Press Ganey Associates, the American Academy of Pediatrics, and Diplomat Specialty Pharmacy, the nation's largest independent specialty pharmacy. Clearly the range of occupations and organizations requiring health communication is very broad.

One alum, Mary (Peternel) Van Hoozer, (BA, 03; MS, 12 and part of the first cohort) offered this reflection on her experience



with the program. "As someone who worked on the business side of healthcare, I was seeking a way to further my education, but found that my options seemed limited to either a straight MBA or a masters in healthcare administration. When I learned of the HCOM degree, I knew it was the perfect complement to both my interests as well as my career goals. From the discussions regarding the patient perspective, to the review of how our insurance system operates, to the look at health campaigns, the courses offered a comprehensive look at how our entire healthcare system connects. As my current role has me working with ACOs as well as large health systems concerned with coordinating care and preventing readmissions, the knowledge I gained from the program, as well as the critical thinking I honed, has been a tremendous asset in my career advancement."

Forty-two students have completed the program, since we graduated the first cohort in the summer 2012. For more information about the program please visit our website hcom.illinois.edu

Got Internships?

Communication students are eager for real-world experience. We offer our students course 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 Kate Ditewig-Morris 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