

MEDILL

100

*Years*

“Write boldly  
and tell the truth  
fearlessly.”

**Joseph Medill**

# MEDILL

## Unparalleled Past, Unlimited Future

Magazine articles by Alan K. Cabbage (MSJ78, MSA87)

**FROM ITS BEGINNINGS** as a department in Northwestern's business school to its current status as one of the premier journalism and integrated marketing communications schools in the world, Medill has been a leader in the educational fields of journalism and marketing communications. At the urging of a Chicago Tribune reporter and with

funding from the Chicago Tribune, led by publisher Robert R. McCormick, Northwestern University in 1921 became one of the first universities in the country to offer journalism education. As media changed, so did Medill, creating courses in radio journalism in the 1930s, TV journalism in the 1950s and multimedia journalism in the early 2000s when the school also became an early adopter of online degree programs.

In addition to being at the forefront of journalism education, Medill has also historically been a leader in advertising and marketing communications. Northwestern University had offered courses in advertising in the business school

before Medill's founding. By the 1930s, Medill took over most of the courses in advertising, and it eventually established the academic and professional discipline of integrated marketing communications.

Today, Medill has become a truly global institution with academic programs located around the world and students from approximately 30 countries. On the following pages, we take a look at the school's long and distinguished history of innovative teaching, academic excellence and practical training. ■

Northwestern campus with Fisk Hall in foreground in 1907 photo taken by a camera mounted on a kite. Fisk was built in 1899 and became Medill's home in 1954.

BIRD'S EYE VIEW  
NORTH WESTERN UNIVERSITY

This commemorative magazine would not have been possible without the support of Dean Charles Whitaker and the various contributors who helped create this special retrospective. A special thanks to writer Al Cabbage (MSJ78, MSA87), former Northwestern University VP for University Relations. Thanks also to Medill marketing team members Sara Brazeal, Stacy Simpson, Jarrad Davis and Jane Flis (IMC15), Director of Development Julie Frahar, and current Medillians Jude Cramer (BSJ23) and Megan Goetcheus (BSJ22) for their invaluable assistance in creating and reviewing content.

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Students visit the Evanston News-Index.

# 1920s

## Medill Established, First Classes Begin

**EVEN BEFORE** Medill's founding, Northwestern in 1909 began offering classes in advertising in the School of Commerce, the predecessor to the Kellogg School of Management. The University began journalism education in 1921, when Edward J. Doherty, an ace reporter for the Chicago Tribune, urged Tribune publisher Robert R. McCormick and Northwestern President Walter Dill Scott to start a journalism program. Scott (BS1895) taught advertising in the School of Commerce and wrote extensively on the psychology of advertising, and was very receptive to the proposal, as was McCormick.

The two leaders quickly agreed to start offering courses both for undergraduates in Evanston and for

working professionals in Chicago, a trait that has distinguished Medill throughout its history. The program was established in the School of Commerce and named for Joseph Medill, McCormick's grandfather and longtime crusading editor of the Tribune. There was little classroom space for the new program in the School of Commerce building, so classes in Evanston were held in the attic of the Mineralogy Department building, an old gymnasium built in the 19th century that was located near Fisk Hall. In order to get to the classrooms, students had to climb an iron staircase on the outside of the building, which routinely became treacherous during winter months. In Chicago, evening classes



Students climbing the exterior stairs to Medill's classrooms in the old gymnasium.



Harry Harrington and members of Medill's first graduating class in 1922.

for practicing journalists and other professionals were offered at a building Northwestern owned, a former hotel located at Dearborn and Lake streets.

Harry Harrington, the dean of the journalism school at the University of Illinois, became Medill's first director (because Medill was not yet a school, his title was director, not dean).

From the start, a strong emphasis on writing was a hallmark of a Medill education. The first courses offered in 1921-22 included: Reporting and News Writing; Law of the Press; History of Journalism; Editorial Writing and Policy; The Community Newspaper; Advertising; and Feature and Magazine Writing. Tuition for classes on the Evanston campus was set at \$100 per semester. The first undergraduate degrees were awarded in 1922 and the first master's degrees two years later.



Harry Harrington, Medill's first leader, and Genevieve Forbes, a Tribune star reporter who taught at Medill.

Among the earliest faculty members was Genevieve Forbes, a reporter for the Tribune, who taught Reporting and Writing. A 1916 Northwestern graduate with a master's degree in English from the University of Chicago, Forbes was a star reporter for the Tribune. Her career included covering the famous Leopold and Loeb trial and an interview with notorious gangster Al Capone. ■



## Joseph Medill: Legendary Tribune Publisher and Social Advocate

**FOR HALF A CENTURY,** Joseph Medill devoted his life to news, social reform and his beloved Chicago, becoming one of the most influential publishers of the 19th century. In the 1850s, his abolitionist views led him to founding a new political organization devoted to the abolition of slavery, which he named the Republican Party. He also turned the failing Chicago Tribune into one of the most powerful antislavery newspapers in the country, giving unwavering editorial support to Abraham Lincoln throughout his political career. After the Great Chicago Fire of 1871, he was elected mayor by the people of Chicago during their time of need. When Medill purchased control of the Chicago Tribune in 1874, he devoted the next 25 years to creating a powerful and independent source of news. Medill's journalistic legacy would live on through his family, who would become some of the most powerful publishers of the 20th century. Read more about Joseph Medill and Colonel Robert R. McCormick online at [100.medill.northwestern.edu/our-past/](http://100.medill.northwestern.edu/our-past/) ■



The Holly and John Madigan Newsroom of the Daily Northwestern. Students write, edit, argue and, on long nights, even sleep in the newsroom as they put out the Daily.

## Student Media Integral to the Medill Experience

**BEFORE THERE WAS MEDILL,** there was the Daily.

While journalism education at Northwestern began formally in 1921 with the establishment of Medill, Northwestern students launched publications 50 years earlier with the first issue of the Tripod, a monthly publication. Other publications followed, and in 1881, student newspaper the Northwestern began publishing weekly. In 1903 when it went to three issues a week, it changed its name to the Daily Northwestern.

In subsequent years, additional practical experience opportunities arose at Northwestern with the creation of many different campus magazines such as Blackboard magazine, the

university's Black student magazine, Northwestern News Network television and the print and online publications North by Northwestern and STITCH, just to name a few. Like the Daily, the student enterprises varied in the amount of oversight by Medill from some to none, occasionally to the frustration of Northwestern administrators. But all of the outlets played a critical role in training future journalists, allowing students to put their classroom teachings to work — and to learn how to exist on very little sleep while putting out a daily newspaper or other publication/broadcast.

"Being a Daily staffer is a huge commitment," said Stacia Campbell (WCAS80), the long-time business manager of the Daily. "The joke is Daily staffers are the best students to have as roommates because they're never home."

That assessment was echoed by Brian Rosenthal (BSJ11), who served as editor-in-chief of the Daily and is now a Pulitzer prize-winning reporter at the New York Times. "Although I am a proud alumnus of Medill, I sometimes say that I got my degree from the Daily Northwestern School of Journalism. In many ways, it's true. Journalism is a craft that you can only truly learn by doing it, and the four years that I spent covering the news of Northwestern and Evanston with my



Students on the Northwestern News Network set. NNN was launched in 1993.

fellow students has had a bigger impact on my career than anything else I have done in my life.

"It was also by far the most fun job I've ever had," Rosenthal added. "But between the good times, we learned the rhythms of a newsroom, how to find stories and work with editors, and how to hold our own in interviews with university officials, among many other lessons. Perhaps most importantly, we learned how to publish a story affecting the community and then show up on campus the next day to participate in the community, too. It would be an oversimplification to say I learned everything from the Daily, though. The truth is the Daily worked together with my classes to teach me how to be a journalist. The classes provided the lessons, and the Daily gave a space to try them in the real world, to experiment — to practice."

In 2015, the Daily's newsroom was named for John Madigan and his late wife Holly Madigan in recognition of a substantial gift to the paper. John Madigan is the retired chairman and CEO of the Tribune Company, publisher of the Chicago Tribune, and a life trustee of Northwestern. Holly was a 1962 graduate of Northwestern.

The creation of other media outlets on campus provided additional



Ali Elkin (BSJ12) discusses a story with Ben Geier (BSJ11) in the newsroom of the Daily Northwestern.

opportunities for Medill students to gain experience. Launched in 1993, Northwestern News Network gave future TV journalists a chance to try out their broadcast journalism skills in real newscasts. And with the startup of North by Northwestern and STITCH magazines in 2006, Medill students and other Northwestern undergrads began practicing journalism for print and online.

"Northwestern News Network sealed my decision to go into TV news," said

Gabe Gutierrez (BSJ05), a national correspondent for NBC News. "I remember ending up in the back of the NNN control room as the seconds ticked by to a live broadcast. The anchors were changing copy up until the last minute. The lights in the newsroom were dark. The yelling in the control room was tense. The producers counted down the moments to air. They weren't ready. But it was showtime. It was an intoxicating chaos. 'This is it,' I thought. 'This is what I want to do.' ■



Students learn copy editing as they work around a traditional copy desk with the "slot man" in the middle directing the work.

# 1930s



Kenneth Olson, who became Medill's first dean when the school separated from the School of Commerce.

## Medill Becomes a School, Adds Courses; Cherubs Arrive

**LIKE ALL UNIVERSITIES,** Northwestern faced severe budget challenges during the Depression years of the 1930s. At one point the University even considered merging with the University of Chicago, but the plan was eventually dropped. Medill attempted to separate from the School of Commerce in 1931, but the Northwestern Board of Trustees rejected the plan because of financial concerns. In 1938, Medill finally took a major step in its academic history, leaving the School of Commerce to become its own school.

By then Medill had expanded to include

courses in newspaper production and photography, along with the reporting and editing classes. As radio became an increasingly important medium, Medill adapted quickly and began offering classes in Radio Script Writing and Newscasting, Radio Advertising and Radio Dramatic Writing.

Earlier that decade, Medill received a gift that eventually became a treasured fixture of the school: a bust of Joseph Medill. The sculpture first was located in Wieboldt Hall on the Chicago campus and for many years

stood in a prominent location near the entrance to Fisk Hall after Medill moved there. After being "kidnapped" by students a number of times, the bust was moved to a locked office in Fisk before being moved to its current location in the McCormick Foundation Center.

In 1931, George Gallup, a pioneer in the field of public opinion polling, served on the advertising faculty.

In 1934 Medill joined what became known informally as the Cherub Program. The National High School



A Medill photography class visits a steel mill in Chicago.



George Gallup, a pioneer in the field of public opinion polling, served on the Medill faculty in the 1930s.

Institute began offering classes in journalism that summer to high school students. In the first year, 40 students from 24 states attended. The National High School Institute began at Northwestern in 1931 in the School of Speech with courses in debate and dramatics. According to legend, the nickname for the high school students came from Speech Dean Ralph Dennis who, when asked about the summer students, replied, "Cherubs they ain't." Associate Professor Emeritus-in-Service Roger Boye, director of the Cherubs program, started working with the program in 1971. Since its founding, more than 4,000 journalism Cherubs have attended the program, many of whom later came to Medill and went on to extraordinarily successful careers.

Kenneth Olson, chair of the journalism department at Rutgers, was appointed Medill's dean in 1937. ■



Above: the Cherub class of 1940. Medill's Cherub program began in 1934.  
Below: Cherubs write their stories – on manual typewriters – in this undated photo.

Roger Boye  
(MSJ71),  
Associate  
Professor  
Emeritus-in-  
Service.



## Cherub Program Provides Unforgettable Experience for Aspiring Journalists

**WHEN THE NATIONAL** High School Institute began at Northwestern's School of Speech in 1931, it was, to a great extent, a way to provide summer employment for faculty members who had seen their salaries cut twice as a result of the Depression. But the Institute quickly proved successful, attracting students for intensive programs in debate and dramatics.

Seeing that success, Medill jumped on the bandwagon in 1934 when Medill graduate student Floyd Arpan launched the program along with faculty member William Slaughter, but without financial support from the University. Arpan went on to become a Medill faculty member and served as a program director for about 20 years. From the start, the program, now called the Medill-Northwestern Journalism Institute, has brought budding journalists to campus for five weeks of intensive instruction in the basics of reporting, writing, editing and related journalism skills. The program continues to emphasize those skills, but now also includes instruction in creating websites, online journalism and social media.

A hallmark of the journalism institute from the beginning has been the first-day, all-day story. Instructors act out a breaking news story that starts in the morning and goes through the evening with updates occurring throughout the day. Over the course of the day, the students have written as many as 15 stories, said Roger Boye (MSJ71), emeritus clinical associate professor and Cherubs program director.

"The all-day story gives the students a real taste of deadline journalism right away," Boye said. "By the end of the day, they're exhausted and they realize that they have a lot to learn. It's a great exercise in accuracy and quick writing and it's something that sticks in their mind for a long time."

In an article published online this year, 1993 Cherub Aimee Agresti (BSJ98), the author of five novels, reminisced about her struggles with the all-day story.

"It was a marathon and a sprint," she wrote. "This was not how I rolled. I was used to writing in my bedroom with music playing and enough time (days!) to craft something perfect before showing it to anyone."

But she wouldn't have traded her Cherub experience for anything. "...The summer



was an exhilarating blur of work — reporting on an epic July Fourth parade, profiling fellow Cherubs, writing TV and radio pieces — and plenty of play. There were journalism-themed movie nights (Citizen Kane! Broadcast News!), baseball games, trips to the Art Institute and the theater and loads of Chicago-style pizza, plus so many unrequited crushes on so many Cherub boys from so many different states. It was like a mini version of college in five weeks."

A number of Cherubs enjoy their experience so much that they come to Medill for their undergraduate education before going on to successful careers in the field. In fact, the incoming 2025 Medill class of 174 first-year students includes 25 Cherubs.

Boye has been the pillar of the Cherub program from 1971, the year he received his MSJ, and has been the program's director since

1985. He guides the selection of the students who are accepted each year, hires instructors (including for a number of years Charles Whitaker, now Medill's dean) and teaches some of the classes.

One of the instructors is Mary Lou Song (BSJ91), a founding employee of eBay and now a community consultant. In 1986, Song received a scholarship from her hometown Louisville Courier-Journal to attend the Cherub program, an experience that she says changed her life. Since 2003, Song has taught in the program almost every summer, living in a dorm while doing so, including during two pregnancies and while serving as a member of the Northwestern Board of Trustees. She has also been a significant financial supporter of the program.

"The opportunity to impact 85 lives in a summer and inspire them to go out in the world and do something good is priceless," Song said. "It's addictive because every summer you get to help students grow and encourage them to be brave, be passionate and put a lot of good in the world. It's such a privilege. I don't know where else you could get an opportunity to have that much of an impact in such a short time." ■

## The War Years Bring Changes

**MEDILL AND NORTHWESTERN** were irrevocably altered when America entered World War II in 1941, and again when the war ended in 1945. During the war, female students stepped into many of the roles that traditionally had been held by men. By 1944, the staff of the Daily Northwestern, including the top editors, was made up mostly of women. After the war, aided by the GI Bill that provided funds for veterans to go to college, male students returned in droves, bringing with them years of challenging wartime experiences and very different attitudes to the traditional teacher-student roles.

Even before the war ended, Medill needed more space, as the second floor of the old gymnasium had been inadequate for many years. After Northwestern built the Technological Institute in 1942, Medill moved into Fayerweather Hall, a former science building located at Sheridan Road and Hinman Road. Medill continued to emphasize a hands-on approach to journalism; students not only had to take classes in typesetting and page layout, but the school had its own printing press that students learned how to run.

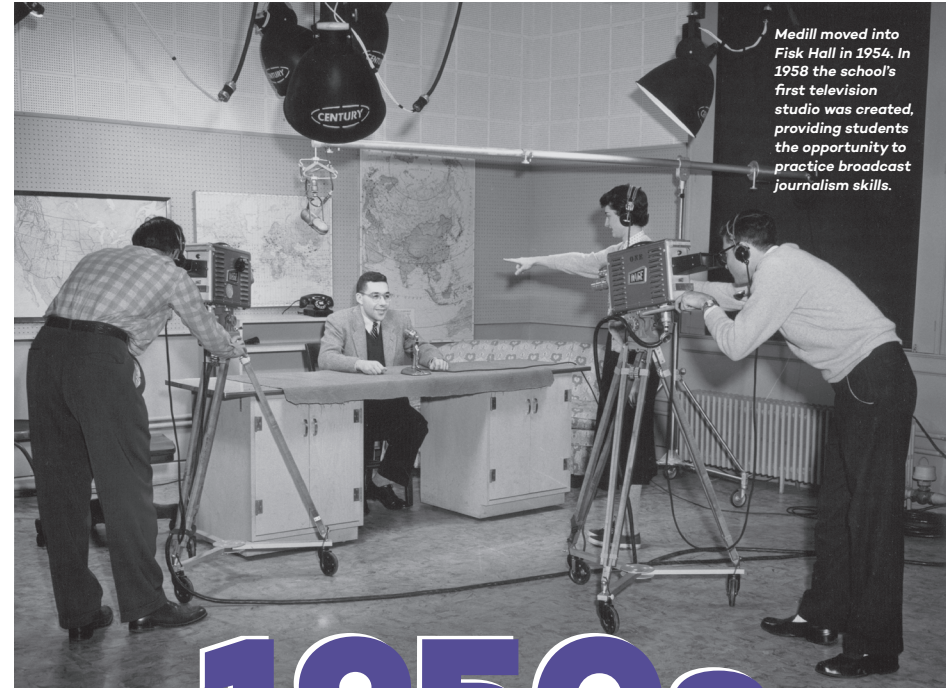
Spurred by the influx of women, Northwestern in 1943 acquired the School of Domestic Arts and Sciences of Chicago and established a Department of Home Economics. Medill then began a Home Economics Journalism program, offering such courses as Foods and Nutrition, Clothing and Textiles, and Home Management. The program offered "excellent preparation for positions on newspaper women's pages, women's magazines..." Northwestern officially eliminated the home economics program in 1973, by which time the Medill courses had already been abandoned. ■



# 1940s



*Medill's emphasis on practical education included learning "back shop" journalism skills, including typesetting and using a small printing press. During the World War II years, women students took over such traditionally male roles.*



*Medill moved into Fisk Hall in 1954. In 1958 the school's first television studio was created, providing students the opportunity to practice broadcast journalism skills.*

# 1950s

## Medill Expands, Moves Into New Home

**ALTHOUGH MEDILL'S LEADERS** were enthusiastic when the school moved to Fayerweather, by the early 1950s, they were pleading with the University to provide the school more space to accommodate the growing number of students. In 1954, Medill moved to what is still its home, Fisk Hall. A historic landmark designed by prominent Chicago architect Daniel Burnham, Fisk is one of the few remaining 19th-century buildings on Northwestern's campus. Fisk was originally built for the Northwestern Preparatory Academy, a private high school run by Northwestern, that was closed after World War I when public education became more widespread.

After a major renovation of Fisk, Medill moved in, providing not just more classroom space, but also room for photography and typesetting labs, printing presses, a library and the school's first television studio, which opened in 1958. (However, Medill still had to share the building with the home economics department, including a test kitchen on Fisk's third floor.)

In 1955, after several years of faculty development and lobbying Northwestern's Graduate School, Medill established a Ph.D. in Journalism program. The program was designed to educate future journalism teachers and communications



Three leading publishers were among 50 who gathered at a Medill-sponsored conference on freedom of the press in 1951.

researchers, as well as journalists who wanted to specialize in a particular field. But it failed to attract enough students — only 18 people graduated from the program — and was closed in 1965 before formally ending in 1974. One of the graduates was Elizabeth Yamashita (MSJ59, PhD69), who later served as chair of Medill's editorial department.

Ben Baldwin, who became one of Medill's most renowned professors,

joined the faculty in 1956 after serving in World War II and working in broadcast journalism for a decade. Baldwin went on to create the Reporting Public Affairs courses that became a model for journalism education, direct the Cherub program for a decade, and teach generations of Medill students before retiring in 1984.

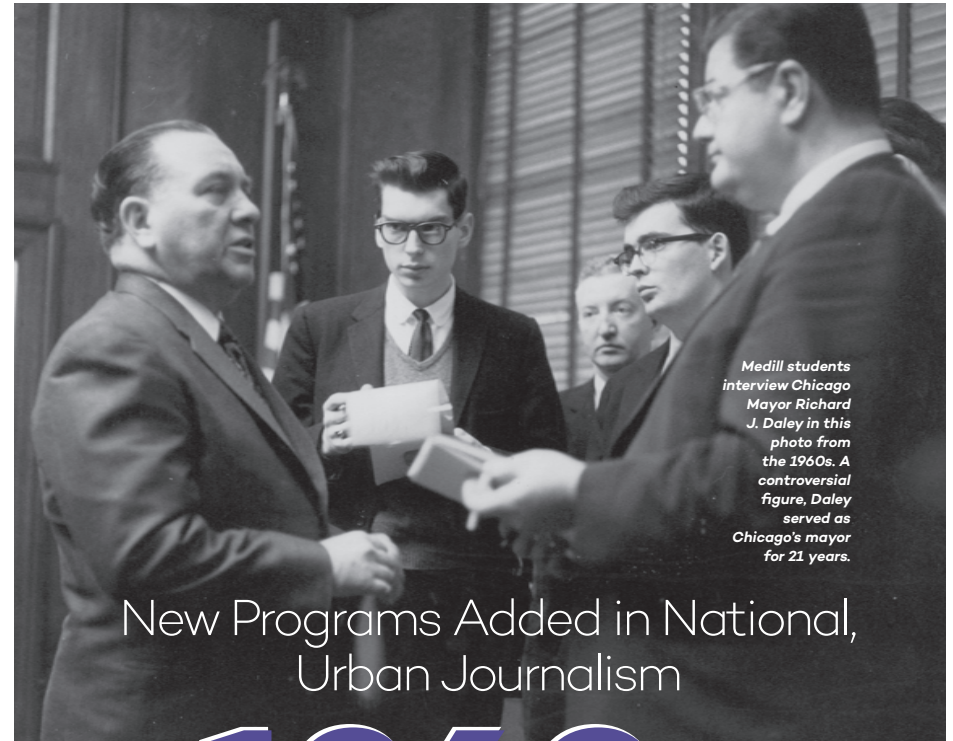
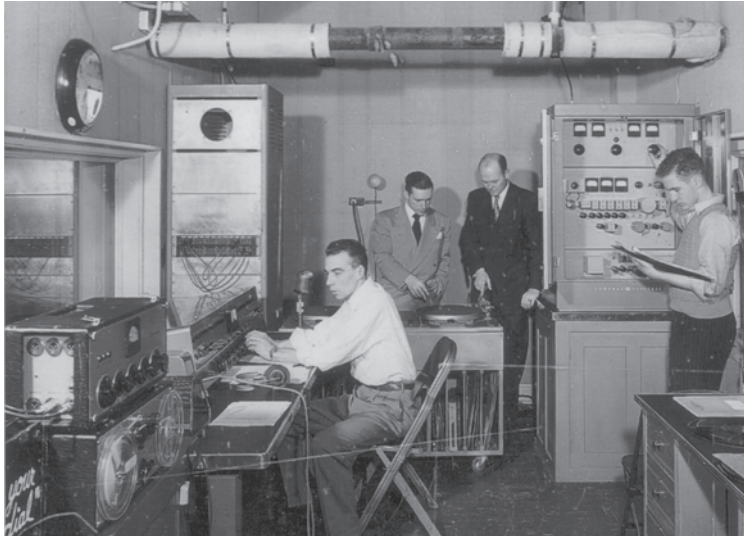
Another key curricular development occurred in 1959 when the deans of Medill and the School of Business agreed that all courses in advertising, except those in the MBA program, would be taught by Medill. The change benefited both schools: Medill created a separate track for the advertising program, enabling it to grow, while the business school focused on marketing courses, which later became a flagship program in the renamed business school, the Kellogg School of Management.

Ira W. (Bill) Cole, dean of journalism at Penn State, was named Medill's dean in 1957. ■



Ira Cole, who was appointed Medill's dean in 1957.

Students learn radio broadcast skills in the WNUR radio control room.



Medill students interview Chicago Mayor Richard J. Daley in this photo from the 1960s. A controversial figure, Daley served as Chicago's mayor for 21 years.

## New Programs Added in National, Urban Journalism

# 1960s

**THE 1960S, A TIME** of turbulence throughout the country, brought significant changes to Medill as the school established the Washington program and the Urban Journalism Center. The program in Washington, D.C., and its accompanying Medill News Service provided full-time students the opportunity to cover national news, while the Urban Journalism Center provided continuing education for professional journalists and focused on issues

affecting American cities. The Washington enterprise became one of Medill's signature programs and remains so today. The Urban Journalism Center ultimately became part of Northwestern's Center for Public Affairs, now known as the Institute for Policy Research.

In another key curricular development, in the summer of 1964, the graduate program in journalism added the Introduction to Graduate Studies program. The program provided

intensive training for new graduate students who did not have journalism experience or an undergraduate degree in journalism. Although it has evolved over the years, the program remains an important part of Medill's graduate program.

The advertising program continued its growth with the establishment of a master's degree program in 1967.

Garfield Lillard Jr. (MSJ60) became Medill's first Black faculty member,





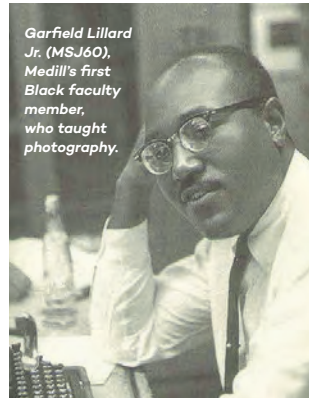
Students in a photography class learn the basics of how to use their cameras. Note the poster above the women students titled "Gentlemen of the Press." Even in its early days, Medill welcomed a significant number of women students.

teaching photography. After only two years as a faculty member, he left and went to New York where he established a successful custom photography business.

In 1966, the Urban Journalism Center was founded at Medill, offering continuing education for journalism professionals and focusing on issues affecting American cities.

In 1968, more than 100 Black students protested Northwestern's policies and

treatments of Black students, staging a sit-in at the University Bursar's office. Medill students working at the Daily covered the protest intensely, including putting out a special edition. The conservative Chicago Tribune editorial page blasted the Northwestern administration for "a complete capitulation" to Black students, prompting Medill students to meet with Tribune editors and write letters to the editor that criticized the paper's coverage of the events. ■



Garfield Lillard Jr. (MSJ60), Medill's first Black faculty member, who taught photography.

## Washington Program Brings Students to Corridors of Power



Medill Washington students on Capitol steps from left: Steve Steinberg (BSJ70, MSJ80) Claire Simmons Mitchell (BSJ79, MSJ80), Margaret Dawe (MSJ80).

BY THE EARLY 1960S, Medill graduate students in the Reporting of Public Affairs course had begun traveling to Washington, D.C. for one week to get a taste of Washington journalism. In 1966, that taste became a complete meal with the establishment of the Medill News Service, which now is a mainstay in the more expansive "Washington Program."

That simple name, however, understates the tradition and importance of Medill's educational programs in Washington. From its very beginning, Medill students have produced important national stories and focused coverage for media outlets around the country.

In its early years, under the direction of veteran newsman Neil McNeil, a student was assigned to write stories for one newspaper (later to include TV stations), providing a national



Megan Lebowitz (BSJ22), back, left, joins a group of reporters interviewing U.S. Senator Ted Cruz during the impeachment trial of former President Trump.

angle for stories of local interest. Students in the program may still do that, but now students also cover specific beats, such as business and technology, the environment and (of course) politics for Medill News Service partners, which include regional newspapers, television stations and online publications, according to Ellen Shearer, professor and director of the Washington program. During campaign years, students go out on the campaign trail, covering presidential candidates and other politicians.

Working side-by-side with professional journalists has been a hallmark of the Washington program since its inception. As reporters for the Medill News Service, students receive media credentials, allowing them to cover Congress, the courts and federal agencies throughout Washington. After more than 50 years of sending student reporters to those institutions, the Medill News Service is well-known on Capitol Hill, Shearer said.

"It started out with typewriters and students who would mail their stories to newspapers," said Shearer, who began teaching in the program in 1994. "Now we've moved into a new facility in the Washington Post building. We have state-of-the-art equipment. How we teach, what we teach, how you tell your stories has changed every single year, which is good, but the fundamentals of journalism still apply. It's still finding original stories and making sure the story matters to people, doing good reporting, checking every fact, and verifying the quotes and information. That foundational part of journalism doesn't change."

The experience gained in the Washington program has launched hundreds of journalists to successful careers.

"I entered Medill with several years of journalism experience but had never worked on a project like the National Security Journalism Initiative," said Sarah Chacko (MSJ11), who is a



Professor Ellen Shearer, director of the Washington program, reviews a story with MSJ12 students: standing, Simone Del Rosario and seated, Elizabeth Dexheimer. In addition to the long-time graduate program, Medill began offering undergraduate students an opportunity to spend an academic quarter in Washington.

newsletter editor for the Wall Street Journal. "I was eager to report in D.C. and the project itself was effectively a crash course in federal policy and geopolitics. Journalists from major outlets guided us as advisers, and publishers watched our progress with interest. The connections made during that project were crucial to advancing my career."

In 2009, Medill began offering undergraduate students the opportunity to spend an academic quarter working in the Washington newsroom. Called Medill on the Hill, the much-sought-after program provides students the experience of reporting on deadline, updating their stories on social media and filing the stories for the Medill on the Hill website.

"Medill on the Hill was the best journalism experience I had in college. I fell in love with political reporting while in Washington and gained invaluable experience covering challenging stories," said James Arkin

(BSJ13, MSJ14), a Senate campaign reporter at POLITICO. "My work at Medill on the Hill helped me get internships in political journalism, which ultimately led to the job I now have."

Medill undergraduate students also gained an additional option for learning in Washington when in 2019 the Medill Investigative Lab moved a portion of its instruction there. Under the direction of Pulitzer Prize-winning investigative reporter Debbie Cenziper, associate professor and a contributing writer at the Washington Post, the Lab students work with veteran journalists on an investigation of national importance.

Reflecting on her long affiliation with the Washington program, Shearer said, "I love this program because I get to work with all these incredibly talented young people and I see them now doing great journalism all around the world. They're so bright, they work so hard, I admire them all." ■

**ALWAYS KNOWN FOR** its practical approach to journalism, in 1972 Medill launched what has become a hallmark of a Medill education, a residency program at a media outlet or communications agency. The Teaching



Don Schultz, often called "the father of integrated marketing communications," was a leader in the field.

Newspaper program, as it was then called, provided undergraduate journalism students experience in reporting by working at local newspapers for a full quarter. The first papers to participate were the Southern Illinois in Carbondale, Illinois, and the Hawk Eye in Burlington, Iowa. Teaching Magazine and Teaching Television residencies were added in later years, along with residencies at public relations agencies, and in 2007, the program became known as Journalism Residency.

In 1976, Medill students launched Blackboard magazine, the University's Black student magazine. Blackboard provided a forum for students of color with a mix of news, opinion pieces and essays.

The advertising program began a renaissance with the hiring of Don Schultz in 1977. Schultz became known as the father of integrated marketing communications and served as a faculty member in that program for more than 40 years before he passed away in 2020. ■



# 1970s

## Teaching Newspaper Begins

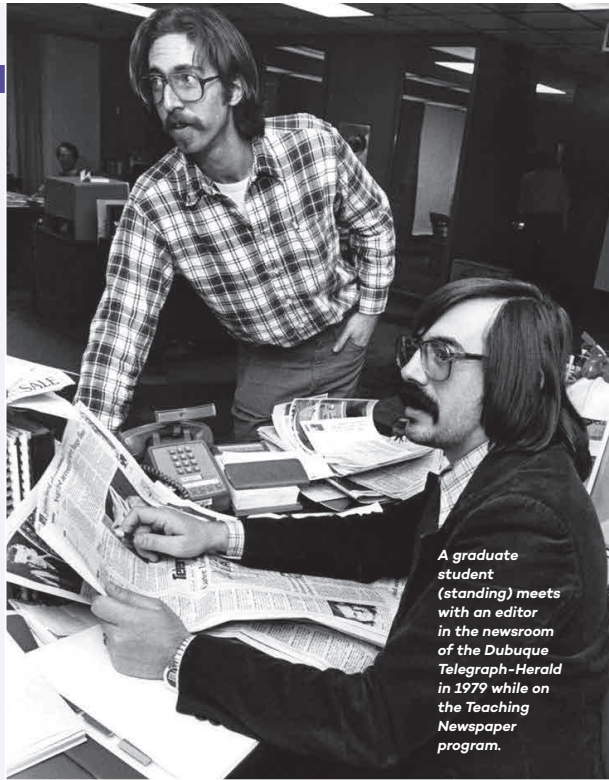


## Real-World Experience a Hallmark of Medill Education Since 1971

FROM ITS EARLIEST DAYS, Medill emphasized a practical approach to journalism education, with courses designed to train future reporters and editors to be ready for their careers as soon as they graduated. In the 1970s, Medill took it a step further by establishing the Teaching Newspaper program, now known as Journalism Residency, which has become a pivotal experience for Medill students.

The program began with students going to just two small daily newspapers, the Southern Illinoisian in Carbondale, Illinois, and the Burlington Hawk Eye in Burlington, Iowa. It later grew into three tracks, Teaching Newspaper, Teaching Magazine and Teaching Television, before being consolidated into Teaching Media in 1996. In 2007, the program was renamed Journalism Residency, known simply as JR.

Karen Springen, clinical assistant professor and director of the program, said almost all Medill undergraduates go on JR. In any given year, 150 to 200 students will do JR at media outlets ranging from the national daily newspapers (the Washington Post) to local television stations (WKOW-TV in Madison, Wisconsin) to online publications (Vox) to strategic communications agencies (Weber Shandwick). 'JR students apply what they learned at Medill in the real world,' Springen said. 'We set them up to succeed in JR. We line up a great



A graduate student (standing) meets with an editor in the newsroom of the Dubuque Telegraph-Herald in 1979 while on the Teaching Newspaper program.

job for them and then guide them throughout the entire experience.

"We're fortunate to have so many great sites for students, many with a Medill alum as the student's supervisor," Springen added. Well-known national publications are popular, but smaller media outlets including the Kitsap Sun in Kitsap, Washington, and Advocate Media in Dallas can lead to many opportunities.

Libby Nelson (BSJ09) participated in Teaching Newspaper at the St.

**"We're fortunate to have so many great sites for students, many with a Medill alum as supervisor!"**

– Karen Springen

Petersburg Times, an experience she calls "wonderful" and which led her to be the supervisor for Medill JR students in her current role as senior deputy policy editor at Vox in Washington, DC.

"Karen (Springen) and I discuss what type of students have succeeded here, but we pretty much take who she sends us, and they've been great," Nelson said. "I provide feedback to the students while they're here through weekly reviews, where we talk about what they've done and how it's gone. We make sure the students who are here on JR will have two to five byline stories and strong clips and write one of our flagship daily newsletters. That's mainly aggregation, but it's really a great skill to learn how to tell a story in links and write in a conversational tone.

"It's also strengthened my relationship with Medill," Nelson added. "I've loved the connection with Northwestern and Medill and working with the students. It's very



Charles Whitaker, who has mentored many students during their magazine residencies, meets with Christen Johnson (BSJ16) during her residency at Essence magazine.

Adam Mahoney (BSJ21) did his Journalism Residency in fall 2020 at the Chicago Sun-Times where he covered the 2020 election, police reform, and the COVID-19 pandemic.



rewarding, and I think it's one of the most important things we do."

As well as gaining professional experience, for many students JR is their first experience at working in an office setting and living by themselves in a city where they may not know anyone. However, in addition to their on-site supervisor, each JR student is mentored by a Medill faculty advisor, such as Dean Charles Whitaker or Professor Ava Thompson Greenwell during the program.

"The biggest thing I really enjoyed was the relationship I was able to develop with the students and the growth I would see in them in such a short time," said Greenwell (BSJ84, MSJ85, Ph.D. WCAS14), clinical professor of journalism who led the Teaching Television program for more than a decade and created the intensive course in writing and reporting for broadcast that students took before going on Teaching Television. "I would see so much growth in how they matured, both journalistically and personally — they would learn about themselves as well — and it was a real joy to see that growth in the students." ■



Don Schultz reviews advertising creative concepts with a group of Integrated Marketing Communications students in 1987.

Below: A Medill student works the phone in the Chicago newsroom in the Illinois Center.



In 1989, the John S. and James L. Knight Foundation awarded Medill and Kellogg a grant to establish the Newspaper Management Center, with John Lavine, a future Medill dean, as the first director.

Edward Bassett, editor of the Oregon Statesman-Journal, became dean in 1984 and served for five years. In 1989, Michael Janeway, former Boston Globe editor, took the reins. ■

# 1980s

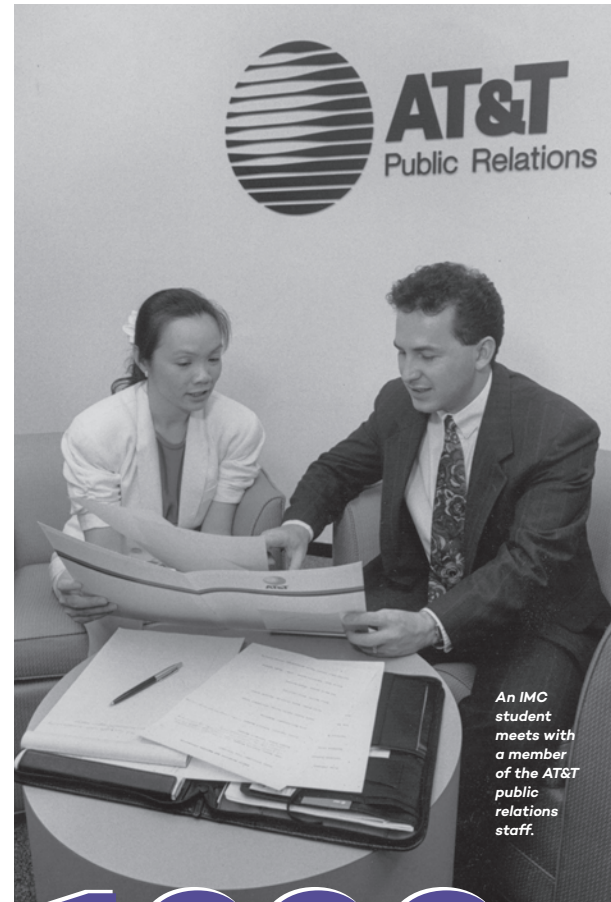
## Magazine, Advertising Programs Expand

**A KEY DEVELOPMENT** in the graduate journalism program occurred in 1981 when the Magazine Publishing Project began. Teams of Medill students developed a new magazine or worked in collaboration with an existing publication to revamp its editorial content and business model. The program resulted in the launch of several new publications.

On the advertising side, the graduate program added corporate public relations and direct marketing as areas of specialization and started a part-time program in the evening for working professionals. The program added

several key faculty members including Ted Spiegel, Martin Block and Stan Tannenbaum, all of whom helped Don Schultz guide the program's transformation to integrated marketing communications.

In 1988-1989 Fisk Hall underwent a major renovation, the first since Medill had moved to the building in the 1950s. A gift from the Robert R. McCormick Foundation provided a key source of the funds, which enabled Medill to remodel classrooms, build a new broadcast studio and editing rooms — and provide air-conditioning in the building for the first time.



An IMC student meets with a member of the AT&T public relations staff.

# IMC Launched As New Discipline; NNN Begins Broadcasting

**THE 1990S BROUGHT** a number of innovative opportunities to Medill, including a significant expansion of the integrated marketing communications program. The first Journal of Integrated Marketing Communications was published in 1990, the first-ever research study on IMC was conducted, a new IMC residency program was launched, and the IMC master's degree was created, combining existing degree programs in advertising, sales promotion, direct marketing and public relations. Although concerns existed initially about IMC graduates finding jobs because the term integrated marketing communications was not known, the program proved to be extraordinarily successful and brought increased recognition to Medill.

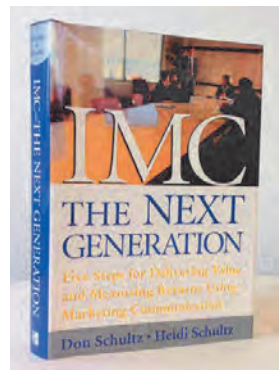
Northwestern News Network, the student-run television station, made its debut in 1993, providing an additional opportunity for Medill broadcast journalism students to practice their skills. The student-run station covers Northwestern, Evanston and Chicago with weekly newscasts.

A gift from Rance Crain (BSJ60) established the Gertrude and G.D. Crain Jr. Lecture Series, providing funding for Medill to bring renowned journalists, politicians and others to campus for talks. Speakers included Tom Brokaw, Helen Gurley Brown, Rosalynn Carter, Jessie Jackson, Jr., Studs Terkel and Sister Helen Prejean, among others.

# 1990s



IMC student Zhen Qin (IMC19) at her summer internship at Leo Burnett Worldwide, an advertising agency based in Chicago.



The "bible" of Integrated Marketing Communications, written by Don Schultz and Heidi Schultz.

When Medill celebrated its 75th anniversary in 1997, the Medill Hall of Achievement was created to recognize alumni who are leaders in their professions. Approximately 200 alumni in the fields of journalism, marketing, communications, law, politics and literature have since been inducted into the Hall of Achievement.

The Medill Innocence Project, which advocated for the release of wrongly convicted prisoners, was launched in 1999. Students investigated claims of wrongful imprisonment, and, working with Northwestern Law School, helped free a number of prisoners who had been wrongfully convicted. The project expanded its scope in 2019 when the Medill Investigative Lab was launched.

Ken Bode, the former moderator for PBS Washington Week in Review, was named dean in 1997. ■

22 | THE DAILY NORTHWESTERN | FRIDAY, 8

### Medill's new lecture series aims to attract top journalists

Dean Ken Bode hopes to make Medill 'crossroads of public affairs'

BY JASON URMAN, the Daily Northwestern

Nationally renowned journalists and other public affairs officials will visit Northwestern this year to participate in a weekly lecture series hosted by the Medill School of Journalism.

Washington Post journalist Bob Woodward and U.S. Rep. Jesse Jackson Jr., D-Ill., are among the speakers planned for the first annual Gerstle and G.D. Crain Lecture Series.

Medill Dean Ken Bode said the series is an attempt by Medill faculty to engage undergrad-uate students in public affairs.

"What I want to do with Medill is make it the crossroads of public affairs," Bode said. "There will tilt toward journalism, but we reach out to the public affairs."

The lecture series is being funded by \$1 million grants from Crain, who graduates a number of the school.

The lecture series \$50,000 grant from Smith.

A survey conducted more than 10 years ago showed strong interest in public affairs, Bode said he wants to do.

"We have a real problem being left behind," he said.

The lectures will be held at 4 p.m. every Monday and will continue for the next 10 weeks, Bode said. Dean Mary Ann Gurnay said about \$100,000 will be spent each year to bring the speakers to campus.

Gurnay said speakers will include working journalists and public affairs officials who can give a view from the inside out.

Christie Heinen, chairwoman and chief executive officer of Playboy Enterprises Inc., and Israeli broadcast journalist Nachman Shai will speak in November.

"It's something that's going to benefit not only Medill students but all of Northwestern," Gurnay said.

So far Medill has booked nine speakers for the series, Gurnay said. Medill officials expect to book a 10th speaker soon.

Bode said he conducted a lecture series similar to the Crain series at Purdue University in West Lafayette, Ind., for eight years. He said he's looking forward to bringing renowned speakers to campus and raising the students' interest in national and international issues.

Students will have the opportunity to talk with speakers and learn from them, Bode said.

"It just seems to me that it adds an urgency to Northwestern," he said.

#### Grain lecture series

- Monday — Ken Auletta, The New York Times columnist
- Sept. 28 — David Probas and Robert G. Squires, authors of "Promises of Justice"
- Oct. 5 — Jack Smith and April Oline, former CNN producers
- Oct. 12 — Judy Blaz, Topinka, The Ironhorse
- Oct. 19 — Rep. Jesse Jackson Jr., House of Representatives
- Nov. 2 — Christie Heinen, Playboy Enterprises Inc., chairman and CEO
- Nov. 9 — Bob Woodward, Wash. Post reporter
- Nov. 16 — John Callaway, "City Tonight" host
- Nov. 30 — Nachman Shai, Israeli journalist



IMC19 students visit the Museum of Brands in London during a 2019 Brand Equity immersive course.

**NORTHWESTERN UNIVERSITY** offered courses in advertising even before Medill was founded, and Medill also included advertising courses in its curriculum from its very beginning. But it was the revamp of the advertising program into the new academic discipline of integrated marketing communications in the 1980s and 1990s that transformed marketing and advertising education at Medill.

Under the early leadership of Professors Don Schultz, Martin Block, Stan Tannenbaum and Ted Spiegel, and long-time Medill professor Jack Sissors, a small graduate program in advertising became a national leader by creating the new discipline of integrated marketing communications. Medill's IMC education now includes a master's degree program offered both in person and online and a wildly popular undergraduate certificate program.

The change was not without

## IMC Program Creates New Academic Discipline

its challenges, however. At the time Medill created the program, the term "integrated marketing communications" was not widely used — Schultz is often credited with coming up with the term and promulgating its usage. "There was some concern that nobody would know what IMC is and that might be a disadvantage to the students," Block said.

In addition, because the program curriculum expanded to include more

analytics-based courses, the discipline was not well understood by advertising agencies and other employers that traditionally had hired Medill advertising grads.

"The program was reconstituted to prepare students to be generalists, understanding the breadth of the field from advertising to PR to database analytics to marketing," IMC emeritus associate professor Tom Collinger said. "The problem was there weren't really entry-level IMC jobs at that time. Only senior management had to appreciate and manage all those areas."

Despite the initial hurdles, the program grew and its reputation increased both nationally and internationally. The graduate IMC program now enrolls approximately 240 students annually.

IMC alumni now serve in top-level marketing and communications positions.

In the 1980s, the MS in Advertising



Ben Hwang, Zaayer Merchant and Isabel Ngan won top honors at the Collegiate EFFIE Awards for their IMC plan for corporate sponsor Pace Foods, a division of Campbell's. Hwang and Merchant earned the IMC Certificate.

attitudes and perceptions of online marketing.

In 2000, IMC revived a part-time graduate program for working professionals and in 2012 began offering the program online, attracting students from around the world. And a key development occurred in 2009 when IMC created a certificate program for undergraduate students.

"The certificate program turned out to be a brilliant move and something that has succeeded beyond our wildest imaginations," Collinger said. "It attracts students from across the University, we were able to add faculty positions, the faculty like teaching the undergrads and Medill now has a program that makes it available to students from other (Northwestern) schools."

The undergraduate certificate program now enrolls approximately 350 students each year. It also often leads students from those other schools into the graduate program. One of those is Zhen (Jenny) Qin (IMC18, IMC19), now an analyst with Deloitte Management Consulting Company in Shanghai.

"The IMC undergraduate certificate established a solid marketing knowledge basis for me, while the graduate IMC program equipped me with extensive and in-depth learning of brand strategy and digital marketing. The graduate program offered valuable practical experience during immersion quarter, which helped me to understand how theoretical concepts translated into the business world.

"The theoretical knowledge and real-world practice I gained from IMC taught me critical thinking and problem solving capabilities when delivering consulting services to clients," she added. "Also, the Medill network brings many opportunities for me to connect with alumni in China. I enjoyed having discussions with them regarding the industry dynamics and supporting each other in both work and life." ■

was renamed the MS in Advertising and Promotion and two new degrees, an MS in Direct Marketing and a MS in Corporate Public Relations, were created. But in 1991, the three programs became one, the MS in Integrated Marketing Communications, with the curriculum reflecting the program's increased emphasis on consumer-centric, data-driven analytics. That continues to be a hallmark of IMC, with the program emphasizing how to understand consumers and their behavior and then build strategies to reach them.

That focus led to the creation of the Spiegel Research Initiative in 2011, which examined the relationship between customer engagement and purchase behavior. Following additional commitments from the Spiegels' estate, it became the

Spiegel Digital & Database Research Center. Today it is called the Medill IMC Spiegel Research Center. In 2016, IMC partnered with Performics to launch the Intent Lab, which studies the intent behind consumer purchase behavior and measures consumer



The Medill IMC Spiegel Research Center was founded with the support of late Professor Emeritus Ted Spiegel and his wife, Audrey.

## Medill Gets a New Home, Goes Global



Anika Exum (MSJ20) at Olympia Shores Washington during the Medill Explores trip to the Pacific Northwest. Exum documented students working and reporting during visits with the Quileute, Quinalt and Skokomish nations. PHOTO: ABIGAIL FOERSTNER

# 2000s



STITCH magazine, launched in 2006.

**IN THE 2000s**, Medill finally got a home built for journalism education and also made its biggest leap globally when Northwestern opened a new campus in Qatar. The McCormick Tribune Center (now named the McCormick Foundation Center) opened its doors in 2002 with the support of the Robert R. McCormick Foundation and Northwestern alumni and friends. The McCormick Foundation Center provided a state-of-the-art television studio, wired classrooms,

faculty offices, seminar rooms and a small broadcast-friendly auditorium for classes and public events.

Medill's reputation as one of the best journalism schools in the world was a key factor in its invitation by the Qatar Educational Foundation to establish journalism and communication programs. In 2008, Northwestern joined five other U.S. universities in Doha's Education City, offering undergraduate degree programs from Medill and the School



Students on the Journalism Residency program in South Africa conduct an interview while in Soweto.



The Medill Medal for Courage was renamed The James Foley Medill Medal for Courage in 2014 in honor of alumnus James Foley, killed by the Islamic State while reporting in Syria.



The McCormick Foundation Center, constructed in 2002, houses broadcast, multimedia and new media facilities, as well as classrooms and faculty offices.

of Communication. From its modest beginning, Northwestern University in Qatar now attracts more than 400 students from more than 50 countries.

Another international experience opportunity began when the undergraduate Journalism Residency program expanded to South Africa and India. After NU-Q was established, undergrads also could do their JR in Qatar. In addition, IMC expanded abroad via the Global Perspectives program, where students visit international companies.

The Medill Medal for Courage in Journalism was established in 2003, recognizing reporters who best display moral, ethical or physical courage in the pursuit of a story or series of stories. In 2014, the award was named in honor of alumnus James Foley (MSJ08) who was captured and killed by terrorists.

Student publications North by Northwestern and STITCH debuted online and in print in 2006, providing more extracurricular editorial

opportunities for students.

In 2009, IMC launched an undergraduate certificate program, which immediately became popular with both Medill undergrads and students from other Northwestern schools.

In 2001, Loren Ghiglione, director of the journalism program at the University of Southern California, became dean. He served for five years; John Lavine, the founder of the Media Management Center, was named dean in 2006. ■



The striking building that is the home for Northwestern University in Qatar, home of Medill's program and that of the School of Communication.

## NU-Q Brings Medill Education to the Middle East

WHEN THE QATAR FOUNDATION began looking for an American university to join five other U.S. universities at the Education City campus in Doha, Qatar, to teach journalism and communication, Northwestern quickly rose to the top of the list. The university's highly regarded programs in Medill and the School of Communication, coupled with Northwestern's desire to expand internationally, made the match a perfect fit.

From its beginning in 2008 with a handful of students in borrowed classrooms, Northwestern University in Qatar (NU-Q) has grown significantly. By planting its flag in Qatar, a pivotal country in the Middle

East, and graduating students who have gone on to influential positions in that region and beyond, Northwestern and Medill have extended their reputations internationally.

Establishing a school — and particularly a journalism program — in a country that is a monarchy and in a region that does not have a tradition of freedom of the press raised concerns at the time, and it remains an issue occasionally. But Northwestern and Medill's insistence on academic freedom has resulted in NU-Q students receiving the same type of education that is taught on the Evanston campus.

"Teaching Western-style journalism



has gone better than one might expect," said Medill Dean Charles Whitaker. "Students there have done stories on poor treatment of immigrant labor, domestic abuse and other topics. They have done some hard-hitting stories. While we recognize that we're operating in a country where government censorship of media is the norm, we still encourage students to seek truth and shed light on the human condition. NU-Q is an interesting relationship and we hope to build it out more."

Associate Professor Mary Dedinsky, who was the director of NU-Q's journalism and strategic communications from 2014 to 2021, cited the international range of students as one of the reasons she has continued to teach there for more than a decade. "You feel the diversity of students as soon as you walk in the door, which is one of the splendid things about the school. NU-Q students bring diverse backgrounds, language — most of the students speak at least two languages and often more — and knowledge. We now have students from 59 countries, and they're eager to learn."

That assessment was echoed by Medill Professor Jack Doppelt, who has taught twice at NU-Q, including his Media Law and Ethics course. "I loved it. The students were very smart and very dedicated," Doppelt said.



From left: Sara Al-Ansari (BSJ19) and Lulwa Al-Thani (BSJ19) at a presentation in NU-Q.

"Teaching there gave me a reason to broaden the curriculum for the course, with a nod to international law and standards, and then to expand on that. I've kept the course that way ever since."

After a number of years in temporary quarters, NU-Q got a huge boost in 2017 when a striking new building opened as home to the school. Designed by renowned American architect Antoine Predock, the building provides a state-of-the-art newsroom and broadcast production facilities that allow Medill students to produce news programming, video and podcasts, as well as do live reports. The 515,000 square-foot building also includes studios, classrooms, a library and the Media Majis, the first museum in the Arab world dedicated to discussing and examining the content of media, journalism and communication.

Dedinsky said that NU-Q graduates

are now working in media around the world, including for the Associated Press in Thailand, Al-Jazeera in several locations, and the New York Times in California. But as is the case with many Medill grads from the Evanston campus, a number of graduates end up working in strategic communication. As a result, Medill NU-Q next fall will begin offering a minor in strategic communication, building on an existing certificate program. The new minor will incorporate many of the elements of Medill's integrated marketing communications program, Dedinsky said.

"Young people here are as idealistic and passionate as anywhere else," Dedinsky said. "They're interested in covering science and health and doing more enterprise and entrepreneurial reporting. We've added courses organically as the program has grown, and that's going to continue." ■

NU-Q students collaborate on a project in the NU-Q newsroom. From left: Ayman Al-Rasheed (BSJ21), Muaaz Dembinski (BSJ21) and Jawaher AlMoawda (BSJ19).



Medill students in San Francisco, from left: Leo Ji (BSJ19) Sasha Costello (BSJ18), Melody Park (BSJ19), Samarth Soni (BSJ19). Below: Students brainstorm in the San Francisco space.

# 2010s

## Research Expands, New Homes in SF and Chicago, Global Experiences Debuts



**THE 2010 DECADE** saw Medill deepen its research activities, increase outreach to young journalists and add online programs. Reflecting the increasing breadth of its programs, Medill changed its name to the Medill School of Journalism, Media, Integrated Marketing Communications.

Two key research initiatives were founded in 2011, the Spiegel Research Center and the Knight Lab. The Spiegel Center examines the relationship between customer engagement and purchase behavior using evidence-



based, data-driven analysis. The Knight Lab, a joint initiative of Medill and the McCormick School of Engineering, was created with a grant from the John S. and James L. Knight Foundation and brings journalists and computer scientists together to develop new digital tools for storytelling. And in 2018, Medill created the Local News Initiative, which researches ways for local news outlets to develop new approaches.

The IMC program also became an early adopter of online education, offering its respected master's degree program online in 2012, allowing working professionals from all over the world an opportunity to earn the degree. (In 2020, the IMC Part-Time program and the IMC Online program were merged and became IMC Professional, an on-ground, online hybrid program.)

In 2010, Medill Media Teens, a program that teaches journalism skills to high school students from Chicago neighborhoods, was launched. Medill students teach and mentor the high school students in the basics of journalism as well as advanced print and multimedia skills.

The legacy of support by the Robert R. McCormick Foundation was celebrated in 2014, the 20th anniversary of the



*Above: IMC19 Students visit the Museum of Brands in London during a 2019 Brand Equity immersive course in London. From left: Yuan Li, Jules Zappone, Anike Owoye and Katrina Chertkow. Below, students visit one of the San Blas Islands in Panama during an environmental reporting trip to investigate the impact of global warming.*

McCormick Foundation Journalism Program.

In 2016, Medill expanded its footprint, opening a West Coast location in downtown San Francisco in partnership with the McCormick School of Engineering. The location in the city's financial district provides connections to alumni and partners in the Bay Area while the curriculum focuses on technology, innovation, digital media and related topics. In Chicago, Medill relocated its downtown newsroom to 303 E. Wacker, providing a state-of-the-art space for the school's master's programs in IMC and journalism.

Demonstrating Medill and Northwestern's commitment to Native American studies, Medill Professor



*Professor Patty Loew, who was named director of the new Center for Native American and Indigenous Research in 2017.*



*Hannah Gebresilassie (MSJ16) hones her video storytelling skills while on an MSJ program in China.*

Patty Loew was named director of the new Center for Native American and Indigenous Research in 2017.

Continuing its emphasis on providing students international opportunities, Medill launched the Global Experiences Initiative in 2017. Students travel to global destinations such as Panama, Cuba, South Africa, Japan and Israel to report on topics like the arts, sports

journalism and the environment.

In 2012, Brad Hamm, dean of the Indiana School of Journalism, was named dean. He served until 2018, when Charles Whitaker (BSJ80, MSJ81) became the first alumnus to serve as dean. ■



*Charles Whitaker, who took the reins as Medill's dean in 2019.*

Medill Class of 2021 students celebrate in Ryan Fieldhouse on June 14, 2021, where an in-person convocation was held for both BSJs and MSJs. PHOTO: JENNA BRAUNSTEIN



# 2020s

## 100 Years of Leading Journalism Education

**DESPITE THE WORLDWIDE** COVID-19 pandemic that forced higher education institutions to significantly alter their teaching methods and alumni activities, Medill celebrated its centennial in 2021. As it begins its second century, Medill continues to be at the forefront of educating students in journalism and marketing communications, with more than 1,100 diverse students on five campuses and 18,000 alumni who are leaders in their professions and their communities. ■



Letter from the Dean / Charles Whitaker

## Medill at 100: A Time for Celebration and Introspection

**REACHING A MILESTONE** like a centennial is a time for both celebration and introspection, and as Medill marks its 100th anniversary, we have good reason for both. Few institutions can claim – as we rightfully do – that they have been considered tops in their field almost since inception. But from that storied evening on February 8, 1921, when a group of local and national dignitaries caravanned from downtown Chicago to Northwestern’s Evanston campus to cut the ceremonial ribbon on what was to be a topflight training ground for aspiring journalists and advertising professionals, Medill has been recognized as a leading light in journalism education. We were among the first institutions of this kind to send students out into the field to apply the principles they learned in class in real-world settings. We upended traditional notions about advertising and consumer engagement with our integrated, data-driven approach to marketing and public relations. Our reach, research, and reputation have grown exponentially as we have dispatched students and faculty across the country and the world, demonstrating how well-prepared our students and alumni are to “hit the ground running” and make a difference in a variety of professional endeavors.

In addition to celebrating our glorious past, the Centennial also provides us with the opportunity to reflect on and reckon with the ways in which we have not always served members of our community – particularly Black and Brown students – well. We have sometimes hewn too closely to flawed notions (often rooted in stereotypes) about who was fit to enter journalism or how marketing to communities of color



should be executed. As we enter our second century, we pledge to do better and be better, making ours a more just and equitable community while maintaining the rigor and standards of excellence that have always been and will always be hallmarks of the Medill experience.

This next chapter of the Medill story also will be marked by ambitious plans to help shape the future of the industries we serve. While we will never abandon our historic role as an incubator for the talents of budding journalists, marketers, and communicators of all stripes, we will not be content with that as our singular focus. We recognize the yearning – inside the institution and outside of it – for Medill to be so much more. We

must assume the mantle of leadership for fields that were upended by the digital revolution, and help them discover new business models and more dynamic storytelling and marketing techniques. The talented researchers and practitioners on our faculty (in conjunction with our students) will provide deeper, richer audience insights and experiment with a range of tools, including artificial intelligence, that will make the reader/consumer experience more interactive and engaging.

And as we attempt to ensure that diversity, equity and inclusion are staples in Medill’s own house, we have an opportunity and an obligation to lead the national conversation about DEI as media outlets and marketing firms (from startups to corporations, and from local to global) come to terms with their complicity in perpetuating the country’s shameful legacy of systemic and institutional racism.

It is such an honor and a privilege for me, as the first alumnus and first African-American to be named Dean, to be at the helm of Medill at this critical juncture in our history. I have the benefit of building on a solid foundation that was laid over the past century by the eight deans who preceded me, each of whom stamped his own mark on the school and expanded the vision for what Medill could and should become. I look forward to working with the entire Medill community of students, faculty, staff, and alumni (not to mention our magnanimous network of supporters, collaborators, and industry partners) to construct the Medill of the future, an institution whose unparalleled past will help inform the bold moves in our limitless future. ■

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## Celebrate Medill's Centennial

Homecoming Fall 2021

Dean's Reception and Centennial party  
Friday, October 15, 4:00 pm

Medill Alumni tailgate party  
Saturday, October 16, 8:30 am

Event details and ways to get involved:

[medill100.org](http://medill100.org)

Support the Medill  
Centennial Scholarships Fund:

[100.medill.northwestern.edu/giving/](http://100.medill.northwestern.edu/giving/)

