

the COMmunicator

the department of mass communication, advertising and public relations

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Adventures in London: COM Internship Program

by Stephanie Keeler
M.S. Mass Communication '08

Enjoying crepes with Nutella on the sidewalk in Paris, staying next to the Vatican and touring Switzerland with a native were just a few of the highlights of Amanda Dalia's (M.S. Public Relations '06) experience in the London Internship Program. Three classes and an internship with a British PR agency offered Amanda the perfect way to finish her graduate work in COM. Now an assistant account executive for Feinstein Kean Healthcare (FKH), a PR agency specializing in biotech, pharmaceutical and life sciences, Amanda reflects on her summer abroad and the opportunities it created.

Why did you decide to participate in the London Internship program?

What appealed to me most was the fact that you have the chance to be placed in an internship of your choice in London. I was always curious what London would be like—and here was the chance to land a great internship and take courses toward my master's, all while living in London for a whole summer.

What were the classes like, and did you enjoy them?

You take three courses, with the fourth as your internship. The first

half of the summer, you take two courses, one on international media and the other on international political systems. British professors taught the classes. I loved the different take and the different experience. The third class was an international marketing course—and this just tied everything together. We were a small group of just ten or so students during the summer, and so interaction with the professor was on quite a personal level. The British professors are great. They are accommodating and eager to ensure that students understand the material. We learned an abundance from them, while they were learning from us as well.

Where was your internship and what was the internship experience like?

I had an internship at a PR agency located near Oxford Circus, which is one of the busiest shopping areas. I started off on the entertainment team and then moved to the consumer team. The agency represented Nike, Pepsi, Jack Daniels, Nescafé and Product Red. It was my first real 'peek' into what agency life was all about. The consumer team I worked on even allowed me to pitch to journalists during the launch of Nescafé's newest coffee machines.



COM graduate students (left to right) Amy Krieg '06, Amanda Dalia '06, Lucia Selvaggi '07, Krikor Mugerian '07, Rachel Belinky '06, Martina Clarey '06, Maggie Maloney '06 and Kimberly Schrader '06 pose in front of Tower Bridge in London. Photograph courtesy of Amanda Dalia

What was the living situation like?

We lived in a building called The Crofton, which is an old hotel, renovated into flats. The location was prime, as we were right next to Hyde Park and Kensington High Street where there were so many cute shops and restaurants. During the summer, the graduate students shared the top floor of the building, while the undergraduates had all the other floors below us.

Did you get a chance to travel while you were there and, if so, where did you go?

During the mid-summer break I went to Paris for a long weekend. At the end of the London program, I took

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letter from the chairman

This Fall was a very busy and productive semester, full of faculty and student achievements. The most significant event was the *Chronicle of Higher Education's* publication of its Faculty Scholarly Research Productivity Index. The index rated nearly 400 research universities in terms of their faculty research productivity in various disciplines. I'm proud to inform you that Boston University was ranked number 1 among Mass Communications/Mass Media Departments.

For a department that blends scholarship and professional work to rank first in a research-only ranking is incredibly impressive. Although we are very proud of this unique blend, it sometimes leads people to undervalue the serious scholarship taking place here. Thus, it very gratifying to have it recognized in this way.

In addition, two important scholarly journals are now being produced under the guidance of members of this department. Dr. Donald Wright is the editor of *The Public Relations Journal (PRJ)*. *PRJ* is a scholarly journal that facilitates the transfer

of knowledge from the educational community to the professional community.

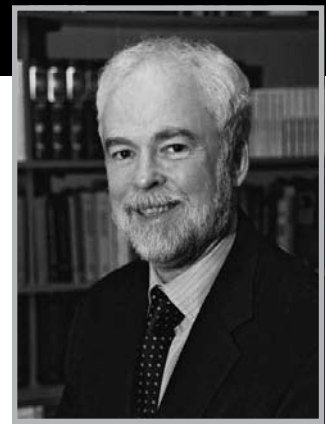
Dr. Michael Elasmir is the editor of *The American Journal of Media Psychology (AJMP)*. *AJMP* is a peer-reviewed scientific journal that publishes theoretical and empirical papers and essays and book reviews that advance an understanding of media effects and processes on individuals in society.

The good news doesn't stop there. This Fall, Dr. Wright received two major honors. He was given the Distinguished Service Award from the Arthur W. Page Society in September 2007, and the Jackson Wagoner Behavioral Science Research Award from the Public Relations Society of America (PRSA) in October. Congratulations, Don.

I also want to welcome three new faculty members who joined us this year. Dr. H. Denis Wu has a Ph.D. from the University of North Carolina, Chapel Hill. For the last nine years he has taught at Louisiana State University. He is teaching communication theory and communication research. His research interests include international communication, media effects,

and political communication. He has authored numerous papers, journal articles and book chapters. His co-authored new book, *Media, Politics, and Asian Americans*, is due out this Spring. Denis is a former Head of the Mass Communication and Society division and officer of the International Communication division of AEJMC. He is also on the editorial boards of *Mass Communication and Society*, *Journal of Global Mass Communication*, and *Journal of Political Marketing*.

Dr. Patrice Oppliger is also teaching communication theory and communication research. She has a Ph.D. from the University of Alabama. Her research interests include persuasion and mass media effects, more specifically, the influence of the media and popular culture on adolescents' development. Her first book, *Wrestling and Hypermasculinity*, was published in 2004 and her second book, *Girls Gone Skank: The Sexualization of Girls in American Culture*, will be published this Spring. An active member of The International Society for Humor Studies, she has also published articles and book chapters on humor.



Dr. Hyun-Yeul Lee recently received her Ph.D. from the Massachusetts Institute of Technology. She is teaching Computers in Communication and Designing Interactive Communication. Her primary research interest is the partnership of humans and communication artifacts to convey stories (computational narratives). She produces experiences that use motion to knit together the virtual and the physical, which she calls "event weaving." Her work has been exhibited widely.

Finally, I would like to congratulate Kelly Burke, recipient of the initial Walter Lubars Prize in Advertising. The Lubars Prize recognizes his contributions to the launch of AdLab and to the development of the advertising program. Kelly is a graduate student in the creative track of the ad program.

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Professor Carolyn Clark: Recipient of the Weil Family Excellence in Teaching Award

by Katherine Wilburn
M.S. Public Relations '08



Advertising Professor Carolyn Clark began teaching at COM in 2003 after a long career in the advertising industry.

Advertising Professor Carolyn Clark may have been surprised to learn that she was the recipient of the 2007 Weil Family Excellence in Teaching Award, but it probably didn't come as much of a surprise to anyone who has had her as a professor. Described by her students as accessible, knowledgeable about her field and demanding but reasonable, Professor Clark is a valuable member of the COM faculty. Here, she talks about what it was like to win the award and reflects on various aspects of her job.

How did you find out you won?

I found out on commencement Sunday during the COM afternoon commencement, which is held in the Agganis Arena. The faculty members are sitting up on the stage facing the students. They announced each department's winner and that was the first time I knew I had won.

Were you surprised?

Totally surprised. I was so honored because I work with very good teachers in this department. I know about their quality through learning from them and also hearing about them from my

students. It was a real statement to receive the award given the department of strong teachers. I don't think I really believed it until the next day.

How do you think your professional experiences have impacted the way you teach?

My professional background gives me the ability to put the coursework and the material into the big picture for the students. This lets them know more about the building blocks that go into advertising and marketing communications in the real world so that I can put what they're learning in context. I also think that by giving them applied brand examples, and inviting former colleagues of mine to come in and speak with them, I give them a connection to actual client work in the field and to people who are actively working in advertising. By doing so, it gives them a balance between the classroom and the real-world; this is something I try to bring into every course.

What qualities do you think good professors possess?

I think they need to be energetic. In our field, in particular, I think they need to make the material accessible and bring it to life with real examples. I also think that professors need to create a safe environment in which students can learn to express opinions, connect the dots and communicate, because that's what successful communication professionals need to do; think on their feet and contribute to move discussions forward. Students grow in an environment where that's fostered, where presentation skills are developed and where they feel safe learning those skills.

What do you think is the hardest thing about being a professor?

I think the hardest thing is probably setting the right pace for

the content given the level of the students' ability. By this I mean taking what I know about advertising, the advertising process and the advertising business and putting that into a course flow for sophomores compared to seniors compared to grad students. I think that's a challenge, to acknowledge the differences in backgrounds and sophistication.

The other challenge has to be grading because we have achievement-oriented students at all levels here and it's our job to help them to evaluate their work and not their potential in the field. Unfortunately, a lot of times I think the students look at their grade as a measure of their potential in the advertising field, so we need to help them to understand the difference. Helping students who are disappointed in their grades see what they could do better is also an important role.

What's the most rewarding part of your job?

One is having students come into my office who tell me that they are turned on to the advertising field as a possible course of study because of my class with them. That is very rewarding because I am sharing my interest and my passion for that business with the next generation and they're feeling that.

The other thing that is a rewarding part of the job is getting e-mails from former students who tell me how much they appreciate COM and how thankful they are for the skills and the background they got here and in my classes. This has helped them feel confident in their professional roles. They go so far as to say that their supervisors see that they can be immediately effective because they go out with knowledge of the big picture and a range of strong skills. They can move right in and contribute from the start. It is very rewarding to know that that's working.

Dr. Donald K. Wright: A Leading Light in COM

by Greg Surber
M.S. Public Relations '08



Dr. Wright was recently given the Distinguished Service Award by the Arthur W. Page Society. He is the first fulltime educator to receive this award.

In a field such as communication, students are often confronted with one of two professors: the industry veteran or the academic. However with the addition of Dr. Donald K. Wright to the COM faculty, students can abandon this juxtaposition and have both. For over three decades, Wright has not limited himself to be known as just a professor, but also an author, speaker, researcher, advisor, and corporate communications consultant, creating astounding recognition for himself.

In 2000, PR Week magazine named Wright as one of the Top 10 public relations educators in the United States. Three years later, he was selected as one of the "15 Leading Lights" in US public relations during the previous half decade. In 2004, he also became the second full-time academic to serve as the President of the International Public Relations Association.

Accolades aside, Wright demonstrates the sign of a great educator by his overwhelming concern for success of his students and the

university. "His efforts to bring in accomplished speakers and intense willingness to help students find internships and jobs throughout the country shows that he genuinely cares about the quality of the program and our educations," said William Stokes, public relations graduate student.

Before coming to Boston, Wright held faculty appointments at the University of South Alabama, the University of Georgia and the University of Texas-Austin. What drove him to Boston University was the established support and recognition of the public relations department. "I've always admired Otto Lerbinger [recently retired professor emeritus] and his work of establishing the nation's first graduate degree in public relations. Also, Harold Burson's support and interest in the program made this position so appealing," said Wright. Most importantly though, during his visit to the school, Wright gathered the sense among the COM faculty that the program had the right direction and vision to be successful.

At Boston University, Wright hopes to raise the profile of the College of Communication even further into the public sphere. "I enjoy academia because it allows me to bring my experience from industry and train rising public relations practitioners. By educating them and giving them the proper tools, they can succeed in the field, which then reflects back on program," said Wright.

He acknowledges that raising the perception of both the program and public relations studies in general is an uphill battle. "Established public relations programs are not being offered at the large universities. Too many in the industry appear to hold a professional prejudice against

public relations. Because everyone communicates, they believe they are capable to work in the communication field," said Wright.

Even with his focus on the prestige of the university, students are often privy to capricious stories of Mardi Gras escapades and botched airline travel. It is this unexpected banter that proves Wright to be such an influential professor. All too often, people with credentials similar to Wright's have an air of elitism that comes out in their speech and writing. Their strong grasp on the field does not translate to the students.

"When teaching, it's obvious that Professor Wright knows what he's talking about, and his credentials speak for themselves. However, he also has an ease, a sense of humor and a humility that make spending time in his classroom a fun, as well as an educational experience," said Wendy D'Agostino second-semester graduate student.

Wright's intense dedication is not solely tied to public relations and education. When he isn't teaching, consulting, writing or researching, he also trains as a competitive marathon runner. With his upcoming race being the Boston Marathon, many of his students expect to cheer him on along Beacon Street come "Marathon Monday."

The inclusion of Wright adds to the level of success in COM. "Don Wright is one of the most impressive figures in public relations education. He brings a wealth of experience from academia and industry, especially with such a senior level understanding of academic public relations," said Dean ad interim Tobe Berkovitz. With his experience and wisdom, students in COM will walk away with unrivaled insight and the ability to make their mark on the world.

Peter Morrissey Loves What He Does

by Karla Ramos
B.S. Public Relations '08

Riding on the back of a Zamboni, surrounded by the crisp, cool air of a hockey rink was a familiar feeling for Morrissey. For the former BU Terrier hockey player, the part-time job was a dream and skill builder.

"It was my midnight to 8:00 a.m. job time on the Zamboni that taught me how to go the whole night without sleeping a wink," Morrissey reminisces. It was late one evening on the ice when an aimless but hopeful young student received a few words of advice from a mentor: "You like to write. Why don't you do what you like to do?" The words led him to his first job, and a career in public relations that has lasted 30 years and is still going.

There were a few detours along the way. As Morrissey puts it, "you never know why you turn left. Sometimes you just have to gather all your energy and follow where luck takes you."

Morrissey's first break into the "real world" was not what he expected. "The corporate world was not for me," he recalls. With the knowledge and connections he acquired at BU, he began on another career path – two to be exact. His former professor, Terry Clarke, from what was then the Boston University School of Public Communication, offered Morrissey an executive position at Clarke & Company, Clarke's growing consulting and crisis public relations firm.

However, Morrissey also had the ambition to accomplish his long-time goal of creating a sports magazine. He took his love of running and collaborated with Clarke to create a publishing company called Marathon Publications.

"I wanted to create a magazine that was something like what *Men's Journal* is now," Morrissey recalled. His time in the publishing world was brief (he and Clarke sold the company

after a short time), but substantial. Marathon Publications became the leading publisher for the Boston Marathon, the annual race magazine of the Boston Athletic Association.

Focusing his attention on Clarke & Company, Morrissey moved rapidly through the firm. By the age of 31 he became the president and CEO, running the company alongside Clarke. Over the next 20 years, Morrissey honed his expertise in crisis communication and made a name in the business. He believes, "if you love what you do, you will do it even in your free time." Following his own advice earned him respect in the New England public relations community. A few more twists followed, though. In 1982, Morrissey and his firm were among several PR firms to help Johnson & Johnson manage the Tylenol tampering crisis. This success led to much new client demand for crisis advice. In the late 1990s, Morrissey sold his shares in Clarke & Company back to the firm and founded his own company.

In 1999, Morrissey & Company was born. In its short life span, this Boston-based reputation management and public relations firm has quickly become an award-winning agency. Morrissey & Company is also a member of Pinnacle Worldwide, an international corporation of independent public relations firms. The firm publishes a reputation management quarterly called "The Mount Vernon Report," and Morrissey blogs weekly on reputation topics — <http://www.morrisseyco.com/blog/>. The firm also ranks and rates the reputations of the region's major corporations and institutions each year with its Massachusetts Corporate Reputation Survey.

It is challenging enough to build your own company, but Morrissey's



COM professor Peter Morrissey founded the Boston based public relations firm Morrissey & Co. Photograph courtesy of COM Development & Alumni Relations

obligations reach beyond his firm. At this time, he serves on the board of the Boston Chamber of Commerce, is on the Board of Governors of the Boston Athletic Association and chairs the board of Morgan Memorial Goodwill Industries. He also enjoys spending time with his wife and three children, and picking up a few good books for what he refers to as "my down time."

"Have you read any Joseph Campbell?" Morrissey asks. "My father absolutely loved to read. Knowledge is the greatest thing, and I got that value from him."

Morrissey's journey has come full-circle. After spending two semesters as an adjunct professor and loving the "give and take" experience of the classroom, he decided to stay at his alma-mater to teach full-time.

"Students here have this insatiable interest," Morrissey reflects. "They become like the apprentice and you become the journeyman, or sometimes the master craftsman with the apprentices picking up everything they can along the way."

Morrissey succeeds with family, colleagues and students. "I am lucky enough to be in good health and have the love and support of good friends and family to keep me going," he says.

Corporate Heavy Hitters Come to COM

by Erik Perez
M.S. Public Relations '07

The best way to learn about the communication industry is by hearing about it from the field's top professionals, and COM students can learn from and interact with prominent players in industry on a firsthand basis. These are a few who spoke to Dr. Don Wright's corporate communication classes during the 2006-2007 school year.

Paul Capelli

Vice President of Public Relations for Staples, Inc.

Paul Capelli is responsible for structuring the communication strategies for Staples. Before working for Staples, Capelli was the vice president of public relations at CNBC Television, where he directed global corporate communication strategies. During this time, CNBC became the world's most watched business news channel. Previously, Capelli was a senior public relations executive at Amazon.com, where his efforts helped the company become a globally recognized brand. He has also served as senior vice president at Ketchum Public Relations. Capelli's contributions to the public relations field have earned him numerous industry awards, including the PRSA Silver Anvil. He is active with the BU Entrepreneurial Management Institute and is on the boards of the Ashland Education Foundation and the Arthur W. Page Society.

Thomas R. Martin

Senior Vice President and Director of Corporate Relations of ITT Industries, Inc.

As a member of ITT Industries' Executive Council, Thomas Martin is responsible for worldwide brand and reputation management, public relations, employee communications, government affairs, corporate advertising and community relations for the engineering and manufacturing company. Previously, Martin was the vice president of corporate communications for Federal Express, where he handled worldwide public relations, investor relations and employee communications. He was also responsible for the communication efforts for the launch of the FedEx brand. He served as president of the Arthur W. Page Society and was elected to the Board of Governors of the Josephson Institute of Ethics. Martin is currently a trustee of the Institute for Public Relations and a member of the Public Relations Seminar Committee. His work at ITT industries earned him a New York ADDY award and a Mobius Advertising Award.

James E. Lee

Chief Marketing Officer for ChoicePoint

ChoicePoint is the nation's leading provider of information, analytics and technologies used to help corporations, government agencies and non-profit organizations make important decisions. Lee's responsibilities as chief marketing officer include corporate branding, reputation management and overseeing the company's charitable and corporate communications programs. Previously, he was senior leader of the global corporate communications group for International Paper, where he also served as president of the company's charitable foundation.

Roger Bolton

Senior Vice President of Communications for Aetna

Bolton is responsible for public relations, public affairs, internal and executive communications, advertising and brand management for Aetna, a \$20 billion health care company. He chairs Aetna's Council for Organizational Effectiveness, is on the board of directors of the Aetna Foundation and the Aetna Political Action Committee, and is a member of Aetna's Public Policy Committee. Prior to his work at Aetna, Bolton served as press secretary and staff director for Congressman Clarence J. Brown of Ohio. In addition, he was the director of speechwriting for the Reagan-Bush re-election campaign, and later served in the Executive Office of the President as assistant U.S. trade representative for public affairs. He was also a special assistant to President Reagan in the White House. Before joining Aetna, Bolton was the director of corporate media relations at IBM and director of communications for the IBM server. He is president of the Arthur W. Page Society and a member of the Public Relations Seminar Committee.

Other influential guest speakers who addressed corporate communication classes during the 2006-2007 school year included: Harold Burson, founding chairman of Burson-Marsteller; Peter Debreceny, vice president of corporate communications for Allstate Insurance Co.; and Michael Fanning, vice president of communications for Michelin (North American operations).

Interview Essentials

by Sheila Jose
M.S. Advertising '07

You sent out your carefully proofread resume with a smart, witty and eye-catching cover letter. You waited with crossed fingers, hoping for someone to take the bait. The phone rings. It's someone from [insert catchy, communications agency/firm name here] and she wants you to come in for an interview. Congratulations. You've just created some pull for your brand and now they want to test product: You.

COM Professors Steve Quigley and Carolyn Clark, as well as Lisa Hickey, CEO of Velocity Advertising, agree that the most important thing you can do is research the company. You've heard it ad nauseum: know your audience.

Google everyone and everything you can think of. If you get lucky and the person who set up your interview was able to tell you the name of your interviewer/s, find out everything you can about them, such as if they were recently published, won an award, or averted a crisis. Brush up on current events and technology. Ask how they would impact the interviewer's industry. Read relevant trade publications so you know the climate of the industry, and keep an eye out for things that specifically relate to

your future employer's mission. Interviewees must have insight or opinions about the company and how it relates to the big picture.

Why all this research? It's important to be prepared for their questions. You have to be able to show them you are more than a paper pusher. Of course you will learn on the job but they want to know there is more to you than the bullets on your resume. You must demonstrate you care about the company and you have something to contribute. Bring a portfolio or a collection of excerpts of your best work. This provides the interviewer a quick look at what you've done and might help them see your style.

The company is looking to solve its needs, so you have to be able to show that you are qualified. Be prepared with smart questions and answers, demonstrate your qualifications, and most important, be yourself.

Companies are looking to hire someone who fits in with their cultures. They want to work with someone they will enjoy working with, and so do you. Use the interview to learn as much as possible about the company's culture.

Fingers crossed.

[London — continued from page one]

a week off before coming back to the United States. I traveled to Switzerland and Italy. I also liked the fact that the BU summer program offered social programs, where you could sign up for weekend trips and see Stonehenge, Warwick, Leeds Castle and the Tower of London, just to name a few—all at discounted prices, including a tour guide and transportation.

What were some of the highlights of the experience?

I think just getting the chance to live in another country for a summer and experiencing the culture and people. I must say, interning in a British firm was a lot different than any of my American internships that I have had. It was refreshing. I have taken away so much from it, and I have grown and learned so much. I also feel a hundred times more

independent than ever before. After having lived on my own in a country so far away from family and friends, and also traveling on my own to other countries, I realize that I am much more capable than I had given myself credit for in the past. To look back and realize all that I have done gives me a great sense of pride and accomplishment.

What advice or recommendations would you give to COM graduate students who are interested in or plan on participating in the London Internship Program?

I would tell students to take a look at the course offerings—if there is something that interests them, to compare it to the courses they would take if they didn't go to London. Also, if they have a clear sense of the type of internship they would like, then they have a great chance of getting one they request. The

clearer a picture of what you are looking for—such as, what kind of company you are interested in, what field, how large a company, etc., will all help make the London internship even richer. And also if you love Europe or have never been—go!

After coming back from London, I had a few job interviews lined up already, and what really helped me in those interviews were all the projects and work I had done at COM as well as past experiences and my London internship. Because I had a great internship experience at the London PR agency, I was able to really speak to my responsibilities during my job interviews. I was offered positions by two PR agencies before I had even officially graduated from the master's program. Going to London was definitely a good choice for me.

Gerald Powers Public Relations Award

by Andrea Johnson
M.S. Public Relations '08

Upon graduating from college, students often find themselves strapped for cash. Scholarships such as the Gerald Powers Public Relations Award provide one way to help ease the financial pressure. Former COM Dean Brent Baker created the award, and it is given annually to a student who shows commitment to high standards in public relations.

“The recipient of the award must be a graduating senior and a public relations major,” said COM Professor Emeritus Gerald Powers. COM faculty recommend individuals for the award, and those students are then invited to apply by sending their resume, a faculty recommendation and a personal statement about why they deserve the award. Approximately ten students apply each year. A committee of alumni screen the applications and narrow the applicant pool down to three or four finalists, who are then personally interviewed.

“The winner receives the award the Thursday prior to commencement at a private dinner at the Harvard Club,” says Powers. “It’s really a nice ceremony.”



Ana Pantelic, B.S. Public Relations '07, poses with Professor Emeritus Gerald Powers after receiving the 2007 Gerald Powers Public Relations Award. Photograph courtesy of The Department of Mass Communication, Advertising and Public Relations

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