



COMMUNITY NEWS



Fall Quarter 2014

Dear Friend,



Communication is *the* key leadership attribute of the 21st century.

That's our belief and our guiding vision for the Department of Communication. Business knowledge, topical expertise, cultural understandings, technological sophistication, and relations skills are clearly crucial for leadership too. Our view, though, is that all of these are built upon an understanding and application of effective communication enacted across people, space, time, and personal differences. Every day we seek to build students who can be leaders in, and because of, communication.

As recently as maybe 20 years ago, communication was seen as a secondary phenomenon, separate and subordinate to *knowledge* and *power*. Today we understand that outside of the contexts of physical violence, knowledge and power are largely made possible and sustained by communication. Knowledge or societal power do not exist distinct from the words and images we employ. For example, scientists have shown conclusively that Earth is warming, but the lack of resonant messages about this scientific reality has left a good chunk of the American public indifferent to the dangers. And similarly, the impact of terrorist organizations cannot be untied from their ability to create and distribute global media images that frighten us. Whatever the goal, communication is crucial to getting there.

This is why we are pleased to announce a new **Endowment for Leadership in Communication** to fund intense, immersive opportunities for leadership development among our students. [Read more from Chair David Domle about the types of activities the fund supports and how to donate >>](#)

► Career Exploration: New York City 2014



One transformative experience that the Endowment for Leadership in Communication supports is annual [Career Exploration trips](#) to New York City, Los Angeles, and locally in Seattle with select groups of undergraduate students. They meet with leading professionals in the Communication industry to explore different career options and expand their networks.

"The Career Exploration trips owe their beginnings to key Communication alumni who championed the value of such intense, immersive experiences and stepped up as mentors and guides for the students," said Victoria Sprang, Alumni Relations & Outreach Manager. "Pete Chiarelli is UW Comm's ambassador in Los Angeles and Tinamarie Feil is the foundational alumna for the New York City trips; both bring that immeasurable connection and support so critical to creating excellence for our students."

[Check out this amazing video of the New York City 2014 trip that took place earlier this month.](#) Special thanks to our amazing alumni and mentors who made this trip engaging, informative, and life-changing for our students.

► Marching to Selma: five-part lecture series by David Domke

Professor and Chair David Domke is giving a series of five lectures titled "Marching to Selma: How MLK, LBJ, & the Civil Rights Movement changed the world," beginning in January 2015. [Find more information about the](#)



[series here.](#)

DATES: January 5, January 19 (MLK Day), February 2, February 16 (Presidents Day), February 23
TIMES: 7 p.m. for all dates
LOCATION: Kane Hall 130
COST: \$150 for series pass
REGISTRATION: Online at uwdomkelecture2015.bpt.me, or call Jessica Herzog at 206-543-2660

► Comm Lead introduces new earn-while-you-learn experience for students



The [Communication Leadership](#) graduate program is introducing a new cooperative experience that will provide opportunities for students to apply what they are learning in class, in positions with leading Seattle organizations. The Co-Op Experience Program will be a steady pipeline of talent to employers who seek to leverage the latest in strategic thinking around content creation, online communities, and successful engagement.

"Our graduate program is self-sustaining," said Hanson Hosein, Director of Communication Leadership. "There is no state funding, nor state support for student tuition - so the Co-Op experience provides a much-needed source of income to some of our students, while meeting the seemingly insatiable demand of our

community partners who want to employ these talented professionals." [Read more >>](#)

The Communication Leadership program is now accepting applications for Cohort 15 - applications due by February 2, 2015.

► More Updates

- President of AWC's Seattle Professional Chapter Dana Van Nest continues longstanding connection with the UW Department of Communication. [Read more.](#)
- Beauty with a Purpose: Alumna Karissa Bodnar (B.A., 2011) starts own company that manufactures eyelashes for cancer 'thrivers'. [Read more.](#)
- NCA celebrates 100 years in Chicago, where the association was formed, this past weekend. [Read more.](#)
- **Upcoming Event:** Academic turned BuzzFeed feature-writer Anne Helen Petersen is visiting for a guest lecture on November 24. [Read more.](#)
- **In Remembrance:** Former UW Comm Professor Fendall Yerxa passed away on October 19 at age 101. Read *Seattle Times* reporter Erik Lacitis' article about Yerxa's life. If you have memories to share about Yerxa, please email Erica Thompson at emt22@uw.edu. We would like to honor him with an article on our website.

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