

# College of Media at Illinois



VOLUME 4, ISSUE 2  
November 7, 2008

## Illinois Prize given to Ben Bradlee



**L to R: Ron Yates, Walt Harrington, Ben Bradlee and Richard Herman.**

Benjamin C. Bradlee, executive editor of the Washington Post through more than two decades, during which the paper broke the Watergate scandal and won 18 Pulitzer Prizes, has been awarded the Illinois Prize for Lifetime Achievement in Journalism. The prize was awarded on October 24, 2008, at the Newseum in Washington, D.C. The Illinois Prize honors individuals whose career contributions to public affairs reporting represent the highest and best achievements of American journalism. The recipient is selected by the UI College of Media journalism faculty to honor “work that consistently served as a beacon for other journalists, set the

highest standards of excellence in the field, and placed the public good and public awareness before all else.” The Illinois Prize is made possible by support from an anonymous benefactor.

The full press release is available at: <http://news.illinois.edu/news/08/1027bradlee.html>

## Advertising Department Hosts Alumnus, Roman Paluta

Roman Paluta '79 ADV, MS '81 ADV, back to campus on October 27-28. Mr. Paluta is the Chief Marketing Officer, Senior Partner at Carmichael Lynch, Minneapolis. The Advertising Educational Foundation sponsored his appearance.

During his two-day visit, Mr. Paluta reconnected with the Department of Advertising faculty, presented case studies to the student body, and taught two advertising classes, the freshmen *Introduction to Advertising* course, and the graduate Consumer Behavior course.

Mr. Paluta shared his personal experience with the students regarding career paths and expectations of the advertising industry. After he received his Master of Science Degree in Advertising from the University of Illinois, his first job was with Leo Burnett in Chicago, where he managed brands for clients such as Kellogg and The Maytag Company. In 1987, he joined Campbell Mithun in Minneapolis, helping to launch several successful new products, while revitalizing established brands, for Dow Brands and General Mills. In 1994, he joined Carmichael Lynch, and was Director of Account Management before assuming the mantle of Chief Marketing Officer.

While offering advice on how to be successful in the industry, he also gave students insight to the

strategic planning and creative work his agency produced for Jack Link's Beef Jerky as well as a case study for Harley-Davidson. Students received an inside look behind the strategies which gave both brands competitive standing in the product category. Mr. Paluta's great passion for the brands and the industry resonated to the students, giving them motivation to achieve their career ambitions in the advertising industry.

### When in Rome . . . College of Media Students Experience Italian Food and Culture



**Students and faculty visited the vineyards at Colle Picchioni.**

Twenty College of Media students participated in the Department of Advertising's summer study abroad experience in Rome, entitled "Global Studies in Culture, Tourism and Consumer Communication: Branding Italian Cuisine." This opportunity allowed students to immerse themselves in the Italian culture of food.

Three Department of Advertising faculty and staff traveled with the students to New York City and Rome, Italy for the experience of a lifetime. The group left May 12 to spend five days in New York City establishing an understanding of how Italian food in the U.S. is branded and consumed. In lower Manhattan students learned about restaurant reviewing and consumer opinion research at ZAGAT

headquarters. A tour of the Food Network provided insights about food entertainment and television production, and they were able to see a taping of newcomer Sonny Anderson. The group visited an Italian import specialty shop at Chelsea Market, dined at quaint authentic Italian restaurants like Frank in the lower Eastside, and experienced the Big Apple's most famous pizzeria, Lombardi's.

Then, it was off to Rome for 21 days. There the La Scuola de Leonardo Da Vinci and the Gusto Lab (a cooking laboratory), served as their host and home base for morning lectures and afternoon discussions. Cultural tutors taught students the real side of Rome and Italian cuisine by hosting fieldtrips and evening dinners daily. Students explored neighborhood cafes, local fresh markets, family owned delis and butcher shops, geleterias, and the best pizza shop on the planet, Pizzarium located just outside the Vatican City walls. In addition to the fieldtrips, students researched consumer behavior and cultural differences in restaurants throughout Rome to gain insight further into Italian branding and food culture. Daytrips included exploring a family vineyard and winery and making ricotta cheese at a sheep and cheese agri-tourism farm.

The objective of the course was to interact with industry professionals, local food producers, vendors and consumers to better understand how cuisine is produced, branded and consumed in a variety of cultural and geographic contexts and to develop perspectives on the relationships and cultural connections between people and Italian cuisine in the United States and Italy. This truly unique experience not only accomplished its goals to the fullest extent to help mold more insightful and capable young media professionals, but also instilled life long appreciation of the way Italian people enjoy food, family, and life.

Students were invited to make a presentation at the Italian American Chamber of Commerce Expo in Chicago in September. As part of the presentation, students produced a 15-minute presentation, collateral materials, a four-minute film and a web site. These students traveled halfway across the world to discover a different way of doing things and in doing so returned as a close family that learned more about themselves than they could have ever imagined. To get a closer look of the entire trip visit <http://www.media.illinois.edu/rome/rometrip.htm>



**The Food Network in New York City.**