

1984-1994

Decade 1

Northwestern | MASTER OF SCIENCE IN
COMMUNICATION



Mastering science of communication

Last June, Jerrie Hall, program administrator for International Business Machines Corp. in Atlanta, made a persuasive presentation to a number of IBM executives on the importance of advertising and marketing.

The talk, an IBM executive based in White Plains, N.Y., congratulated Hall on her clear presentation and said, "This is just what he needed, for an IBM campaign to promote IBM's personal com-

puter. In September, Hall was on loan in her regular job in the eastern operations division. The position and the experience she had in part to Hall's well-scanned business audience.

Employers look for people with skills. In this information age, a communicator may determine promotion you seek. It became you have to be simply and effectively."

Since 1977, Hall has a degree in journalism from the University of Oklahoma. In IBM marketing and she wanted to go to get her there.



Rachel Blank (standing), director of Northwestern's master's in communication program, works with students. Petrina, Emily White.



BRIEF

Master's degree program in Communication

at Northwestern University in September.

Classes will be taught by Northwestern faculty and members of the corporate world. Representatives

from Bell Laboratories, Allstate Insurance, and G.D. Searle assisted in developing the program. For more

information write: Lynn Miller, Department of Communications Studies, 1815 Chicago Ave., Evanston, Ill. 60201. □□□

Combining a company anniversary

with an annual report isn't a bad idea

from the American Crystal Sugar Com-

pany's annual report. The special 17-page annual

report is called "The Acquisition & A

The MSC Degree
Works on the Job

1984-1994

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The Beginning

In the early eighties, Bell Labs, the technical research arm of AT&T, was interested in creating a program that presented engineering and communication theory with the objective of making it practical in the workplace. Bell Labs contacted Northwestern University.

In 1982, Irving Rein and Paul Arntson, fresh from a pivotal meeting with Bell Labs, found themselves sketching the blueprint for a groundbreaking curriculum—on the back of a napkin in a restaurant. However, soon after AT&T and Bell Labs were no longer able to offer support the initiative, due to the breakup of their company. Still, Rein and Arntson took a bold step: launching their own master's program.

They asked fundamental questions that would shape the future of professional development: *What communication skills do professionals truly need? How should they navigate the corporate world from day one?* Their answers laid the foundation for the world's first master of science in communication program with students being able to readily apply their knowledge in their professional and personal lives.

1984-1994

Decade 1

MSC Co-founders



Paul Arntson, PhD



Irving Rein, PhD

"Communication deserved a master's degree for all the work we were doing, a curriculum focused on human beings and how we communicate, created for business people and non-profits. We had the faculty to do it and were fortunate to have the support of the university."

— Irving Rein, PhD

1984-1994

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1984

Founding Director,
Lynn Miller, PhD



1994

10-year anniversary
celebration



MSC -- For Annual Review, 1988

1987-1988 was the first year that the MSC program generated a waiting list of applicants. The admissions committee actually admitted 21 people to the September class, but two people dropped out before classes began, one for ill health and another for financial reasons. After the first quarter, two more people dropped the program, one in order to pursue an entrepreneurial career, and another for financial reasons. This class will begin its second year with an enrollment of 17.

In June, 13 students graduated in a small ceremony held in the Frances Searle Building. One student was unable to complete his work during spring quarter, and intends to finish this summer.

Faculty from three School of Speech departments (Communication Studies, Speech Education, and Radio, TV, and Film) continue to present a demanding curriculum oriented to the corporate audience while emphasizing practical implications of communication theory.

In February, one class day was devoted to a special workshop addressing the topic of ethics in business. Students were put in small groups made up of people from each class to analyze an ethical problem in the morning. In the afternoon, each group presented its analysis to an audience made up of classmates, interested faculty, alumni, and advisory board members. Polled students unanimously praised the experience, and we will repeat the workshop, using a different topic, next February.

Promotion of the program continues to include advertising on radio and in newspapers and magazines, brief items in dozens of professional association newsletters, and telephone, letter, or in-person contact by the director with corporate representatives. This year the director and chair visited AT&T Bell Laboratories in Naperville for an information session, and the director participated in a college fair at their Lisle location. The NU campus information session continues to be the most effective method by which we solicit actual applications, and the department sponsored four this year, March through July.

The MSC brochure reached a wider audience this year because of large mailings to specific corporate groups listed in Crain's Chicago Business.

By August, 25 people had applied for admission to the program.



Mike Roloff, PhD

1988

Annual Review



1994-2004

Decade 2

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UNIVERSITY
COMMUNICATION
COMMUNICATION PROGRAM

Burnette
Vice President,
Sales
CashGraf Software,
Inc.
MSC '90

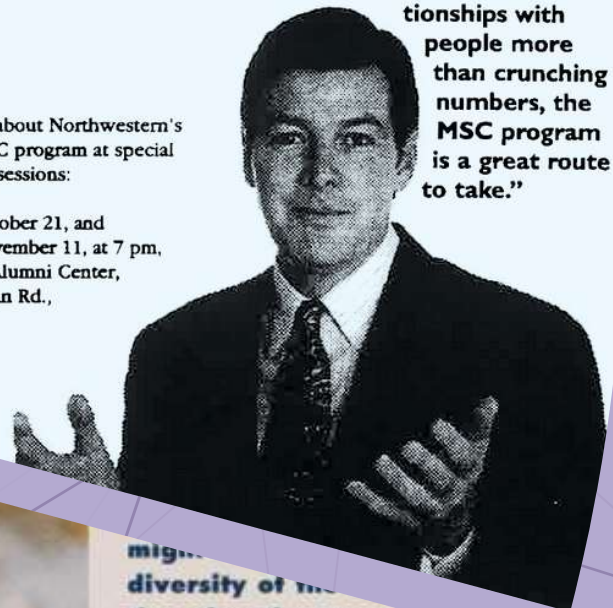
"I began the MSC program when I was at IBM. It was ideal from the start. I liked applying what I learned in the classroom to my job. If your job depends on relationships with

people more than crunching numbers, the MSC program is a great route to take."

Learn more about Northwestern's two-year MSC program at special information sessions:

Tuesday, October 21, and
Tuesday, November 11, at 7 pm,
John Evans Alumni Center,
1800 Sheridan Rd.,
Evanston

Phone: 847-
467-1098
E-mail:
[redacted]@northwestern.edu



might...
diversity of...
the education more inter...
ing. We came from different
areas, and we learned a lot
from each other."

— Suzanne Malec, MSC '99
Deputy Commissioner, Department
of Environment, City of Chicago



MANAGERIAL
PROGRAM
MASTER THE C
WORLD

1994-2004

Decade 2

Continued Innovation

To commemorate its 10th year, the Master of Science in Communication held a celebration at Harris Hall for students, alums, faculty, and staff. The decade ahead was promising, with many new communication programs entering the field. In its advancement and response to rising competition, MSC officially become a one-year program in 2007.

Master of Science in Management Communication MISSION STATEMENT

The Masters in Management Communication Program at Northwestern University's School of Speech galvanizes the art and the technology of communication theory and practice.

The program produces graduates with improved analytic, managerial, strategic planning, and leadership skills and greater productivity.

Small classes working cooperatively with highly esteemed senior faculty and business consultants assure that graduates immediately apply the latest communication models and research to their work and receive immediate, ongoing feedback on their progress. Program staff facilitates logistics such as book purchases, registration, class day meals, Internet access, and other amenities to aid in the learning process and to save and respect participants' valuable time.

Since 1984, the Program has met the needs of astute, principled, creative participants from such organizations as Lucent Technologies, AT&T, Motorola, Andersen Consulting, Ameritech, Amoco, Cigna Insurance, Moore Business Forms, Rush Medical Center, Rotary International, and from many small- and medium-sized organizations, as well. The Masters in Management Communication degree has contributed significantly to the advancement and/or enhancement of careers of more than 500 graduates.



1994-2004 Decade 2



The MSC degree provides the student-professional with a foundation for understanding, interpreting, and providing leadership in these changing times.

Joyce Gab Kneeland

1996 MSC Communicator

Fall 1996 Volume 10 No.2

MSC Communicator

For Alumni, Faculty, Students, and Friends of the MSC Program Department of Communication Studies

John Callaway to be Keynote Speaker at Tenth Anniversary

John Callaway, author and senior correspondent for WTTW-TV in Chicago, will be the guest speaker at the MSC 10th anniversary celebration on Saturday, November 9. Host of the award-winning, nightly prime-time news analysis program, CHICAGO TONIGHT, Mr. Callaway is a journalist for 41 years. In his two decades of professional journalism, he has excelled as a broadcast executive, radio and television program interviewer and host, news anchor, reporter and analyst, documentary producer, narrative, magazine writer, photo columnist, book author, university teacher, national lecturer and moderator, and university fellowship program administrator. He also writes books and blogs!

Before joining WTTW-TV, Mr. Callaway helped found and was director of the prestigious William Benton fellowship in broadcast journalism program at the University of Chicago.

John Callaway

He is author of the best-selling book of essays, *The Things I Do*. Mr. Callaway has received more than 70 awards for his work as broadcast journalist including seven Emmys and the coveted Peabody Award. He has received an honorary degree from Northwestern and in 1994 was the recipient of the National Television Arts and Sciences Silver Circle Award, the Chicago Better Government Association's Distinguished Journalism Award, and the IRIS Award from the Chicago Chapter of the International Association of Business Communicators.

Deadline For Reservations!

Space is limited for the tenth anniversary gala, so make your reservations now. The deadline for reservations is November 14th.

Celebrate The Tenth Anniversary With Faculty And Friends

What did you get out of the MSC program? A promise, the ability to move on to a new career, new ways of approaching your work, family, and friends; enhanced respect and self-esteem; new conceptual frameworks; great long-term friends; a letter or quote; more confidence.

Come celebrate your personal achievements and the program's successful first decade and share your mutual success at the 10th Anniversary Celebration of the MSC program on Saturday, November 9th. We have a wonderful evening planned. The highlight is a panel discussion on a critical subject with MSC faculty members and others (I know Al Gore); cocktails, networking, and an opportunity for odd conversation (I'm waiting for a movie offer); and a class session dinner with food conversation.

John Callaway (if he really laughs than the rest of us)

The dinner staff a chance to get caught up with people with whom you went through a lot, a celebration of being part of a meaningful, life-giving association; an informative and interesting evening; the opportunity to have a handful of fun (still legal in Illinois).

So, tonight, meet, and support someone at an one night! I can't wait to see you.

Best Dinning, '92

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2004 Mission Statement

"The only reason there's such a thing as an organization is because of communication..."

The mission of the MSC Managerial Program is to advance the careers of working professionals by developing their ability to identify, analyze and solve organizational issues through the practical application of contemporary communication theories and research.

The MSC Managerial Program implements its mission through:

- A two year (six quarter) professional education program with two designated courses taken in the fall, winter and spring quarters.
- Courses taught by Northwestern University faculty who bridge the worlds of classroom theories and workplace practices.
- A diverse student body that brings numerous perspectives and backgrounds to address contemporary workplace issues.
- A cohort relationship whereby entering students take courses with their classmates throughout the program.
- An interactive learning environment that promotes and encourages lasting relationships throughout student cohorts.
- Papers, speeches, group projects and presentations that enable students to apply communication perspectives to real-life organizational issues and situations.
- An active alumni program that provides graduates with on-going educational and networking opportunities.

2001 Became a One-Year Master's Program



1945-2004

Decade 2

Career Services

In fall 2002, MSC Alumna and at the time University of Chicago Associate Director of Career and Corporate Alliances, **Gloria L Hess '91**, returned to serve on the MSC Alumni Steering Committee.

In response to her fellow alumni's concerns regarding a lack of career services dedicated to MSC, Gloria designed and delivered a mini-curriculum that covered all stages of the job search continuum and incorporated various communication theories taught throughout the MSC Program. The pilot launched in 2003.



In addition to providing one-to-one coaching and comprehensive services for MSC students and alumni and establishing an MSC job-posting list, **Gloria designed and delivered mini-curriculum and synchronous webinars that covered all stages of the job search continuum and incorporated various communication theories.**



Take charge of your career.

This executive management program enables experienced professionals to develop conceptual thinking and communication skills that are essential for leaders in today's changing organizations.

Concentrated two-year program meets weekly on alternate Fridays and Saturdays during the year.

2004 - 2014

Decade 3

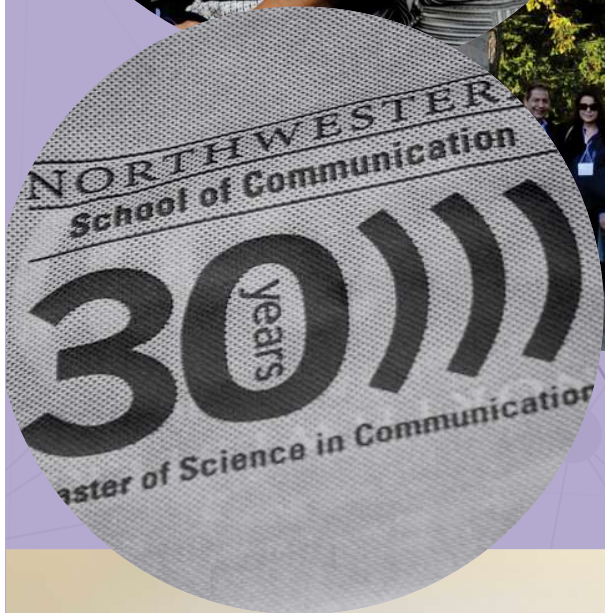
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Kensington International is a talent management firm that specializes in executive search, leadership development, and outplacement. As Director of Search Operations, Ms. Leonard oversees all research and recruiting functions for companies from various industries and disciplines including several Fortune 500 companies.

2004 - 2014

Decade 3



30th Anniversary

MSC celebrated 30 incredible years in 2014 with a symposium of academic engagement, exploration of emerging ideas, and networking, followed by a cocktail reception!



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2004 - 2014

Decade 3

MSC Alumni Association

The MSC Alumni Association (MSC AA) was reestablished by then Assistant Director Amy J. Hauenstein in 2015 with the mission of addressing the professional interests of the MSC Alumni by cultivating a sense of community through networking, continuing education, and mentoring. Currently with over 1,600 alumni worldwide, the MSC AA continues to host dozens of professional development, networking, and celebratory events each year.



2004 - 2014

Decade 3



2008

Leslie DeChurch, PhD



2013

Amy J.
Hauenstein, PhD

2015

MSC Alumni
Association
Reestablished



2014

30th Anniversary
Symposium



2014

Anne Marie Adams, PhD
Assistant Director



2014 - 2024

Decade 4

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COMMUNICATION



2014 - 2024

Decade 4

2025

MSC 4 Decades
of Dialogue Celebration

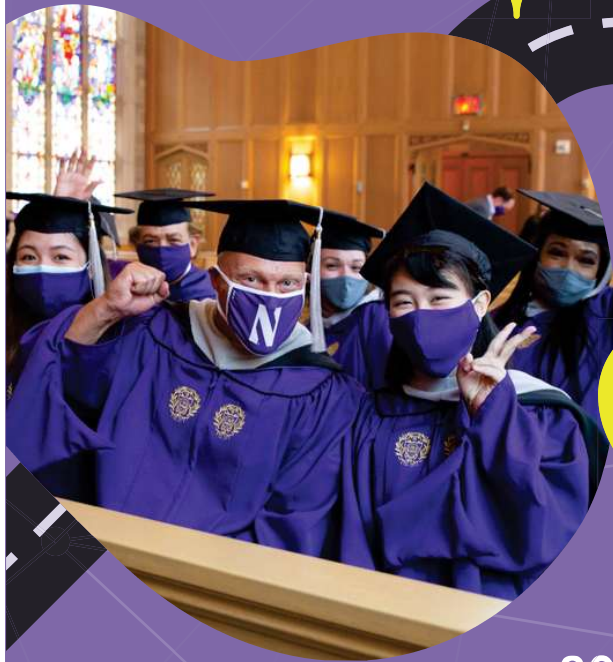


2016

1st MSC Crisis
Communication
Simulation

2018

MSC Founders
Reception



2020

Covid-19 Pandemic Impact
and Remote Learning



2022

Online
Leadership
Program

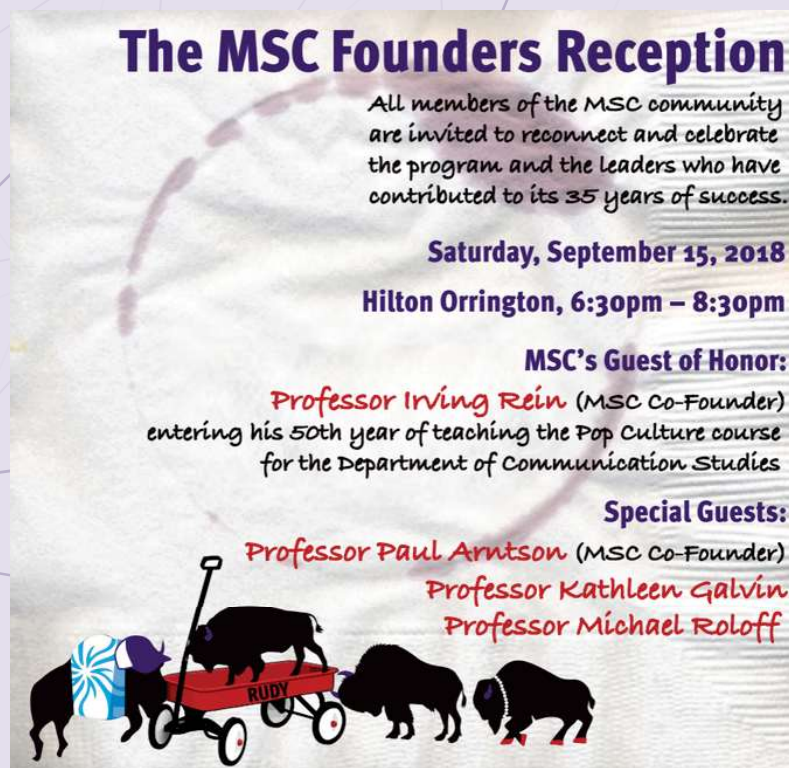
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COMMUNICATION

2014 - 2024

Decade 4

MSC Founders Reception

The Master of Science in Communication program marked 35 years with a Founders Reception in 2018. The invitation's design was a nod to the napkin that MSC co-founders Irving Rein and Paul Arntson sketched on at a restaurant in 1982 — the beginning of a remarkable curriculum. The event featured many special MSC guests and honored Irving Rein's 50 years of teaching at Northwestern University and esteemed faculty member Kathleen Galvin.



2014 - 2024

Decade 4

Impact of Covid-19 Pandemic



2020 saw the beginning effects of the Covid-19 pandemic as classes quickly moved to hybrid and then fully remote learning.



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Dr Michelle Shumate led an engaging virtual panel with expert communicators about strategically leading organizations through the COVID-19 crisis as our 2020 cohort graduated on zoom. The return of in-person convocation in 2021 was extra special.

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Northwestern | MS in Communication

***FOUR DECADES
of DIALOGUE***

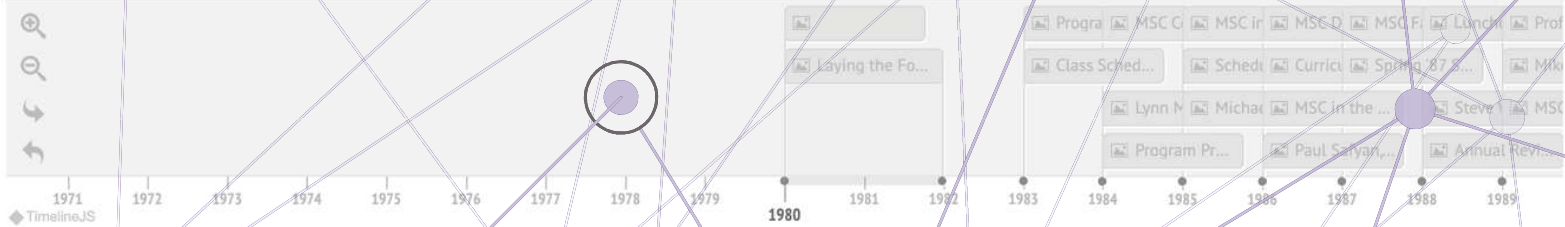
SEPTEMBER 27, 2025

5:30PM-8:30PM

EVANSTON, IL

MSC DIGITAL ARCHIVES

THE STORY OF THE MSC



**Bring the Northwestern University
MS in Communication Program to life!**

Explore more of MSC's history, view the earliest program proposal from 1983, and contribute your own story to the archive:

msc.northwestern.edu/alumni/msc-digital-archive/

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