The practice of communication has the powerful ability to create positive social change in the world, and Villanova is about to take a leadership role in that endeavor. Officially inaugurated on October 1, 2010, the Waterhouse Family Institute for the Study of Communication and Society (WFI) at Villanova University promotes the study of mission-driven communication emphasizing ethical leadership, social justice and community and the ability of key influencers to effect change.

“As we communicate, so shall we be.”

—Communication Theorist Lee O. Thayer
Dear Alumni and Friends:

As a Catholic and Augustinian university, our concern for social justice is ever-present. From our annual St. Thomas of Villanova Celebration to our service projects in communities in need around the world, to our alumni in fields such as communication, nonprofit, education and law who work each day to improve the lives of others, Villanovans embody “caritas.”

That is why we are so proud to launch the Waterhouse Family Institute for the Study of Communication and Society—the first institute of its kind. Made possible by a gift from Lawrence M. Waterhouse Jr. ’59 A&S, the Institute is committed to using the power of communication to create positive social change, and we feel it will make Villanova a national leader in the field.

The first project sponsored by the Waterhouse Family Institute is a groundbreaking study by a Villanova team of researchers who are exploring the promise and peril of social communication and its potential to promote or undermine social justice. You will read more about the project and the Institute on these pages.

You will learn also about our partnership with the Leadership Education and Development (LEAD) program, which brings in academically strong high school students from diverse backgrounds to increase their interest in the study of engineering, achieve their potential and become responsible leaders. We were honored to host for the first time LEAD’s Summer Engineering Institute.

As we enter winter, we celebrate another national championship—for a total of three in the span of one year. Our women’s cross-country team—led by individual winner Sheila Reid ’11 A&S—defended their 2009 national title at the 2010 NCAA Cross Country Championships. Proud as I am of our student-athletes’ feats on the field, I’m even more so of their accomplishments in the classroom. Among Division I schools, nine Villanova teams rank in the top 10 percent of their sport academically, according to a June 2010 NCAA report. On page 42 you will read about our plans to support our hardworking student-athletes with new fundraising initiatives.

In closing, I wish to thank the 4,500 Villanovans who participated in the 2010 St. Thomas of Villanova Day of Service. They donated their time and energy at a total of 180 sites in the Greater Philadelphia region and in their own communities around the country. As I mentioned above, it is that spirit of service—and the wish to make the world a better place for others—which truly defines us as Villanovans.

Sincerely,

Rev. Peter M. Donohue, O.S.A., Ph.D. ’75 A&S
President
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Communication for the Common Good

Villanova University Launches Waterhouse Family Institute for the Study of Communication and Society

by Jennifer Schu

When Pulitzer Prize-winning journalist Diana Sugg '87 A&S was a fledgling reporter on a city beat, she was assigned to cover a fatal residential fire. She learned that one of the victims had been housebound because she was mentally ill and the family had no access to affordable care. Sugg reported about the lack of such care in low income neighborhoods—and helped draw much-needed attention to the issue.

"I don't think media can change the world, but it can nudge readers' or viewers' thinking about the world, and sometimes lead them to act in small ways that change things a bit for the better," says Gerald Marzorati '75 A&S, assistant managing editor of The New York Times.
He points to a Times article about schoolgirls in Afghanistan who were attacked by the Taliban as they walked to school—because their tormenters believed females should not be educated. Cash donations streamed in from readers along with pleas to help the students in some way—and the money was used to purchase a school bus which now transports them safely to and from school.

Likewise, for the past two years, as part of the Villanova University Department of Communication’s social justice documentary class, student filmmakers have been chronicling the stories of people triumphing over adversity. Through their work they are creating awareness of issues such as the struggles of 21st century immigrants and are breaking down stereotypes of people with disabilities.

The practice of communication has the powerful ability to create positive social change in the world, and Villanova is about to take a leadership role in that endeavor. Officially inaugurated on October 1, 2010, the Waterhouse Family Institute for the Study of Communication and Society (WFI) at Villanova University promotes the study of mission-driven communication emphasizing ethical leadership, social justice and community and the ability of key influencers to effect change.
Exploring ethical dimensions and power of communication

WFI is funded by a $3 million gift from Lawrence M. Waterhouse Jr. ’59 A&S, the founder of Waterhouse Investor Services, Inc., the forerunner of TD Waterhouse Investor Services and later TD AMERITRADE, one of North America’s largest online brokerages. WFI is housed within Villanova’s Department of Communication in the College of Liberal Arts and Sciences.

Through cutting-edge research and student programs, as well as the hands-on involvement of communication scholars and professionals from around the globe, the Institute explores the ethical dimensions of communication and its role in creating social change.

The founding director of the Institute is Bryan Crable, Ph.D., associate professor and chairperson, Villanova University Department of Communication. “The creation of this Institute gives us the opportunity to positively connect the mission of the University with what we are already doing in the Department of Communication,” he says.

The latter activities include giving Michelangelo’s work in the Sistine Chapel an online presence to filming stories that matter on the streets of Philadelphia and beyond. With the Institute now launched, Villanova students will have even more opportunities to influence and change society through communication projects, internships and other activities funded by WFI.

No other University has a communication program focused on social justice and social change, according to Dr. Crable. He notes that the Institute embodies the Catholic mission of Villanova, “which is to say we are called to attend to the questions of justice and community in everything we do.”

He adds that the launch of WFI marks an important milestone for the University,

Father Donohue and Christine and Lawrence M. Waterhouse Jr.

“I spent a wonderful four years at Villanova. With my gift to the University, I wanted to help create something that would be meaningful for generations of students to come—and that had the potential to do a lot of good in the world.”

—Lawrence M. Waterhouse Jr. ’59 A&S, the founder of Waterhouse Investor Services, Inc.
Lawrence M. Waterhouse Jr. is known in the business world for his success as founder of Waterhouse Investor Services, Inc., the precursor to TD Waterhouse Investor Services and later TD AMERITRADE. Today, TD Ameritrade (TD Waterhouse in Canada) is one of North America’s largest online brokerages, with 6.3 million clients and $300 billion in client assets.

Waterhouse has become equally admired in the academic world for his dedication to education. In 1996, he established the Waterhouse Family Foundation, Inc., an independent foundation that donates substantial funds to education initiatives. He serves as president of the foundation, and daughters Christine and Jennifer and triplet sons Lawrence III, Kevin and Patrick are directors.

Waterhouse has combined his commitment to service and education and his dedication to his alma mater by generously donating $8 million to Villanova University, $3 million of which was dedicated to the creation of the Waterhouse Family Institute for the Study of Communication and Society (WFI).

He has remained actively involved with Villanova since his graduation. He received an Honorary Doctor of Laws degree from the University in 2004, and is a member of Villanova’s 1842 Heritage Society and President’s Council: Transforming Minds and Hearts. His grandson Scott Swindell-Waterhouse ’08 VSB and daughter-in-law Jennifer Gentile Waterhouse ’92 A&S are also Villanova graduates.

After receiving his bachelor’s degree from Villanova, Waterhouse pursued graduate studies at New York University and served in the U.S. Marine Corps, reaching the rank of captain. In 1979 he founded Waterhouse Investor Services, Inc. Today, he and his wife, Christine, reside in Jupiter, Fla.
because of the Institute’s potential to make Villanova the center of a global network of communication scholars and professionals interested in social justice.

“Because of a greater focus on values, morality and social justice, Catholic universities are uniquely positioned to study communication, which is why the Waterhouse Family Institute for the Study of Communication and Society—the first institute of its kind—was created at Villanova,” says University President the Rev. Peter M. Donohue, O.S.A., Ph.D., ’75 A&S.

“I believe deeply that these kinds of issues are essential to any democracy and deserve more investigation, especially scholarly investigation, and it is my hope that the Institute will play a major role in that,” says New York Times op-ed columnist Nicholas Kristof, who was the keynote speaker at the WFI launch event. The two-time Pulitzer Prize winner is widely known for bringing to light human rights abuses in Asia and Africa, such as human trafficking and the Darfur conflict.

“As communicators, we have the ability to set an agenda and to put an issue that is being neglected in front of the public,” Kristoff adds. “In my own work I’ve found that writing about issues I’ve stumbled across by accident eventually results in growing attention and resources directed to the problem.”

“A national leader in communication”
The Institute will focus on three central activities: connecting scholars and professionals, supporting student-centered projects and activities and funding innovative scholarly research.

The vision for WFI developed from Dr. Crable’s own scholarly work in communication and rhetorical theory. His research focuses on the contention that language, and communication more generally, lie at the heart of the human condition and must be accounted for in any attempt to create social change.

For Lawrence Waterhouse, his generous support of the Institute reflects his lifelong commitment to service and education and his dedication to his alma mater. His gifts to the University total $8 million, of which $3 million was dedicated to the creation of WFI. Already his gifts have funded important activities in the Department of Communication, including Vatican internships and the production of award-winning social justice documentaries.

“I spent a wonderful four years at Villanova,” he says. “With my gift to the University, I wanted to help create some-
Hundreds of communication scholars and professionals from the around the world, joined by Villanova faculty, staff and students, gathered on campus October 2 for the Institute's inaugural conference.
Alumni Voices

Diana Sugg ’87 A&S
Pulitzer Prize-winning Journalist

Veteran newspaper reporter Diana Sugg worked her way up from writing radio copy for the Associated Press to winning the Pulitzer Prize for her beat reporting for a collection of stories that delved into the primitive nature of modern medicine. As a medical reporter for The Baltimore Sun for 10 years, she covered a range of breaking news, enterprise and features. By taking on taboo topics and getting inside some of the most intimate moments in health care, she gave her readers a clear-eyed look at how far medical science still needs to go in areas including sepsis, stillbirths and the too-routine task of how physicians break news of death.

“Villanova shaped me as a critical thinker and as an astute observer,” Sugg says. “The University prepared me and launched me well for a career in journalism, and the environment on campus made me want to do good for others and also help the world in some small way.”

Basil W. Iwanyk
Producer and Founder, Thunder Road Pictures

While he says “Villanova was the best four years of my life,” it’s clear that 2010 is going to be especially memorable as well for Basil Iwanyk. The persistent Hollywood producer who began his career in the mail room of United Talent Agency has just produced a new film that’s getting rave reviews and Oscar buzz. Iwanyk recently visited campus and held a special screening of his movie The Town (starring Ben Affleck) for the Villanova community. His upcoming projects include A Star is Born starring Beyonce.

Gerald Marzorati ’75 A&S
Editor (Special Projects)
The New York Times

Gerald Marzorati has been with The New York Times since 1994. He started his publishing career working nights as a proofreader at the SoHo News and eventually moved on to Harper’s magazine and The New Yorker. In 1998, he was named editorial director of The New York Times Magazine and in 2003 was named the magazine’s editor, responsible for producing 52 issues annually.

In addition to his success as an editor, in 1990 he received a PEN American award for his first book of non-fiction, A Painter of Darkness: Leon Golub and Our Times. He has written articles on popular music for The New York Times Magazine, the online magazine Slate and other publications. He received the 2005 College of Liberal Arts and Sciences Medallion.

“What Villanova taught me is the value of studying communications and writing. Then, in the 1970s, as now, many parents (my father included) fretted that I wasn’t learning anything practical, applicable. But, of course, I was developing some of the most important tools anyone can have: The ability and desire to read and write.”

Carrie A. Neff ’03 A&S, ’07 G.S.
Human Rights Campaigner
Amnesty International

Carrie A. Neff spends her days crafting messaging for a Nobel Peace Prize-winning grassroots activist organization with 2.8 million supporters, activists and volunteers in more than 150 countries worldwide. Her job at Amnesty International involves working on major campaigns designed to end grave abuses of human rights.

During her time at Villanova, she says her communication theory class with Dr. Bryan Crable, director of the Waterhouse Family Institute for the Study of Communication and Society, had made the most impact on her work today.

“Villanova’s Department of Communication taught me that you can’t take for granted that people always understand what you are trying to communicate,” she says. “In any field—business, nonprofit or education—you cannot make any assumptions. Taking the time to think more deeply about your messaging can bridge a lot of misunderstanding and help advance your mission and your causes.”

Other Distinguished Villanova University Alumni in the Field of Communication

Kate S. Allison ’79 A&S
Founder and CEO, Karma Public Relations

Maria Bello ’89 A&S
Golden Globe-nominated Actress

Gerald S.J. “Gerry” Cassidy, Esq., ’63 A&S
Founder and Executive Chairman, Cassidy and Associates

Joseph E. Dugan ’87 A&S
Senior Vice President, CNN Digital Sales

Thomas C. “Tom” Farrell ’89 A&S
President, The Workshop LLC

Rosa M. Gatti ’72 A&S
Senior Vice President of Communications/Outreach, ESPN

Stephen R. Huvane ’83 A&S
Co-Founder, Slate PR

Naomi Karam ’88 A&S
Producer, NBC Nightly News with Brian Williams

Richard J. Keating ’83 A&S
CEO, Keating & Co.

Howie Long ’82 A&S
NFL Analyst, Fox Sports

Jonathan L. Macks ’75 A&S
Writer and Political Consultant

Monica M. Malpass ’99 A&S, G.S.
Anchor, WPVI-TV (ABC) Philadelphia

Hisham Y. Melhem ’76 A&S
Washington Bureau Chief, Al-Arabiya

James P. “Jim” Musselman ’79 VSB
Founder, President and Executive Producer, Appleseed Recordings

Albert E. Oxenreiter ’82 A&S
Sports Anchor, WPXI-TV Pittsburgh

Neil Oxman ’71 A&S
President and Political Consultant, The Campaign Group

Diana C. Penna ’88 A&S
Emmy Award-Winning News Anchor, KOVR-TV (CBS) Sacramento, Calif.

William P. Tucker ’81 VSB
Chief Executive Officer, MediaVest USA

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They have no idea that their videos have been chosen. Not the dental patient whose anesthesia-induced ramblings have netted more than three million viewer hits. Not the gamer who records and narrates his virtual shooting rampages. Not the New York City “vlogger” who offers a raw soliloquy on everything from parenting to graffiti.

These videos are among the 1,000 YouTube clips that a team of researchers at Villanova University has collected as part of a groundbreaking study headed by Emory Woodward IV, Ph.D., associate professor and director, Graduate Studies in Communication. In this first project sponsored the Waterhouse Family Institute for the Study of Communication and Society, researchers are systematically analyzing what people watch on today’s most popular online video distribution platform for originally created content. Their goal is to explore the “promise and peril” of YouTube for social communication, that is, the platform’s potential to promote or undermine social justice.

YouTube and social justice? Probably not what comes to mind when people search on “worst cover songs” or “funny pet videos.” But if one considers that, in theory, the platform functions as a marketplace of ideas to which a global range of voices has access, then the existence of a positive or negative relationship between YouTube and social justice is not only plausible; it’s fraught with possibility. According to Dr. Woodard, YouTube could provide a level of free expression only dreamed of by the Founding Fathers and essential to a robust democracy. “If this kind of platform educates us about current issues, serves as a tool for social and political advocacy and allows us to be more effective watchdogs of those who govern us, then we are better for it.” Such is the promise of YouTube.

The downside is that some of what is expressed has little to do with education, advocacy and diverse perspectives and a lot to do with dividing people and imperiling YouTube’s more vulnerable audiences. Content rife with problematic language, violence, substance abuse and risky behavior is unlikely to serve the interests of social justice or to create common ground.

I want my YouTube clips

The researchers’ mission has been to provide a baseline for future studies by looking at the parameters and dimensions of the YouTube environment. First they had to capture a sampling of YouTube videos being viewed at randomly selected times. They also gathered viewer comments, number of hits and data about the audience—age, gender and other personal information subscribers disclose when they join the YouTube community.

Now the researchers are in the process of viewing and coding the content of the clips. They must answer questions such as, is the video a tool for advocacy? Is it diverse in its gender or ethnic representation? Does it contain problematic language or unsafe behavior? Is it violent? Sexual? Educational? They also must code each “character” in the video according to a set of criteria and, weighing beneficial features against detractors, assess the overall quality of the video.

Dr. Woodard’s research team—Nicholas Romeu ’11 A&S, ’12 G.S. and graduate students Michael Martrich, Daniel Trucil and David Penyak—has assumed responsibility for much of the coding. Their peers, meanwhile, have pointed out that they are lucky to have such “work.” After all, isn’t it fun to watch 60 YouTube videos a week?

Not really. The work has demanded careful attention to detail and the setting aside of personal tastes. That is not difficult when videos are engaging or uplifting. But when they are banal or offensive, researchers have to resist the temptation to tune out. “Part of the challenge is remaining objective and sticking with videos that are difficult to watch,” says Trucil.
Accentuate the positive

The YouTube and other research projects wed Dr. Woodard’s interest in using communication as a strategy for positive social change with his desire to serve the needs of children. The former originated during his undergraduate days at the University of Virginia. The latter arose from his experiences growing up in the shadow of the Glen Mills Schools in suburban Philadelphia, where his father worked as a counselor and admissions coordinator. The reform school’s guiding principle—that when youth are placed in a positive environment, they can change delinquent behavior to prosocial behavior—profoundly influenced the future scholar.

As a doctoral student at the University of Pennsylvania, Dr. Woodard focused his dissertation on the relationship between television, consumerism and criminal behavior. Since receiving his Ph.D. in 1998, he has devoted much of his scholarship to the effect of media on children. His goal is not to demonize the media but to explore how they can be used to improve society. “These powerful cultural agents can serve a positive function, so long as they are used in that manner and we take steps to harness that potential.”

The YouTube study spun off from a diversity project Dr. Woodard has worked on since 2007 with departmental colleague Leonard Shyles, Ph.D., associate professor. The two have been comparing the levels of content diversity in the broadcast and Web video environments. One would expect the unregulated digital platform to have greater diversity, yet such is not the case. “A concentration of relatively few voices seems to dominate the program environment, be it streaming video or broadcast TV,” Dr. Woodard notes.

Because Villanova is committed to social justice and a values-driven education, Dr. Woodard can pursue his research with confidence, knowing he has the support of his department and, now, the new institute.

“WFI recognizes that the study and practice of communication is invested in questions of ethics and social justice—questions with which we wrestle in our YouTube study. We would be remiss if we did not ask, what are the consequences when people get their information from, and organize their social networks around, this platform?”

“It is important for us as a society to understand YouTube because it’s where a significant portion of the population is spending its time,” says communication scholar Emory Woodard IV, Ph.D.
A Difference-maker

Communication student Jessica Lu speaks out for women with no voice

By Shawn Proctor

Over the years Jessica Lu ’11
A&S has learned to follow
her heart and trust her
instincts. Her heart fell in
love with Villanova from
her first moment on campus and sparked
her drive to learn more about the University's academics and mission. Her instincts
later led her to pursue a communication
degree with an English concentration in
writing and rhetoric and to use that
knowledge in service to social justice.

“The genesis of Lu’s interest in
communication and rhetoric originates in her
family, which she describes as “culturally
dynamic.” Her parents immigrated to the
United States from Vietnam and worked
hard to succeed after settling near Harris-
burg, Pa. For Lu, however, the dichotomy
of her Vietnamese-speaking home and
English-only elementary school produced a
heightened awareness to race and culture.

“I have no idea whether my first word
was English or Vietnamese,” she recalls.
“Though my parents came to the United
States, I have always been here. So I have
had to work to learn to respect our differ-
ences. The country is a melting pot, but
differences are not something to ignore or
eradicate. Differences are something to
take into consideration.”

Reading, Writing, Rhetoric

At Villanova, she found, in addition to
her devotion to the Blue Key Society and
working in Falvey Library, her classes in
communication allowed Lu to intellectual-
ly explore her cultural and racial experi-
ences. The rigorous and practical curricu-
ulum fit her needs as well by breaking up a
relatively broad field into eight specializa-
tions.

“I fell in love with rhetoric. Not just
the argumentation, advocacy side of it, but
with the academic, theoretical side as
well,” she explains.

Bryan Crable, Ph.D., associate professor
and chairperson of the Communication
Department, says Lu is a perfect example
of what is possible with Villanova’s
approach to communication, which pushes
students to integrate theory and research
into their advanced topical studies.

“Coursework has given her an opportu-
nity to really dig into the symbols, images
and narratives surrounding race and gen-
der in popular culture,” he says. “We also
approach communication as central to
questions of values and social justice.”

He remembers the day when he real-
ized Lu was a truly special student. Dr.
Crable had been lecturing about “bell
hooks,” an American author who explores
the relationship between race, class and
gender, and Lu asked for additional titles
by hooks and on the rhetoric of race.

“This just blew me away. It spoke vol-
umes about her intellectual curiosity and
interest in ideas, in communication’s rel-
evance to social problems,” he says, adding
that he knew at that point she would be
well-suited for an academic career.

Even though Lu has yet to graduate,
she is already making waves among com-
munication scholars for her paper “Obama
and the Rhetorical Chorus: Rewriting the
Discourse of Colorblindness,” which
examines the president’s portrayal in the
media. Selected in a blind competition,
her research was presented at the National
Communication Association Annual
Conference in San Francisco in Novem-
ber. There, she shared the podium with
communication scholars and faculty from
across the country, marking the beginning
of her plans to pursue graduate study in
the field.

“I put my cultural and racial experiences
into my academics. And I’m blessed to
have had professors here who have helped
me realize that I can do something that is
personally important and make it impor-
tant to a national community,” she said.

Ideas into action

In the summer of 2009, Lu read a story on
CNN about Betty Makoni, a woman from
Zimbabwe, whom she will never forget.
After being raped by a local shopkeeper at
age six, Makoni was forbidden by her fam-
ily to report the abuse. Then she witnessed
her father murder her mother two years
later. Determined to become an advocate
for other survivors, she earned two univer-
University degrees, became a teacher and founded the Girl Child Network Worldwide (GCNW) in 1998. The 60,000-member organization’s mission is to combat sexual abuse of women and girls, teach girls their rights and empower women to transform themselves from victims into leaders.

Inspired by Makoni’s lifelong quest for social justice for women, Lu decided to contact her and suggest starting a chapter of the GCNW at Villanova to raise awareness of sexual assault and raise money for the organization. She was so impressed by Lu she flew her to Los Angeles for the CNN All-Star Heroes Tribute Gala, where Makoni was honored, so they could meet in person.

“She is filled with passion. Other girls were talking, but she was doing,” says Makoni, who spoke from her home in Stan Ford Le Hope, England.

In June 2009, GCNova became the first GCNW chapter started at a U.S. university. Makoni visited the University last April and plans to return in the fall to formally launch the GCNova chapter.

To help raise money for GCNW, Lu will also auction four tee shirts, featuring a design drawn by her father and autographed by the Rev. Peter M. Donohue, O.S.A., Ph.D., ’75 A&S, Villanova president, as well as several coaches and athletes.

Despite her many accolades, says Dr. Crable, Lu’s best is yet to come: “On campus and across the world, she’s going to be a difference-maker wherever she goes.”

“I have a home with my family, a home with my friends and I know I’ll always have a home here at Villanova,” Lu says.