

# Letter from the Dean

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## Click Here... for News from Urban Storefronts and a Campaign to Save 6,000 Teenagers

Dear Alumni:

Are Medill students producing more compelling, demanding work that meets the challenges of the 21st century? The answer is a resounding yes for journalism and for marketing communications.

Read this and see for yourself what is happening:

Just before spring break, I spent two days listening to students report on their work. They covered topics that ranged from inequities in school funding to gang turf wars to a fascinating report on how art and culture are not just present in these neighborhoods but thriving.

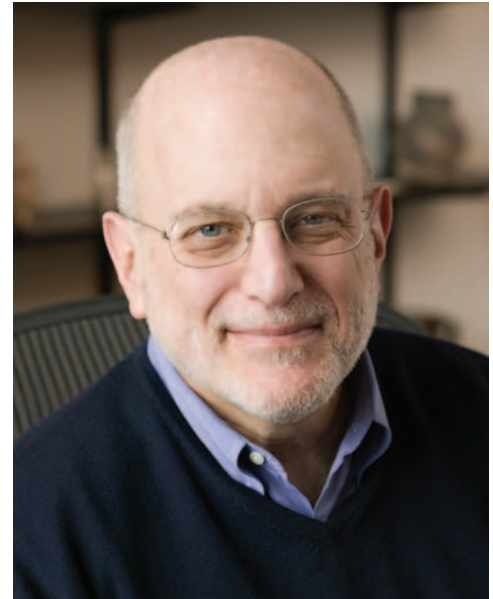
One sophomore told me: "I never thought I could go to class in a storefront and then go out on the street and cover such stories. This is the most exciting my education has ever been..."

If you go to [http://www.medill.northwestern.edu/medill/alumni.medill\\_magazine/](http://www.medill.northwestern.edu/medill/alumni.medill_magazine/) you will see a short video by an undergraduate about the experiences that our sophomores are having in our first-ever storefront newsrooms in diverse neighborhoods in Rogers Park and Uptown in Chicago.

This link will also take you to stories produced by graduate students in Chicago and Washington, D.C. You will find stories on:

- veterans' struggle for mental health care
- how a shelter struggles to place Chicago families in permanent housing
- dysfunction in the brain
- teens' summer job outlook

Then there is a fascinating project by our undergraduate students. Led by faculty member Tom Hayden, Medill and other Northwestern undergraduates developed a fully integrated marketing



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program to uniquely impact teen driving. Did you know that each year more than 6,000 teenagers are killed and 300,000 injured in traffic accidents? That's twice the number of deaths that happened on 9/11. Our students looked at why driver's education programs are having no impact. Then they developed a plan aimed at young drivers, their parents and legislators all of whom share responsibility for this situation and can do something about it.

"I came to Medill because I want to inform people and make things better," a Medill junior told me. "Journalism is the best way for me to do that, but I sure felt good about this class. It is one of the best I've taken, and I learned many things in it that apply as much to truth telling in journalism as to this campaign to save teenage drivers."

We are still putting the final touches on our new curriculum. We will let you know about it in the fall issue of the magazine. Please stay tuned.

Sincerely,

John