



MEDIA FOR A SUSTAINABLE FUTURE

Mass Comm Week 2025 | March 24-28

MONDAY, MARCH 24

Keynote Speaker: Luke Lambert

Chief Innovation Officer at OMD USA

12:00pm-1:15pm; Maple-Dogwood, MUC

Topic: Creativity in Media: Hacking Perspective, Culture, and the System

Alumni Panel Discussion: What I wish I knew before I graduated

Moderator: Cory Byers, SIUE

12:00-1:15; MUC Maple-Dogwood Room

Panelists:

Ahmad Lathan, Multimedia/Reporter, KFVS-12 TV

Allison Wahl, Graphic Designer, Glik's

Megan Hatlee, Events Coordinator, Nine PBS

Maddie Lewis, Photojournalist, KSDK

TUESDAY, MARCH 25

Speaker: Rosalyn Vasquez

Assistant Professor, Baylor University

9:30am-10:45am; Room DH 2007

Topic: Examining How US Companies Are Communicating About Sustainability

Mass Comm IMPACT

12:00-2:00pm; MUC Maple-Dogwood Room

Mass Communication faculty, staff, and students present their research, service and creative endeavors, demonstrating their far-reaching influence and impact.

DEPARTMENT OF MASS COMMUNICATIONS
COLLEGE OF ARTS & SCIENCES

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

WEDNESDAY, MARCH 26

First Amendment Free Food Festival

11 a.m. - 1:30 p.m.; Patio Dunham Hall

Speaker: Sheena Butler-Young

Senior Correspondent at the Business of Fashion

1:30-2:45pm; Room DH 2007

Topic: Media, Fashion, and the Evolution of Sustainability

THURSDAY, MARCH 27

Speaker: Emily Ferretti

Director, Business Marketing – Industries,
AlixPartners

11:00am-12:15am; Room DH 2039

Topic: Leveraging Your Communication Degree for B2B Marketing

Speaker: Delaney Dryfoos

Environmental Beat Reporter for The Lens NOLA

2:00-3:15pm, Room DH 2039

Topic: Collaborating with news editors to report on the environment

Speaker: Patrick Murphy

Associate Dean for Academic Affairs, Temple
University

3:30-4:45; Room DH 2007

Topic: Earth Discourses in Global Mediascapes

FRIDAY, MARCH 28

Alumni Night

5:30pm; MUC, Room Mississippi-Illinois

