

DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

SACRED HEART UNIVERSITY

VOL. I SPRING 2011

ANNOUNCING THE MASTER'S IN COMMUNICATION PROGRAM!

The Dept. of Communication and Media Studies is pleased to announce the new Master of Arts in Communication graduate program (MACOMM) beginning Fall 2011. The 33-credit program offers three areas of concentration: Corporate Communications & Public Relations, Digital Multimedia Journalism, and Digital Multimedia Production.

MACOMM Director Jim Castonguay writes about the new program:

I'm thrilled to be directing our new Masters program, which reflects the department's growth over the past decade. Our program is responding to the anticipated growth in the communication and media job sectors over the next ten years and is designed to help students compete for the top positions or to advance their existing careers and update their skill sets.

The MACOMM degree program will supply the communications, public relations and news industries with its next generation of professional communicators in ways that only a media studies program with a strong, cutting edge digital multimedia production component like ours can. Students will create real-world productions for organizations, businesses, publications, or media



outlets using a practical focus on hands-on learning with the latest technologies. Internships and mentorships will immerse students in professional settings in order to gain advanced practical training and real world results.

In addition to Andrew, Debbie, Sid, Sally, Greg, Joanne, and myself, we have assembled an impressive team

of faculty and mentors with extensive industry experience to train and teach in our Master's program.

We are pleased that our program has generated national interest from students across the county, and are especially pleased that several of our seniors have already enrolled in the 5th-Year MACOMM Program.

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Master's in Communication Program *continued*

We look forward to welcoming back our alumni seeking to gain new multimedia skills and strengthen their professional portfolios.

Our program has only been as strong as its students. We owe our success to you. We invite all of you to come to our next information session and find out more about this exciting new program. **Our next information session will take place on Saturday, March 19th from 9:00-11:00 am**, with registration and breakfast beginning at 8:30 at the Schine Auditorium on the Fairfield campus of Sacred Heart. For more information, please call Graduate Admissions at 203-365-7619.

If you would like more information about the MACOMM program, please feel free to contact me at 203-371-7710 or email me at castonguayj@sacredheart.edu. You can also check out the MACOMM program on our website: <http://www.macomm.sacredheart.edu>.

Joining the MACOMM Faculty...

MACOMM FACULTY SPOTLIGHT

KATIE LEVINSON BURKE MACOMM MENTOR, INSTRUCTOR & ADVISORY BOARD MEMBER



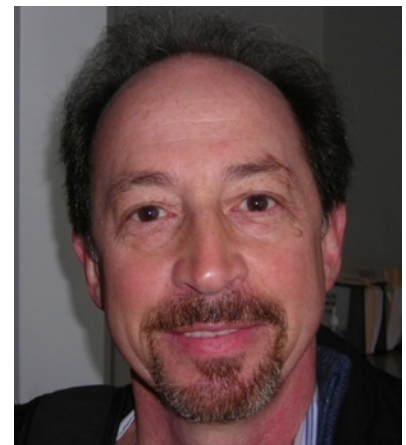
We are thrilled to welcome Katie Levinson Burke to the MACOMM program. She is currently Chief of Staff for Edelman global, the largest independent public relations firm in the world and *Advertising Age's* PR firm of the decade. Mrs. Burke was appointed to her current position after running Edelman's New York Public Affairs business and serves as one of the firm's top media and presentation trainers. Prior to joining Edelman, Mrs. Burke served as National Communications Director for Rudy Giuliani's presidential campaign and Communications Director for Governor Arnold Schwarzenegger's successful re-election campaign in California. Mrs. Burke served in the White House as the Director of Television News during President George W. Bush's second term, a position she also held at the Republican National Committee during the 2004 election cycle. She received her Master's in Public Policy and Administration from the London School of Economics and will be joining the MACOMM program as advisory board member, mentor & part-time faculty member.



Paul Pabst, Executive Producer of the Dan Patrick Show, formerly a producer for CBS Sports, CBS News, ESPN, and Sirius Satellite Radio will teach broadcast journalism and television with a focus on sports broadcasting.



Andrew MacLellan, Vice President at Porter Novelli, PR firm, and technology communications expert, joins the MACOMM Advisory Board, bringing a wealth of experience in journalism and editing, including editor-in-chief of EBN.



Richard Falco is President of Vision Project, dedicated to documentary photography, & investigative journalism. His photography appears in major publications, including: Time, Life, Newsweek, and The New York Times. The author of two books, he teaches digital photojournalism and production.

Greetings from Andrew Miller, Chair of the Department of Communication & Media Studies

Welcome to our first department newsletter!

This publication will be the first of many, and, we hope, a useful way for faculty, staff, students and alumni to stay connected with the program, and more importantly, with each other.

2010-2011 has been a tremendously exciting year for the department. It's been a year of new additions, big changes, and continued excellence within the program.

New Names -

As you all should know by now, since the Fall of 2010, the department has officially changed its name to *The Department of Communication and Media Studies* (CMS for short). This change has been a long time coming, and we think it better describes what we have been doing all along.

New Additions -

Starting at the end of last year, we added a new Academic Department Assistant, Suzanne Golub, and we are thrilled that she has joined CMS. She has already become an invaluable member of the department, taking on a wide variety of tasks including creating and editing this newsletter.

Big Changes -

Beginning in the fall of 2011, we have

revised our majors, changing some names, and creating new paths to better reflect the work that we do. The Communication and Technology major will be renamed *Digital Communication* and the Media Studies major will now contain two different concentrations, *Journalism* and *Film, Television and Media*.

Coming Soon -

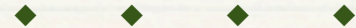
As is described in depth elsewhere in the newsletter, we have launched our Master's in Communication Graduate Program (MACOMM), and we are currently accepting applications for our first class beginning in the fall of 2011. Jim Castonguay has spearheaded this initiative and has been appointed the Director of CMS Graduate Programs. There has already been a great deal of interest from prospective students, and we are excited to begin what we think is a cutting-edge, multimedia-focused graduate program.

As the semester flies by, I look forward to seeing our seniors and alumni at our annual **Alumni Reception/Senior Night on April 13, 2011** at the Schine Auditorium.

Stay tuned for more news as our



department continues to grow. We would love to hear from you, and welcome your comments, suggestions, and submissions.



FACULTY NEWS

Prof. Jim Castonguay has been elected Treasurer of the Society for Cinema and Media Studies, the foremost academic organization devoted to the study of media and film. Congratulations, Jim!

Prof. Andrew Miller recently published "The American Dream Goes to College: The Cinematic Student Athlete of the Great Depression" in the December 2010 issue of *The Journal of Popular Culture*. He also developed and launched the new website for The Society of Cinema and Media Studies.

Prof. Debbie Danowski presented a paper titled "Why Don't I Look Like That?: Diet Advertising in Women's Magazines" at the Northeast Popular Culture Association Conference in Boston.

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FACULTY NEWS

continued

Prof. Sally Ross & Prof. Jim Castonguay partnered on an essay titled, "Asta the Screwball Dog: Gender, Class and Hollywood's Canine Sidekick," for an upcoming Rutgers University Press volume.

Prof. Sid Gottlieb completed a comprehensive annotated bibliography of Alfred Hitchcock's works, which will be appearing at Oxford University Press Bibliographies Online. He will also be presenting a paper on "The Therapeutic Function of Music in Hitchcock's Films" at a conference at St. John University in York, England.

Richard Falco has several upcoming photography exhibits, including the Festival of Civilization and Art of Media in Lodz, Poland. Rick and Joe Alicastro teamed up on a Vision Project film, "Crossroads: Rural Health Care in America," which will be screened at the President Clinton School for Public Service in Little Rock, Arkansas on April 2nd.

Greg Golda, who is the University Coordinator of Multimedia Productions, recently worked as Assistant to the Head Photographer at Consumer Reports Magazine Auto Division.

Prof. Joanne Kabak's book, co-authored with Rosemary Williams, "The Woman's Book of Money and Spiritual Vision: Putting Your Financial Values Into Financial Practice," has been acquired by Yes Publishing in St. Petersburg, and is now available, for sale in Russia.

Faculty Profile

Joe Alicastro



Joe Alicastro is a 30-year veteran producer of NBC News. He served as a Special Events Producer for the network's extensive political coverage, and from 2003 through 2007 was the lead producer for four Democratic Presidential Candidates Debates, two Presidential Debates and the Republican Convention at Madison Square Garden.

As one of the producers providing the front line defense for all breaking news on the NBC Network, Joe was involved in hundreds of Special Reports including, the Columbia Shuttle Disaster, the War in Iraq, the Terrorist attacks in London, the Northeast Blackout, Hurricane Katrina, the Deaths of Princess Diana, Mother Teresa, President Reagan, President Ford and Pope John Paul II.

As the NBC Rome Bureau Chief, Joe travelled extensively around the globe covering breaking news, including the fall of the Berlin Wall, the breakup of the Soviet Union, Afghanistan, the Gulf War and the Liberation of Kuwait.

After graduating with a Bachelor of Science in Broadcasting and Film from Boston University, Joe joined NBC News in 1978. As a field producer, he produced hundreds of stories in all formats: hard news, feature segments, magazine pieces and documentaries.

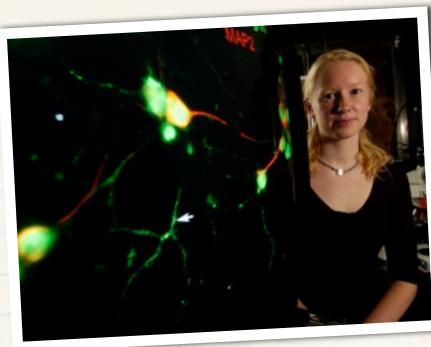
A seven time Emmy nominee, Joe has been honored with three News and Documentary Emmy awards and a Commendation Award from American Women in Radio and Television.

Joe is currently Senior Producer and Associate Director of Vision Project (www.visionproject.org) and acted as Broadcast Producer for a Special Events program for National Geographic Television.

He joined the Department of Communication & Media Studies faculty at SHU as an Adjunct Professor in the fall of 2009 and has been teaching Broadcast and Digital Journalism. Joe will be joining the MACOMM faculty as mentor and instructor of multimedia production.



News and Events



Upcoming Events

Vision Project's Photography in a Digital World lecture series presents Les Stone, "Haiti: A History of Crisis."

March 3, 6:30-8:30 p.m. at the Schine Auditorium. Free

Critically acclaimed photographer Stone shares his powerful images of the lives, culture, events and people of Haiti that he has documented for over twenty years.

2nd Annual Senior Night and Alumni Reception

April 13, 2011, 5:30-8:30 p.m. at the Schine Auditorium.

Seniors and alumni join together for a fun night of discussion, food and mingling. Recent alumni will share their experiences post-graduation; job search tips, networking ideas, and job experiences in the field.

TOUCHDOWN!

Four CMS students had the opportunity to attend the 2011 Super Bowl in Dallas to work as production interns under the supervision of faculty member, Brian Thorne, who is also a member of the core utilities team for NFL Network.

The students, seniors, Nicole Eastman, Gina Cerniglia, and Stephanie Kanner, and junior Erin Murtagh, were responsible for game preparation, setting up cameras, serving as liaisons to the international and domestic broadcasting clients, escorting broadcast talent to the field, and acting as runners for the international division of NFL Films. They gained invaluable experience observing how a professional crew captured a live broadcast, how cameras were moved and placed for live action footage, and how much goes into a broadcast production.

According to Kanner, "What I took away here was much more than I could have learned in any classroom. It was the most eye-opening experience I have ever had."



STUDENTS NICOLE EASTMAN, GINA CERNIGLIA, STEPHANIE KANNER, & ERIN MURTAGH WITH INSTRUCTOR, BRIAN THORNE, AT THE SUPERBOWL.

KEEPING UP WITH ALUMNI

CMS graduate Dario Melendez, '08, will be featured in an upcoming SHU Alumni Magazine profile. Melendez, who graduated with a Bachelors degree in Media Studies recently became weekend anchor and reporter for WISN-TV, a top 40 station in Milwaukee, Wisconsin.

Did you know we're on Facebook? Our Facebook page, Sacred Heart University Communication & Media Studies, has news, events, and updates for alumni to keep in touch. Friend us!

Over 100 alumni have already linked in with James Castonguay on LinkedIn. Don't miss out on this opportunity to network with your colleagues. Join up today!

VALUABLE EXPERIENCE

CMS Students complete internships as part of their course work. Recent internships include: Food Network, NBC, The New York Yankees, Fox News, MTV, NBC Sports.com, DNA Public Relations, Polo Ralph Lauren, National Geographic, and Fairfield Magazine.

NEXT ISSUE

- * Faculty News!
- * Faculty Publications!
- * Alumni Spotlight!
- * Featured Internship!
- * Movie Trivia!
- * More News about our first incoming graduate class!

Please send your comments, suggestions and submissions to Suzanne Golub, Editor at: golubs1506@sacredheart.edu
We'd love to hear from you!!