

Communication & Media Studies

DEPARTMENT NEWSLETTER



To our alumni, students, and friends:

It's been another exciting academic year for the Department of Communication and Media Studies. Thirty-seven students completed their undergraduate studies this past spring, and this August our first class of MACOMM graduate students will graduate from the new Masters in Communication program.

Looking forward we are very excited about two new programs which we expect to begin in the fall of 2013. At the undergraduate level, we will be introducing a new Communication Studies major with concentrations in Advertising Media/Public Relations and Sports Media, and at the graduate level we will be launching a one-year Masters in Film and Television Production (FTMA). We have already begun building these programs, and we are eager for them to commence.

As always, I'm proud of all of our student accomplishments this past year. Some of the highlights include for the second year in row, we were the only school in the nation with students interning at the Super Bowl. We also sent students down to New Orleans to create a documentary film about rebuilding after Hurricane Katrina, and during the very first year of the program a group of MACOMM students won a statewide PSA contest. It was another great year for CMS students!

Have a great summer and don't forget to keep in touch.

Congratulations to all our 2012 graduates!

***Dr. Andrew Miller
Department Chair***



COMMUNICATION AND MEDIA STUDIES CELEBRATES OUR OUTSTANDING GRADUATES

Gold Medal of Excellence in Media Studies: Lisa A. Manente

Silver Medal of Excellence in Media Studies: Maile Y. Hetherington

Gold Medal of Excellence in Digital Communication: Carly M. Bergin

Silver Medal of Excellence in Digital Communication: Michael T. Gordon

Congratulations Class of 2012!!

BA Media Studies

Hannah Ackerman
Lindsay Caiati
Blake C. Campbell
Caroline R. Campo
Robert J. Coloney
Chelsea E. Colvin
Janelle A. Cracco
Samantha Defalco
Sophia E. Destruge
Jacqueline A. Duda
Brittany N. Foy
David J. Gallo
John J. Gil, Jr.
William G. Haug
Maile Y. Hetherington
Christopher J. Hindenach
Whitney C. Hughes
Michael J. Leboff
Jessica R. Luby
Albert T. Malafrente
Lisa A. Manente
Daniel S. Miller
Morgan K. Mireski
Erin M. Murtagh
Thomas E. O'Hanlon

Jessica A. Orser
Amanda C. Rivera
William M. Romaniello
Kimberly L. Rooney
Venithda Sourignamath
Peter Swink
Valentina Szlashta
Danielle Vuotto

BA Communication & Technology

Carly M. Bergin
Michael T. Gordon
Erik M. Mazurick
Ryan Anthony Urso



REFLECTING BACK ON SACRED HEART UNIVERSITY

I can distinctly remember four years ago being on the hunt for the “perfect college.” As I began the search, my cousin said to me, “Get ready for the best four years of your life.” Four years later and a Bachelor’s degree now in hand, he was absolutely right. Sacred Heart was, without a doubt, the perfect school for me. I cannot imagine spending my college years any place else. While I had always been interested in studying communications, the Media Studies department opened my eyes to so much more than I had ever even considered. I am confident in my ability to enter the job market as a media studies graduate from Sacred Heart. As Sacred Heart has done so much for me already I am excited to spend my last year here as a graduate student in the MACOMM program. As for my future after Sacred Heart, I am looking forward to working in public relations hopefully in the non-profit sector. It is a job where I will be able to combine all of my work and passion into something I know I will be able to work well in. Sacred Heart has been my home away from home. While I will be sad to leave for good after next year, I know that I am leaving, ready to start the rest of my life with skills and confidence.

Hannah Ackerman, '12



Hannah receives the Don Coonley Award for excellence in communication and media studies from Prof. Sid Gottlieb and retired Prof. Ralph Corrigan.

The **Don Coonley Award**, presented annually to a graduating senior in the CMS Department who exemplifies the commitment to excellence in the art, theory, and practice of communication and media studies was awarded to Hannah Ackerman, for her outstanding work in the field of media arts and her excellent application of theory and practice throughout her four years at Sacred Heart University.
Congratulations, Hannah!



The Department of Communication and Media Studies

Senior Night and Alumni Reception

On April 20th, the CMS Department sponsored our third annual Senior Night and sixth annual Alumni Reception in the Schine Auditorium. A panel of four CMS graduates spoke to graduating seniors and shared their experiences in the job market, how they landed their first jobs, and what it's like working professionally in the media industry.

The panel included four graduates working in different areas of media: Maureen Daley Cotter, '05, who is Senior Manager of Program Planning and Scheduling at Showtime Networks, where she is responsible for programming on Showtime on Demand and the Smithsonian Channel; Rachel Maresca, '08, who is a Producer/Writer for Celebuzz.com, where she writes, conducts interviews, and serves as television guest expert on celebrity news and fashion; Andrew Oshan, '04, who is Senior Writer Producer for Tribune Broadcasting, which owns and operates 23 major market television stations; and Dario Melendez, '08, who is an award winning reporter and Weekend Sports Anchor at WISN-TV, an ABC affiliate in Milwaukee.



Roundtable panelists (l to r): Andrew Oshan, Rachel Maresca, Maureen Daley Cotter, Dario Melendez

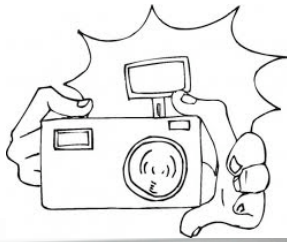
Following the roundtable discussion, seniors had the opportunity to ask the panel questions, and alumni who attended the event were able to share their experience and advice with seniors, including the importance of networking, the value of experience, and keeping an open mind about job opportunities.



Prof. Andrew Miller and Elizabeth Mastrocola, winner of the 20120 CMS logo design competition.

Dr. Andrew Miller, who hosted the event, announced the department's award winners for academic excellence, the recipient of the 2012 Don Coonley award, Hannah Ackerman, and the winner of our 2012 logo design contest, Elizabeth Mastrocola, whose design was featured on a gift to the graduating seniors. Students and alumni had a chance to mingle and network at a reception following the event and continued the festivities at an off campus after-party.

ANNUAL CMS SENIOR NIGHT & ALUMNI RECEPTION



PARTY
Time



THE MAX - MEDIA ARTS EXHIBITION

ALUMNI IN THE WORKFORCE

Lacey Gilleran '10, is a Multimedia Specialist at Bridgewater Associates in Westport.

Tom Herles, '10, is a Web Consultant for GE.com at Softtek in New York City.

Danya Jimenez, '05, started her own photography studio, where she offers wedding and event photos and cinematography. Check out her website at: <http://danyajimenezphoto.com>

Stephanie Kanner, '11, is an Associate Producer at MTV in New York City.

Genevieve Manna, '10, is Account Services Coordinator for The Collective PR agency in New York City.

Mike Oberlander, '11, is a Production Assistant at WWE's latest venture, Project Evergreen.

Anthony Santos, '09, is a Marketing Specialist with Cartus Global Relocation Management.



On Saturday, April 28th, the Media Arts Exhibition (MAX) showcased original projects completed by Communication and Media Studies majors in photography, video, animation, radio production and broadcast journalism, screenwriting, cinematography, print journalism and magazine production.

This event brings together all of the media studies and digital communication majors to exhibit their creative work from the semester and provides an opportunity for students to demonstrate, share and network.

In January, CMS undergraduates William Romaniello and Ray Palmer, and MACOMM graduate students, Maura Cook and Stephanie Reyes, traveled with CMS instructor Rick Falco on a **Vision Project** trip to New Orleans. Their goal was to create a documentary focusing on the rebuilding of the Hurricane Protection System by the Army Corps of Engineers, and the profound impact of Hurricane Katrina on the lives of the residents who lived there. Their film features residents and community organizers from the 9th Ward and St. Bernard Parish, who were hit hardest by the storm. Students had an opportunity to work in a highly professional environment and gain valuable experience working on all aspects of creating the documentary film, "Holding Back the Surge." (See www.visionproject.org)

A student team in the Master of Arts in Communication program, including: Jeff Crane, Mike Dominguez, Jade Ean-Heller, Lauren Forgione, Michele Herrmann, Justine Luzzi, Guilherme Palma Neto and Wayne Travers, took top prize in the Wine and Spirit Wholesalers of CT, Inc. state-wide PSA contest. Their commercial about underage drinking took home the awards for best overall PSA and technical excellence, which means that it will air on all the major television stations in Connecticut for a full year. *Way to go!*



MACOMM MEDIA EXCHANGE

On Tuesday, May 29th, the CMS Master of Communication program hosted the inaugural SHU Media Exchange in University Commons. The event, produced entirely by MACOMM graduate students, featured a panel of prominent media industry professionals who shared their experience and thoughts on trends and developments in the media industry with students, faculty and area professionals. Featured on the panel were: Vinnie Fusco, General Manager of NBC Universal Stamford Media Center; Meryl Moss, President of Meryl Moss Media Relations; Bud Grebey, SVP Maloney & Fox; and Kip Bergstrom, Deputy Commissioner of the State of Connecticut Department of Economic and Community Development. The event was moderated by John Seigenthaler, former NBC Nightly News anchor and CEO of Seigenthaler Public Relations.

This event was designed to encourage an open dialogue between the public and leading media professionals with the focus on the expansion of Connecticut's "Creative Corridor" and the rapidly emerging media industry in Connecticut. The panel discussion was followed by a Q&A of audience and

social media submitted questions, and a networking reception.

Over 100 students, professors and communications professionals attended, including representatives from ESPN, *The Dan Patrick Show*, Response Marketing, Advent Creative, and the Fairfield County Public Relations Association.

According to MACOMM Director, Jim Castonguay, "The SHU Media Exchange demonstrates the kind of creative, hands-on, and professional communication skills MACOMM students learn by doing real things under the mentorship of industry professionals and PhDs."



Panelists Kip Bergstrom, Meryl Moss, Vinnie Fusco, Bud Grebey, and moderator John Seigenthaler



For more information, and updates about next year's Media Exchange 2013, visit:

<http://www.shumediaexchange.com>



Please send any comments, ideas, contributions or alumni news to: Suzanne Golub, Editor, at: golubs1506@sacredheart.edu