

Communication & Media Studies

DEPARTMENT NEWSLETTER

FALL 2012



Behind the Lens and On the Air



Narrative Film and Acting for the Camera Students at Work



Pre-Fall Students at ESPN Studios



FACULTY NEWS

Debbie Danowski's fifth book, *Why Can't My Child Stop Eating?* (Central Recovery Press) is scheduled to be published in June 2013.

Lori Bindig has a book coming out in November 2012 entitled, *The O.C., A Critical Understanding*, part of Lexington Book's Critical Studies in Television series.

The second volume of *Hitchcock on Hitchcock, More Writings and Interviews*, edited by Sid Gottlieb, has been accepted for publication by the University of California Press.

Dr. Sally Ross' essay "Invitation to the Voyage: The Flight Sequence in Contemporary 3D Cinema" appeared in *Film History*, vol. 24, no. 2, 2012, Indiana University Press.

Greg Frost and the Ice Brothers, featuring Greg Golda and Sid Gottlieb rocked the house at Red's on campus with their CD release party November 15th. In celebration of International Education Week, they played some British Invasion along with original music. Watch for dates for future performances!



DEPARTMENT NEWS



The Department of Communication and Media Studies is pleased to announce that construction will begin soon on our future new home. The building, located across the street from campus on Jefferson Drive will house modern state-of-the-art facilities, including:

- *Multimedia classrooms with wireless technology*
- *Cutting-edge studios with the latest production equipment*
- *Theatre style screening rooms*
- *Audio editing and digital editing suites*
- *Well-equipped media offices for student run organizations*

STUDY ABROAD WITH CMS!!

We're offering exciting opportunities for students to enhance their education through one of our new international programs...

- ◆ *Hone your digital photography skills as you experience ancient and exotic India with Rick Falco, Dec. 27- January 11, 2013*
- ◆ *Develop skills, discipline and insights necessary to create documentary productions with Photography & International Studies in Dingle, Ireland with Rick Falco, May 18-June 1, 2013*
- ◆ *Explore the stunning images and hidden rhythms of famous European cities in City Symphonies:Europe in Film with Dr. Sally Ross in Luxembourg, May 25-June 9, 2013*

For more information about these exciting programs, contact the Office of Study Abroad, 203-396-8028



FACULTY PROFILE

JOANNE KABAK



"I love working with students - they keep me engaged in what's new and I love their energy! My advice to students interested in journalism is that more than ever people are seeking and consuming news. The form may change, but the need to know what's going on is vital today. Learn basic good writing skills, keep tabs on what's going on in the world and go for it!"

Joanne Kabak has been sharing her passion for news, media and writing at Sacred Heart since 2005. She teaches beginning and advanced courses in journalism, and has been the faculty advisor for The Spectrum since 2009. Joanne received her Bachelor's degree from Barnard College and her Master's from Columbia University. Her lifelong dream was to become a journalist, and she has worked as a freelance journalist for more than fifteen years. Her articles have appeared in Newsday and Consumer Reports Money Advisor, among many other publications. She has collaborated on four books and created Clarity Communications to focus on business writing. She has been a leader in several networking projects for entrepreneurs and writers, and her articles have won awards from Connecticut Women in Communications.

Joanne is a true news junkie always interested in learning about what's going on in the world. When she is not teaching, she enjoys yoga, taking long walks, traveling, and she and her husband, Edward, enjoy spending time with their daughters and discovering new gourmet restaurants.

The Spectrum

The Spectrum is SHU's student-run weekly newspaper first established in 1983. The staff consists of nearly 20 editors and more than a dozen staff writers and contributing writers. The writing staff is fueled by News Writing and Reporting Classes in which students learn the fundamentals of news writing, while being published weekly. Faculty Advisor, Joanne Kabak, is "so impressed with how hard the staff works to get a weekly paper out. One of the challenges of being in the news business is that you never know what's going to come up." The paper can be viewed on the Spectrum website - <http://www.sacredheartspectrum.com>



SERVICE LEARNING & CMS

Last fall, I began volunteering at H.O.R.S.E. of Connecticut (www.horseofct.org), a nonprofit horse rescue organization. I was searching for a service-learning opportunity for my Advertising and Public Relations students. As with all of our CMS classes, I wanted students to have an active and engaged learning experience with a theoretical basis.

As part of the class, students wrote press releases, designed publicity flyers, created pamphlets and information sheets while becoming aware of the larger societal issues of animal rights and abuse. Throughout the semester, I continued to volunteer at the H.O.R.S.E. farm to both familiarize myself with the organization and to coordinate the creation of student material.

During this time, I worked closely with the rescue horses on the farm. One little Haflinger Pony named Cooper stood out among the others. At 10 years old, before coming to the farm, he was severely beaten and starved so much so that a halter had to be surgically removed from his head when he arrived.

A pudgy little guy, Cooper had this way of "frisking" me for treats but always with a gentleness that belied his past experiences.



I also enjoyed working with a 15-year-old Draft/Quarter Horse mare named Butterscotch. She came to the farm off a slaughter truck from a premarin factory. Premarin is a conjugated estrogen product extracted from pregnant mares' urine - hence Pre mar in.

Before coming to the farm, Butterscotch was kept in a very small stall for 8 months at a time and hooked up to a urine collection apparatus that sometimes restricted her movement.

I didn't stand a chance. I changed my entire life to give these two a safe, secure, forever home. These two special horses represent everything that is right and good about the CMS Department and Sacred Heart University as a whole.

Butterscotch and Cooper symbolize the CMS faculty's commitment to providing students with unique learning experiences that not only further knowledge in a certain area but make a difference in the lives of others.

I am proud to be a member of a department and university where social awareness is not only present but acted upon. Each and every student in my CM227 class helped to save at least two rescue horses. I know because Butterscotch and Cooper now live with me!

***-Dr. Debbie Danowski
CMS Department Chair***

MASTERS IN COMMUNICATION PROGRAM UPDATE

CONGRATULATIONS TO OUR FIRST GRADUATES OF THE MACOMM PROGRAM!!

Corporate Communication & Public Relations

Lauren Craft
Jeffrey Crane
Julien duPlessis (with honors)
Kelly Elliot (with honors)
Conrad Fronterre
Jocelyne Hudson-Brown
James Kearns
Maria Cecillia Lopez-Arbitang (with honors)
Joel Clark Mason (with honors)
Kimberlee Roleder
Melissa Valerio
Terrance White

Digital/Multimedia Journalism

Miguel Anez-Salaverria
Thomas Herles

Digital/Multimedia Production

Zachary Frank Justine Luzzi
Avery Owens

We welcomed 43 new graduate students to the MACOMM program for Fall 2012, including several recent SHU graduates who stayed on to continue in the Masters program. **Watch for upcoming news about our new Master of Arts in Film and Television graduate program beginning in Fall 2013! Check it out at:**
<http://ftma.sacredheart.edu>



Alumni Spotlight

Joel Felicio, '98

Joel Felicio graduated from SHU in 1998, and currently works as Coordinating Producer at NBC Sports. Joel recently shared some of his recollections and advice...

When I came to SHU, I wasn't going to be a media studies major, but someone told me I could watch a lot of movies and that appealed to me. What I found was instructors that were really enthusiastic and inspired me. I discovered that I could check out a video camera and create my own movies. I learned scriptwriting and editing (we were using Super VHS back then), and it changed my whole direction.

My junior year, in 1997, I interned with Outdoor Life Network, which at the time was fairly new. I logged shows and did quality control. When I graduated from SHU, they offered me a full time job as a production assistant. Outdoor Life eventually became NBC Sports and I have continued on with them into my current position

In 1998, they sent me out on my first onsite event – a bike race in California. I discovered that I have a passion for cycling and now that is my primary focus. I produce all the cycling events for NBC Sports, including the Tour de France, and the Olympics. I've been able to travel to France every July for the Tour de France, I've covered the London Olympics, and every spring I cover the cycling team training camps in Spain and Portugal. On the cycling off-season, I cover hockey, skiing and other events, such as the America's Cup and the Louie Vuitton Cups in New Zealand, and the World Cup skiing tours.

The most challenging part of my job is how demanding it is. I travel a lot, throughout the country and internationally, and am rarely home. But I have a passion for what I do and get to work at what I love, which makes it very rewarding.



My advice to students is to be persistent and proactive. Seek out internships that will give you experience. Knock on doors, talk to people and most importantly, follow up and stay in touch. Once you get your foot in the door, be a good worker, and show them you want to be there. The classroom learning and the internship experiences really helped to prepare me for my job and gave me a huge advantage. I'm always looking for good people to work with me, and the television industry is also always looking for good people, and you never know what may turn into an opportunity.



ALUMNI NEWS

Matt Braley, '08, is Executive Producer for Leftfield Pictures in New York City, a production company that specializes in reality television programming. After overseeing shows on the Travel Channel, TruTV, MTV, and VH1, Matt is currently Executive Producer of two hit series on the History Channel, "Pawn Stars," and "American Restoration."

Shelly Thomas, '09, made a career change to Associate Producer for a new Huffington Post project, "HuffPostLive," an online streaming network that covers a wide variety of popular topics. Previously, Shelly worked as Production Assistant for The Gayle King Show on OWN, Oprah Winfrey Network in New York City.

Gina Cerniglia, '10, is currently Marketing Coordinator at PHX, a digital advertising and marketing firm.

Genevieve Manna, '10, is Sales Planner at Collective PR Agency in NYC, specializing in marketing, brand development and image management.

Marissa Adamo, '11, is currently an Account Executive at M&C Saatchi PR, an international marketing and advertising agency that represents fitness, sports and lifestyle brands, as well as professional athletes. Marissa currently works in the New York City office, having previously worked as a film assistant at ID Public Relations.

Lauren Craft, '11, is PR and Marketing Assistant at ON LOCATION TOURS in NYC, the world's largest television and movie tour company offering tours of New York television and movie sites. Lauren recently graduated from our Masters in Communication program.

Stephanie Kanner, '11, is currently Associate Producer at Magilla Entertainment, a production company that creates and sells television to major media outlets. Previously, Stephanie was Associate Producer at MTV/Viacom in NYC.

Jamie Miller, '11, is Social Media Consultant at Up Tempo Group, a social media consultancy focused on helping small business and healthcare professionals.

Therese O'Shea, '11, is Morning News Anchor/Producer at KKCO, an NBC affiliate based in Colorado.

PLEASE BE SURE TO SEND US YOUR UPDATED EMAIL ADDRESS!

Contributing Writers:

Alana Miller & Georgia Palladino

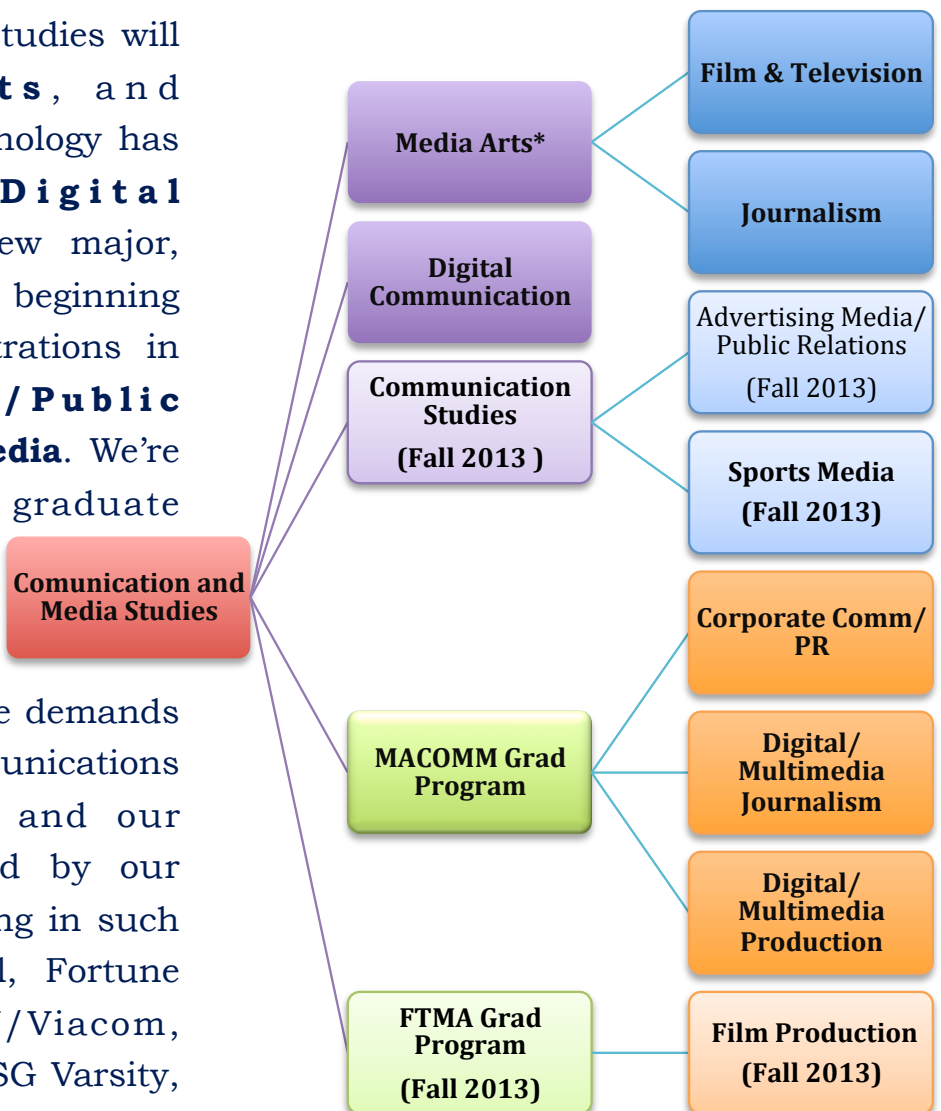
**Please send any
comments, ideas,
contributions and
alumni news to:
Suzanne Golub, Editor,
at [golubs1506@sacred
heart.edu](mailto:golubs1506@sacredheart.edu)**



The Changing Face of Communication and Media Studies

*New and exciting changes are happening in our
growing department!*

The Communication and Media Studies department has restructured our majors and added new concentrations to offer students more opportunities to focus in specialized areas. Media Studies will become **Media Arts**, and Communication and Technology has been renamed **Digital Communication**. Our new major, **Communication Studies**, beginning Fall 2013, offers concentrations in **Advertising Media/Public Relations**, and **Sports Media**. We're also adding a second graduate program in Fall 2013, the **Masters in Film and Television**. Our students graduate ready to meet the demands of the fast-growing communications and media industries, and our successes are showcased by our graduates currently working in such places as NBC Universal, Fortune Money Magazine, MTV/Viacom, Conde Nast, Fox News, MSG Varsity, Optimedia, Showtime, The Nielsen Company, and NBC Sports.



UPCOMING EVENTS

January 18

OPEN STUDIO

MEDIA STUDIES STUDIO
ADMINISTRATION BUILDING

STUDENTS, EVER WONDER
WHAT'S GOING ON INSIDE OF
OUR STUDIO?

THINKING ABOUT BECOMING A
CMS MAJOR AND WANT TO
KNOW MORE ABOUT THE
COMMUNICATION AND MEDIA
STUDIES PROGRAMS?

COME AND SEE THE STUDIO IN
ACTION, LEARN ABOUT OUR
PROGRAM AND HEAR FROM OUR
FACULTY AND STUDENTS!

January 28

NEW PROGRAM LAUNCH

RECEPTION, UC LOBBY

5:30-7:30 PM

COME AND JOIN US AS WE CELEBRATE THE LAUNCH OF OUR NEW PROGRAMS, INCLUDING OUR NEW UNDERGRADUATE MAJOR AND GRADUATE PROGRAM! LEARN ABOUT OUR PROGRAMS FROM FACULTY, STUDENTS AND ALUMNI WORKING IN THE MEDIA INDUSTRY. HEAR ABOUT THE EXCITING PLANS FOR OUR NEW FACILITIES! JOIN US FOR A FESTIVE CELEBRATION!

WATCH FOR MORE UPDATES ABOUT THESE AND OTHER EVENTS!