



The Department of  
Communication  
& Media Studies  
Sacred Heart University

Newsletter

Winter 2013

## New Undergraduate Major Launches

### **COMMUNICATION STUDIES - FALL 2013**

Undergraduates in the new Communication Studies major can concentrate in either Advertising Media/Public Relations or Sports Media, and prepare for careers in journalism, public relations, sports journalism, sports broadcasting and creative media. Practical applications, along with real world experience combine to provide a well rounded education and the relevant skills and knowledge needed to succeed in the media industry.

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### **PERFORMING ARTS CONCENTRATION - FALL 2014**

In addition to concentrations in Journalism, and Film and Television, students majoring in Media Arts will have a new option - the Performing Arts concentration. Designed for students who are interested in all aspects of artistic and creative expression, including dance, music (voice and instrumental), and theatre (acting, stagecraft, playwriting, and directing), this program of study will offer both a historical perspective and practical real-world applications.

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### **NEW MASTERS PROGRAM IN SPORTS COMMUNICATION AND MEDIA TO BEGIN FALL 2014**

Our newest 1-year graduate program will offer tracks in Sports Broadcasting and Athletic Communications and Promotions. Students will acquire the knowledge and technical skills to pursue careers in the digital world of athletic communications and sports broadcasting, as they develop a theoretical, aesthetic, and historical understanding of the professional communication field of sports media. Grounded in traditional courses and complemented by intensive workshops offered by media practitioners, this dynamic program offers a hands-on curriculum, experienced faculty, industry internships an ideal location in the sports media capital of the country.

## GREETINGS FROM THE CHAIR

It's that time of the year again. Twinkling lights and chilly weather fill the air while some of you are making important decisions about which college you'll attend or what major you'll choose. I've spent the last few months meeting with many of you at both Open Houses and in my office on campus. I am continually impressed by the thought and effort that so many of you put into these decisions. And I am honored that you are considering the SHU CMS Department.

This is an exciting time for us. This fall we launched our new Communication Studies major with concentrations in Advertising Media/Public Relations and Sports Media, which has turned out to be far more popular than we anticipated. We have triple the number of students in this program from what we predicted and couldn't be happier.

We also launched our Masters in Film and Television at the Stamford campus this fall. This, too, has exceeded our expectations. Currently, there is a waiting list of students wanting to enter the program.

All of our majors combine the social and cultural analysis of media and communication technologies with media production, including digital video, broadcast and print journalism, television, radio, photography, advertising, public relations and digital multimedia. The CMS curriculum is interdisciplinary by nature and international in scope, blending theory and practice, the historical and the contemporary, and the mainstream with the alternative.



What this means for you as a student in the CMS Department is an education that not only includes state-of-the-art equipment but also a firm foundation in the history and theory of the material you produce. Combine this with the individualized attention you receive and you have a truly unique educational experience.

As a SHU student in the 1980s, I knew Sacred Heart was a special place with professors who took the time to work with me to help me achieve my professional goals. Today, as CMS department Chair, I am continually impressed with the effort our faculty put into helping and guiding students along the pathway to their chosen careers.

If there is anything I can do to help make your decision about colleges or majors easier, please feel free to contact me at [danowskid@sacredheart.edu](mailto:danowskid@sacredheart.edu).

I wish you and your family a happy holiday season filled with peace.

*Dr. Debbie Danowski  
CMS Department Chair*

## DEPARTMENT NEWS

Construction is well under way for the new state of the art building on the corner of Jefferson and Park that will house the Department of Communication and Media Studies and the Welch College of Business.

Our new facility will include state of the art studios, multimedia classrooms, industry standard post-production editing suites, and screening venues. Follow the progress of the building and watch the live Work Zone Cam at: <http://turnerconnecticut.workzonecam.com/turner>



### MACOMM VIDEO GOES VIRAL!

A new project this year paired undergraduates in the Communication program, graduate students in the MACOMM program and MACOMM alumni to produce broadcasts of SHU's 2013 football games. The MACOMM program purchased new equipment, built camera stanchions in the stadium and offered students the opportunity to produce live broadcasts. Their coverage of the games has appeared throughout Connecticut on CPTV, but on Saturday, November 2nd, they broadcast the spectacular double fumble and recovery for a touchdown by SHU's Moses Webb. Since then, the video highlight, shot with multiple cameras by a team of students, along with play-by-play commentary by

MACOMM student Randy Brochu and alumnus Terrance White, has been seen all across the country. The video has attracted 2,244,580 YouTube views to date and was featured on ESPN's SportsCenter Top Ten plays the following day. Brochu expressed his pride in "...capturing one of the craziest plays you will ever see with such high-quality production value and professionalism. We had one chance to do something special, and we all came together and nailed it."

Check it out for yourself at : <http://www.youtube.com/watch?v=QesyKoezPrY>



Current ESPN SportsCenter anchor and Sacred Heart University alumnus Dario Melendez returned to SHU on Thursday, November 14th at an event sponsored by the Sports Media Club to discuss the sports media industry, including how to find a job upon graduation. Since graduating from SHU in 2008, Dario has worked at WINK-TV in Fort Myers, Florida, from 2008-2010, covering events that included two Super Bowls, the 2009 BCS National Championship, the 2009 NBA Finals, and the 2010 Pro Bowl. Dario then moved to a top-40 market when he was hired as a weekend sports anchor and reporter for WISN-TV in Milwaukee, Wisconsin. Dario received the award for the Best Sportscast for a Larger Market in 2011 from the Wisconsin Broadcasters Association. He joined ESPN in February, 2013 as studio anchor for Highlights Express on ESPNEWS and Sports Center.





## FACULTY SPOTLIGHT

If you're interested in romantic comedies, Professor Sally Ross is the person to contact. She has been teaching in the CMS department since 2006. Some of the courses she teaches include: Art of the Moving Image, Screenwriting, and Video Production. She cites Art of the Moving Image as one of her favorite classes to teach because it focuses on the beauty and power of film and explores how this incredible art form is created. One of her favorite recurring comments from students is, "I'm driving my roommate crazy because I can't stop analyzing movies!" That's just what she loves to hear.

Sally is passionate about film and feels that teaching should continue beyond the classroom. She strives to create an on-going intellectual conversation with her students in the classroom, such as what she had with her own college professors, that extends outside the classroom and beyond graduation. There are CMS alumni who continue to share their projects, ideas, and experiences with her well beyond graduation.

Her advice to students is to always question what you see in the media. Also to look at your university experience as more than just developing marketable skills, and take in everything you can. There will never be another opportunity like this to live the life of the mind.

She recently returned from a conference in Madison, Wisconsin on "The Influence of Money in the Movies," where she presented a paper on Kay Francis. Francis acted in many



films in the 1930's and often portrayed wealthy bosses, which presented an opportunity to

critically examine the issues of gender, money and power, areas that interest Sally and are often the focus of her research.

In her spare time, Sally swims competitively with the US Masters league, loves to cook and watches lots of movies. Her favorite type of movie? Screwball comedies (right now it's Palm Beach Story, but that's constantly changing). Sally received both her undergraduate and graduate degrees from the University of Wisconsin, Madison and previously taught at University of Hartford.

Students interested in taking a class with her will have to wait until Fall 2014. She will be on sabbatical for the Spring 2014 semester and at work on two possible book projects, Modern Women in 1920's Hollywood, and Modern Romantic Comedies.

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## *CMS Students Talk*

### **Working at Spectrum**

Being involved in *The Spectrum* has been a huge learning experience for me. For example, the newspaper is produced through a program called Adobe Illustrator. I did not know how to use this program at all before I joined *The Spectrum*. Throughout the course of my first year working for the newspaper, I seemed to learn and understand Illustrator simply through the repetition of using it weekly. Another important learning device I have improved on is how to write and edit articles. We edit the whole newspaper in the AP style format. Throughout my time at *The Spectrum*, editing in the AP style has become so easy. Lately, I find that I can spot where a correction in the article needs to be made and change it immediately. Not only can I edit the articles faster, but I also have noticed that when writing essays for my classes, the writing seems to come so easily to me. I have noticed an incredible improvement in my writing skills since participating in *The Spectrum*.

In addition to the multiple technical aspects I have learned, the sense of community is very prominent when you walk into *The Spectrum* office. All the editors and assistants work very well together. We really are a team. We work in the office on Mondays to have the paper ready for distribution on Wednesdays. If I have a question when organizing my section or editing articles, I know I can ask anyone for help. I have met so many creative people and established so many friendships with students I would have never met otherwise. Being involved in *The Spectrum* has affected me in so many ways that I know will definitely help me in my life outside of college and in any career I pursue in the future.

*Alana Miller, '15*



### **CM 102- Intro to Media Production**

I found CM 102, Intro to Media Production, to be a very useful class. I learned how to use programs such as Adobe Photoshop and Final Cut Pro. One thing that was stressed in this class was to start thinking more like a photographer when taking a picture. Each week we were required to take pictures and post our top 10 on blogs that we created in class. We explored ideas such as angles, lighting, depth, innovation, emotion and creativity to create our best possible photos. Not only did we learn the right way to take a picture, but we also learned how to create commercials and posters for university clubs and campus events. Working on our commercial project gave us an understanding of just how long it can take to shoot and put together a 30 second video. It took my partner and me over a week to get it all done. For our final project we were required to create a poster that displayed our best work and an "artist statement" which was used to describe what we learned from the class and how we are going to use it later on in our life. Everything that I have learned from this class I am still using in other courses today.

*Georgia Palladino, '15*

### **Performing Arts**

At the beginning of the Fall semester I had the privilege of assistant directing the play "Boeing Boeing" as part of the Theatre Arts Program (TAP). As a freshman, this was a major accomplishment as well as a wonderful learning experience. After just one rehearsal, my fellow members of TAP made me feel at home and gave me the confidence to try new things. As the assistant director I was in charge of keeping lists of props, as well as cues for the tech crew and making sure everyone was on the same page during rehearsals. Occasionally, I even filled in for some of the actors when they were absent. When we began run throughs, I was in charge of giving lines to the actors when they forgot them. After just two weeks of rehearsals it was time for opening night, the actors were in costume with full hair and make up and I was sitting next to the tech booth in the back of the theatre taking notes on the performance. The TAP Program built up my confidence for trying new things, taught me things that I could not have learned in a classroom and provided me with wonderful new friends. With the new Performing Arts concentration, I will be able to combine my theatre arts education with my major in film and television, and gain knowledge and experience in an area that I have a true passion for.

*Megan Garofalo, '17*

## COOL CLASSES!

The Communication and Media Studies Department offers a wide range of interesting courses. Here is a sampling of some of the classes we offer...

### **CM 201 The Art of the Moving Image**

Explore the language of moving pictures. View experimental and feature films, and discover how images are organized to create a whole. An opportunity to study some amazing films, such as Citizen Kane, Breathless, Taxi Driver, Memento and Annie Hall.

### **CM 272 Sports Communications**

Are you a fan? Learn the fundamentals of sports information, publicity and promotions. Prepare news releases, write local and hometown features, publish programs and brochures, interact with the local, regional and national press, and promote events, teams and individuals.

### **CM 222 Television Studio Production**

Thinking about a career in television? This workshop oriented class will introduce you to basic methods and technologies of production, including operating studio cameras, lighting, audio engineering, and everything that goes into creating a television show.

### **CM 277 Screenwriting**

Have you always wanted to write your own screenplay? This course combines writing activities, and analyzing sample films and screenplays to help you better understand narrative form and screenwriting skills. Begin working on your own feature length screenplay for film or television!





# Communication and Media Studies Student Organizations Get Involved!!

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## Newspaper

**Spectrum: Dana Maltese**  
maltesed@mail.sacredheart.edu

## Magazine

**Pioneer: Jaclyn Giuliano**  
giulianoj@mail.sacredheart.edu

## Television

**SHUBOX Television and  
The Pulse: Vinnie  
Ebenau**  
ebenauv@mail.sacredheart.edu

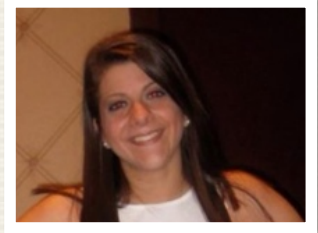
## Radio

**WHRT: Joe Berry**  
berryj@mail.sacredheart.edu

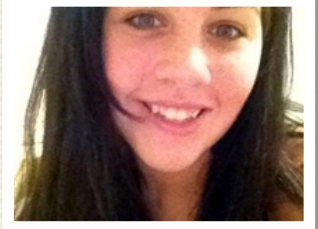
## Sports Media

**Sports Media Club**  
ballasc@mail.sacredheart.edu

### THE GANG



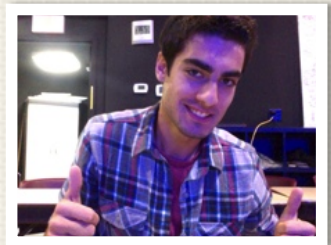
DANA MALTESE



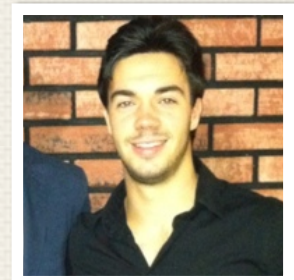
JACLYN GIULIANO



VINNIE EBANEU



JOE BERRY



CHRIS BALLAS

*Open to all students!!*



The Department of  
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## CMS SENIORS - SAVE THE DATE!!

### **THE ANNUAL CMS SENIOR NIGHT AND ALUMNI RECEPTION**

FRIDAY, APRIL 25<sup>TH</sup>

5:00 PM

SCHINE AUDITORIUM

SENIORS, IT'S YOUR NIGHT!

PRESENTATIONS, AWARDS & GIFTS  
A ROUNDTABLE PANEL OF ALUMNI WORKING  
IN THE MEDIA INDUSTRY  
FABULOUS FOOD & DRINK RECEPTION

RAFFLE WITH AWESOME PRIZES  
FUN PHOTO BOOTH  
AND MORE!



HAVE ANY NEWS YOU WANT TO SHARE?

Please send any comments, ideas, contributions, or alumni news to:

Suzanne Golub, Editor, at [golubs1506@sacredheart.edu](mailto:golubs1506@sacredheart.edu)