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Marist College | School of Communication & The Arts

Spring 2018 • Vol. 7

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As ushered in with Marist's new Strategic Plan, the College will be guided and defined by three core principles over the next five years: Ensuring Student Success, Promoting Innovation, and Advancing the Social Good.

The School of Communication and the Arts has been practicing these principles over the past year, identifying areas of growth for the School and for students, building new and innovative Centers of Excellence to promote hands-on learning, and giving back to the local community and beyond.

Our School's continuous mission is to provide students with the best opportunities and tools available to promote learning. This year, we launched our second Center of Excellence, the Center for Social Media, which provides students and faculty access to cutting-edge social media management and analytic software. Access to these tools not only provides hands-on learning opportunities to students, but also prepares them with workshops and speakers on how to use these platforms to leverage their success after graduation.

We continue to improve our learning facilities and technology, and the big news right now is the construction of a new creative arts facilities, the Steel Plant Studios, for our Fashion, Art and Digital Media students. The students and faculty will have access to the equipment and space needed to grow the budding designers and artists of tomorrow.

While our focus is always on our students in everything we do, we continually look for ways to give back to our community. This fall, the School participated in #GivingTuesday, a national day of giving. Students, faculty, staff from all Schools, and community members lent a hand in helping spread joy to patients at area hospitals undergoing cancer treatment. Even though it was our first event, we exceeded our goals, touching the lives of patients from Albany to Westchester.

Moving forward over the next five years, I believe that we as a School and as a College are in a position to not just succeed, but excel as an institution. I look forward to sharing our accomplishments with you.

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the opportunities
that are out there
for you unless
you do and see
what seems
unrealistic.”

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Students Take Part in Venice Biennale



Eleven students took part in the Marist Venice Biennale Program, immersing themselves into the world of studio art and art history in Venice, Italy over the 2017 summer. The students, including two from the Institute of Indian Arts, created works in sculpture, painting, drawing, printmaking, jewelry, photography and digital media through a combination of on-site lectures, studio art workshops, and critiques.

“The Venice Biennale program was an experience which taught me self-confidence as an artist and an individual,” said Kaitlyn Clow ‘18, a 2017 student participant. “Being a part of this program challenged me and thus helped me turn my passions of art and psychology into a success.”

The culmination of the Marist Venice Biennale Program was an exhibition, titled ABROAD in VENICE, held in Campo San Geremia.

Faculty Exhibition Inspires Students with Risk



The Marist College Art & Digital Media studio faculty exhibited their work in series of shows titled “Risk & Work.” Throughout the run of the exhibition, informal art talks featured examples, histories, and anecdotes with the goal to inspire, guide, and train students in this important part of the creative dialogue.



Images courtesy of Matthew Frieburghaus, Richard Lewis, and James Luciana

Five minutes with //

Ashley Houghton

Class of 2018, Studio Art major

Ashley Houghton has been a dedicated member of the Marist community. The senior from Newtown, Connecticut, is involved in many on-campus clubs including Students Encouraging Environmental Dedication (SEED) and Campus Ministry, and serves as captain of the varsity Women's Soccer team.

What made you select Marist? I had a unique college selection process. As an athlete, I was being recruited to play soccer at many different schools. I ultimately selected Marist because it gave me the opportunity to play a Division I sport and offered strong art and science classes. Both of which were important because, at the time, I was undecided about what I wanted to study. I was also attracted to Marist's beautiful campus and proximity to New York City.

Why Studio Art? I have always had a passion for art; I have been drawing and exploring museums since I was a kid. Though I started college as a biology major, the background I had in art made it easy for me to see that I would be happier in a creative field.

What's been your most beneficial experience as a student in the School of Communication and the Arts? The most beneficial aspect of the School of Communication and the Arts is the close-knit community in the Art and Digital Media Department. I've had the opportunity to work closely with many of my art professors, allowing me to gain insight on my work as well as aspects of contemporary art and art history. I've also had the opportunity to work closely with many of my peers. Being able to discuss art with a variety of people has been extremely beneficial to my work and personal growth.

You recently took part in Marist's Biennale program. How was that experience? The Venice Biennale program was one of the best experiences of my life. The program

itself was very intense: six days a week in the studio from 9 a.m. until 10 p.m., with art history lectures and a Biennale tour twice a week. However, this allowed me time to explore different aspects of printmaking and allowed me time to complete pieces for my portfolio. Exploring the Biennale opened my eyes to unique aspects of art. Today, it's very rare that people are exposed to completely new ideas, but the work that I saw in the Biennale was unlike anything that I have seen before. From artists working with mold, to performance art, the Biennale opened my eyes and my mind to what can be considered art. In addition, because of my commitment to sports, it was hard for me to travel abroad. I think it's important that students travel abroad in order to expand their worldview, so I am thankful that the Biennale program allowed me that experience.

What do you love most about Marist? I love the academics at Marist. I have always felt supported, engaged, and encouraged by all of my professors, especially in the Art department. Though I always took school seriously, the academic environment at Marist has encouraged me to put even more effort into my studies and take pride in my accomplishments.

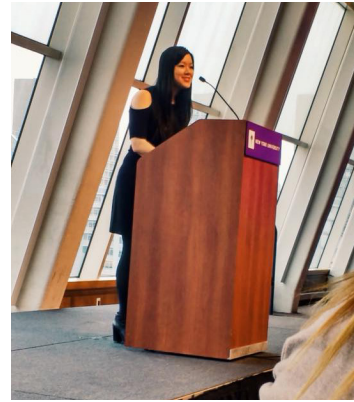
What are your goals and plans for after graduation?

I plan on attending graduate school to complete a Masters in Fine Arts (MFA) immediately after graduation.




Students Attend Women in Communications Conference

Four students were given the opportunity attend the 2017 Student Career Conference on Saturday, November 18. The students, Caroline Chan '19, Alyssa Casamento '18, Michelle Eggink '18, and Paige DiFiore '18, were hosted at the NYU campus to over 30 sessions on various communication fields, ranging from entrepreneurship to marketing and broadcasting. This year's keynote speaker was Tiffany Pham, Founder and CEO of Mogul, a web-based platform that enables millions of women worldwide to connect, share information, and access opportunities with each other.



Center for Sports Communication Launches New Student-Run Site

This February, the Center for Sports Communication launched a new student-run and editorially independent sports site, Center Field -- www.centerfieldmarist.com -- that covers varsity and club athletics at Marist. About two dozen student editors, reporters, photographers, and videographers recap games and create feature stories, offering a critical look at Marist sports from a student perspective.




Presented by the Marist Center for Sports Communication

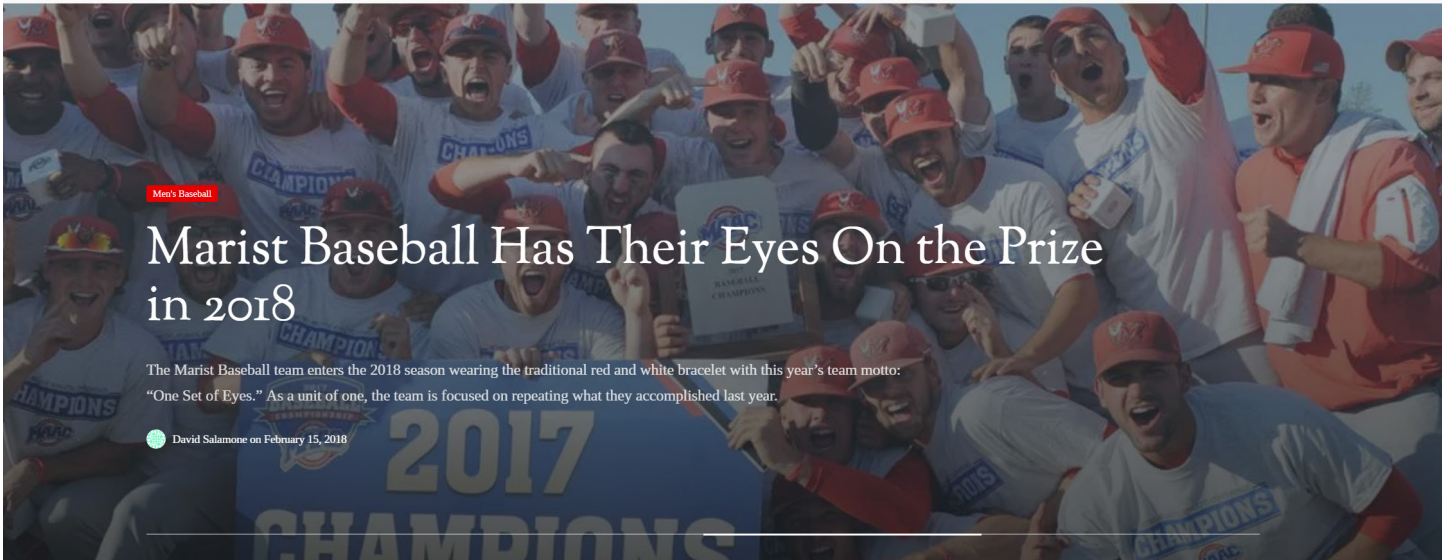
[Men's ▾](#) [Women's ▾](#) [Podcasts](#) [Videos](#) [About ▾](#)

Men's Baseball

Marist Baseball Has Their Eyes On the Prize in 2018

The Marist Baseball team enters the 2018 season wearing the traditional red and white bracelet with this year's team motto: "One Set of Eyes." As a unit of one, the team is focused on repeating what they accomplished last year.

 David Salamone on February 15, 2018



2017 CHAMPIONS

Five minutes with //

Paige DiFiore

Class of 2018, Communication major, Journalism concentration

Paige DiFiore wears many hats. She is the Marketing Chair for the Student Programming Council (SPC) and works at the College's Writing Center. She is also a freelance writer for online magazines and is an influencer for *Cosmopolitan* and *Seventeen* magazines, though her favorite job is running her personal blog, "eyeliner wings & pretty things," where she's worked with brands such as Dunkin' Donuts, Coca Cola, and Amazon.

What made you select Marist? I almost didn't out of spite! My dad is an alum from the class of '87, so I was determined to make my own path by going somewhere different. Luckily, my teen angst didn't win — as soon as I stepped on the campus I fell in love. It's the perfect distance away from New York City while still having that typical college vibe I always dreamed of. I knew my ideal future plans held NYC, so being close, but not too close, to the city was very important to me.

What made you select your major? Honestly, I almost didn't choose journalism because I was scared. Writing for a magazine has been my lifelong dream, but journalism is such a competitive field! Luckily, before I officially declared a different major, my mom said something that struck a chord with me: "You only get this one life. You might as well spend it doing something you love." Every field has its own competitive challenges. If I'm going to work hard, I want to be doing so in a field I love. Writing, reporting, and helping others through doing so gives me a sense of purpose and passion I haven't felt with anything else, making this my perfect major.

What have been your most beneficial experiences as a student in the School of Communication and the Arts?

Interacting with the communication professors has been incredibly valuable to me. Learning from professors like Dr. Eden and Dr. Roper, who are incredibly

passionate and knowledgeable in their fields, is so refreshing. I love being able to have genuine conversations and make genuine connections with professors. Plus, being surrounded by people who have as much passion for their field as I do is refreshing.

What do you love most about Marist? I'm a bit biased, but the Student Programming Council (SPC) is my favorite. Since freshman year, I've attended almost every campus event — petting zoos, comedians, concerts, bingo, etc. Sophomore year I earned a position on the board and I've been on it since! SPC always gave me something to do and now, being on the board, I get to help plan and run so many events. I've also become friends with great people I never would've met otherwise. I love that SPC helps to build community within Marist, especially for freshmen.

How has your blog, eyeliner wings & pretty things, shaped your time at Marist?

Running a blog has certainly given me a new lens and a new way to view my time at Marist. Since creating my blog, I've framed my college experiences as "How can I write a blog post about this that can help someone else?" I started my blog as a sophomore and made it my goal to share all of the tips and advice I wish someone had told me about college and other parts of life. Plus, my blog helped me to find some of the best photo-taking spots at Marist, like the side of Hancock!



FM/AM Magazine Wins Top Honors

FM/AM (Fashion Magazine at Marist) won a Gold Crown Award from the Columbia Scholastic Press Association in the General Magazine category. The 23-page critique yielded a score of 886 out of a possible 1000 points in the following areas: Magazine Essentials 268/300; Journalistic Content, Writing & Mechanics 280/350; Design, Layout and Photography 338/350. The magazine additionally won several Gold Circle and Association for Education in Journalism and Mass Communication (AEJMC) awards for both writing and design.



Marist Ranked Globally in Top 50 Fashion Schools

The industry publication Business of Fashion ranked Marist's Fashion Program in its annual Global Fashion School Ranking of top college fashion programs in the world. Marist was ranked number 38 globally and number 11 in the United States.

Business of Fashion's criteria in assessing schools include global influence, learning experience, and long-term value (including students' career readiness and alumni employment satisfaction). Based in London, Business of Fashion has a world-wide following as a daily news resource in the fashion industry.

Five minutes with //

Gabrielle Amaturio

Class of 2018 Fashion Design major, Product Development minor

As a senior at Marist, Gabrielle Amaturio has spent nearly half her life in the fashion industry. Her first job was working with Betsey Johnson for about six and a half years. Since then, she's worked for other brands such as Dressbarn, Mara Hoffman, Kenneth Cole, and Katy Perry within Global Brands Group.

What made you select Marist? Coming to Marist is honestly the best decision I've ever made! Growing up, I always said I was going to go to FIT for apparel design. If you asked anyone, that's what they would have told you. From eighth grade until senior year of high school, I took classes at FIT during the summer before work. My boss at the time even wanted me to go there so that I would only be 10 blocks away from her! But when I found Marist, it was such a new, fresh atmosphere. It was so beautiful, and the people were so kind. After a very long indecisive spell, I finally chose to come to Marist to have a more traditional college experience, to immerse myself in a new environment with tons of different types of people with different interests, and to feel connected with the teachers in the small fashion department. And I'm so happy I did.

What have been your most beneficial experiences as a student in the School of Communication and the Arts?

We work on different portfolios in class all semester and, at the end, we present to our peers and faculty. Last spring, one of my portfolios was selected and submitted for the CFDA Liz Claiborne Design Scholarship Award. Just when I thought I would never hear back, I received an email that my portfolio and business plan was selected as a top three finalist out of submissions from design schools across the country! I then got the opportunity to go to the CFDA HQ and do a live presentation for a panel of eight judges. Although I didn't win, I felt an unimaginable amount of support from

friends, family, and teachers. It was an honor to feel that I was representing Marist in this setting.

If you could go back, what would you do differently during your time at Marist?

I say this all the time – I would enjoy freshman year more. I wish that I knew then that freshman year would be my easiest year. As a design major, it becomes harder and harder to have a work-life balance, so I wish I took advantage of that freshman year. Luckily, I have great friends who are always visiting me in the lab.

What advice would you give to an incoming fashion design student?

Be prepared to work! Be organized, confident, and make to-do lists every single day. Be open-minded and kind to everyone. This is very important: no matter how busy you get and how stressed you are, try not to forget about your friends and family.

What are your goals and plans for after graduation? Goal: create my own brand. I have this dream of how I would build my company, and I know somehow, somehow, I just have to do it. I even have in mind some incredibly smart and talented people that I'd love to join me on the journey. Until then, I'll work as a designer, probably in apparel. I've been dabbling in shoes this past year!

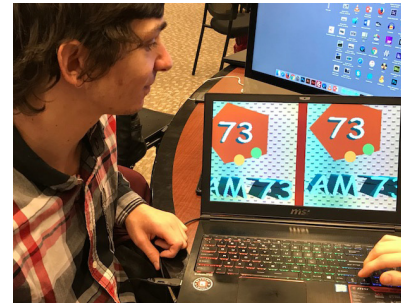
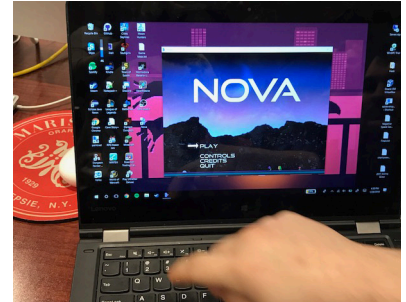


Marist Students Become Avid Certified

Five Marist students earned professional certifications in Avid Media Composer on January 15. The students, Christopher Pia '19, Niccole D'Arco '19, Joshua Selkowitz '18, Sara Meredith '20, and Brianne Daly '21 (not pictured) spent the last few days of their winter semester break in an intensive 3-day class, followed by a comprehensive examination. All five passed the exam and now hold Avid

certificates.

Avid Media Composer is the industry standard for film and video editing. Marist College is an official Avid Learning Partner, and has been certifying students since 2009. Jeff Bass, of the Department of Film, TV, Games, & Interactive Media, is an Avid Certified Instructor. He is planning another Avid certification class in May.



Global Game Jam a Success

The Department of Film, TV, Games, & Interactive Media, the Play Innovation Lab, and the Games 201 course hosted its annual Global Game Jam event Friday, January 26th through Sunday, January 28th. Coordinated by Dr. Karen Schrier, Director of the Games & Emerging Media major, this was the third year Marist hosted the 48-hour game jam, which has over 800 sites and 40K+ participants around the world. Over 40 people participated in the Marist event, including PlayLabbers, Games & Emerging Media students, computer science majors, and

community members. Teams submitted a total of 14 games and named four games as winners amongst the Marist participants. First place was awarded to "Tilula's Big Adventure," which was created by Kaitlyn Geer '21, Maya Davis '20, Vallie Joseph '18, Danielle Anderson '21, Camelia Moczydlowski '21, Billie Moczydlowski '21, Amy Moczydlowski '21, and Chelsea McGinnis '19. Awards were also given out for technical achievement, game design, and artistic merit.



Five minutes with //

Sarah Shatas

Class of 2018 Media Studies and Production major, Film and Television concentration

With experience from MCTV, Sarah Shatas has had internships aplenty. Sarah interned as a social media and marketing intern for WeDevelop while studying in Dublin, Ireland. She went on to intern at Rocket Software where she gained hands-on experience developing and producing a video series.

What made you select Marist? I selected Marist due to the fact that the media studies major is separate from that of the communication major, in that our degree requirements are more specific to film and television and offer a more in depth study of theory and production. Marist's study abroad program was also a huge selling point in that, when studying in Dublin, I was able to both take classes and intern.

What has been your favorite class at Marist? My favorite class at Marist was TV Theory and Criticism; it's where I found my interest in the theoretical side of film and television. Learning how to interpret a television episode from various angles and relate it to society fascinates me and this class allowed me to explore this topic in depth. I loved watching episodes and discussing their implications on the world in class, while also working on my own writing.

What do you love most about Marist? I love Marist's spectacular views and the ability to make long-lasting connections with friends, professors, peers, and Marist alumni.

What's been your most beneficial experience as a student in the School of Communication and the Arts? My most beneficial experience was my capping project last semester. Originally, I was enrolled in another class, but switched into capping last minute. For the project, two other seniors and I worked closely with Mill House Brewing Company to create a short documentary about the brewing process and food pairing. Developing this project from start to

finish was quite the learning process.

I learned how to establish a strong relationship with a client and schedule meetings and shoots around numerous calendars. I improved my ability to film in documentary-style, edit sections of an unfinished film, create moving graphics from scratch, and collaborate with others creatively. Over three months, we were able to create a stylistically pleasing food documentary for a local company while having fun and gaining worthwhile connections and experiences along the way.

If you could go back, what would you do differently during your time at Marist?

I would take a few classes that focus on marketing or advertising. A large portion of media production jobs are in marketing departments, and having a broader knowledge of this field would have been beneficial.

What are your goals and plans for after graduation? After graduation I hope to earn a living working in production, while pursuing critiquing and writing about television on my own time.

What was the best real world lesson or advice you learned while at Marist?

The best advice I was given at Marist was to do what you love, to forget about the financial benefits of a job, and pursue what interests you; you'll be happier.



Marist Singers Host Annual Benefit Concert

The Marist College Singers hosted their annual benefit concert, Love in the Afternoon, on March 3 and 4. The \$3,500 in proceeds from the three shows were donated to To Write Love On Her Arms, a non-profit organization dedicated to helping individuals struggling with mental illness, addiction, self-injury, and suicide. The group carefully selected the pieces performed, including “You Will Be Found” from the Tony Award-winning musical, “Dear Evan Hansen,” “This is Me” from “The Greatest Showman,” and “Humble and Kind” by Tim McGraw. Making this year’s event so unique was that it was largely student driven and promoted. Students chose To Write Love On Her Arms as a way to promote mental health awareness and to provide a new level of understanding and empathy through music.



Music Program Earns Top Honors

The Marist College chapters of Kappa Kappa Psi and Tau Beta Sigma, the National Honorary Band Fraternity and Sorority, earned top honors at the 2018 Northeast District Convention.

Marist’s Kappa Upsilon Chapter of Kappa Kappa Psi was the recipient of the A. Frank Martin Award for Top Chapter in the Northeast District and the College’s Iota Alpha Chapter of Tau Beta Sigma was the 2018 recipient of the Chapter Perseverance Award for Most Improved. Additionally, Daniel Peck ‘18 was awarded Life Membership into Tau Beta Sigma as an outstanding graduating senior. Finalists for these awards are selected through a rigorous application and presentation process conducted at the annual Northeast District Convention.

Five minutes with // Marcella Micillo

Class of 2018, Communication major, Music minor

Marcella Micillo is a communication major with concentrations in journalism and public relations and a minor in music. When not in class, she can be found rehearsing for Singers, Chamber Choir, and the Sirens, the all-female a capella group. She serves as student director for the Sirens and as a writer for The Circle.

What made you select Marist? When I stepped on campus for the first time in April 2014 I immediately felt a sense of belonging, especially in the music department. I knew that if I chose Marist I would have a haven away from stressful classes in the music program. Furthermore, I knew for a long time that I wanted to study abroad in Italy and lucky for me Marist has a branch campus in Florence. There was no question at that moment that Marist was perfect for me.

What made you select a minor in music? Music has played an integral part in my life since I learned how to play the piano at six years old. I couldn't imagine not having an element of music in my college career. Furthermore, my music teachers throughout high school always supported me in and out of the rehearsal space and I am grateful to find that kind of support in professors and students in the Marist music program.

How does your minor support your PR and journalism concentrations? In PR especially, you need to know a little bit about a lot of subjects. By having a comprehensive music education, I not only know about music, but I understand social climate during historical periods, world cultural practices, feminism, and industry practice. You need to think outside the box to see these themes in music courses, but that creative thinking also benefits my experiences in PR and journalism.

What have been your most beneficial experiences as a student in the School of Communication and the Arts? I admire

the professionalism in classroom assignments. I will never forget the details of my Campaign Management class and the work my group put into the elements of our campaign. We worked with a real non-profit client and experienced a real world scenario.

What are your goals and plans for after graduation? Eventually I want to pursue a career doing non-profit PR or community outreach. I think my work can make a tangible difference in people's lives. I am passionate about arts education as well as food security, so I would love to work promoting those programs. I know I do not want to stay in New York.

What do you love most about Marist? I love the students' passion. In the rehearsal room, on the field, or in the community, Marist students strive to do their best for themselves and for the people around them. It's a very uplifting campus.

What was the best "real world" lesson or advice you learned while at Marist? It's okay to ask for help. It's okay to not be perfect. The sun rises tomorrow.



Two New Faculty Members Join the Communication Faculty

During the Fall 2017 semester the department of communication welcomed two new Associate Professors, Dr. Qihao Ji and Dr. Wenjing Xie. Get to know Dr. Ji and Dr. Xie as they reflect on their first year at Marist.

What were you up to before you came to Marist?

QJ: Prior to coming to Marist, I was a post-doctoral fellow in the School of Communication at Florida State University, where I worked on a grant-supported research project which systematically examines inspirational media and its unique role in promoting self-transcendent emotions such as awe, admiration, elevation, or hope.

WX: I'm originally from China, and I received my Ph.D from University of Maryland College Park. I was an Associate Professor in the School of Journalism at Southern Illinois University Carbondale before joining Marist.

What drew you to Marist as a faculty member?

QJ: Most importantly, Marist has a nationally acclaimed communication

program, and I am pleased to be surrounded by a group of dedicated colleagues. Secondly, the liberal arts setting and a relatively small student-faculty ratio are what I desired; rich interactions with students allow me to dig deeper about students' thoughts and interests so that I could develop more tailored teaching strategies. Finally, I think most people would be more than happy to work at a campus where geese, seabirds,

and groundhogs can be observed closely.

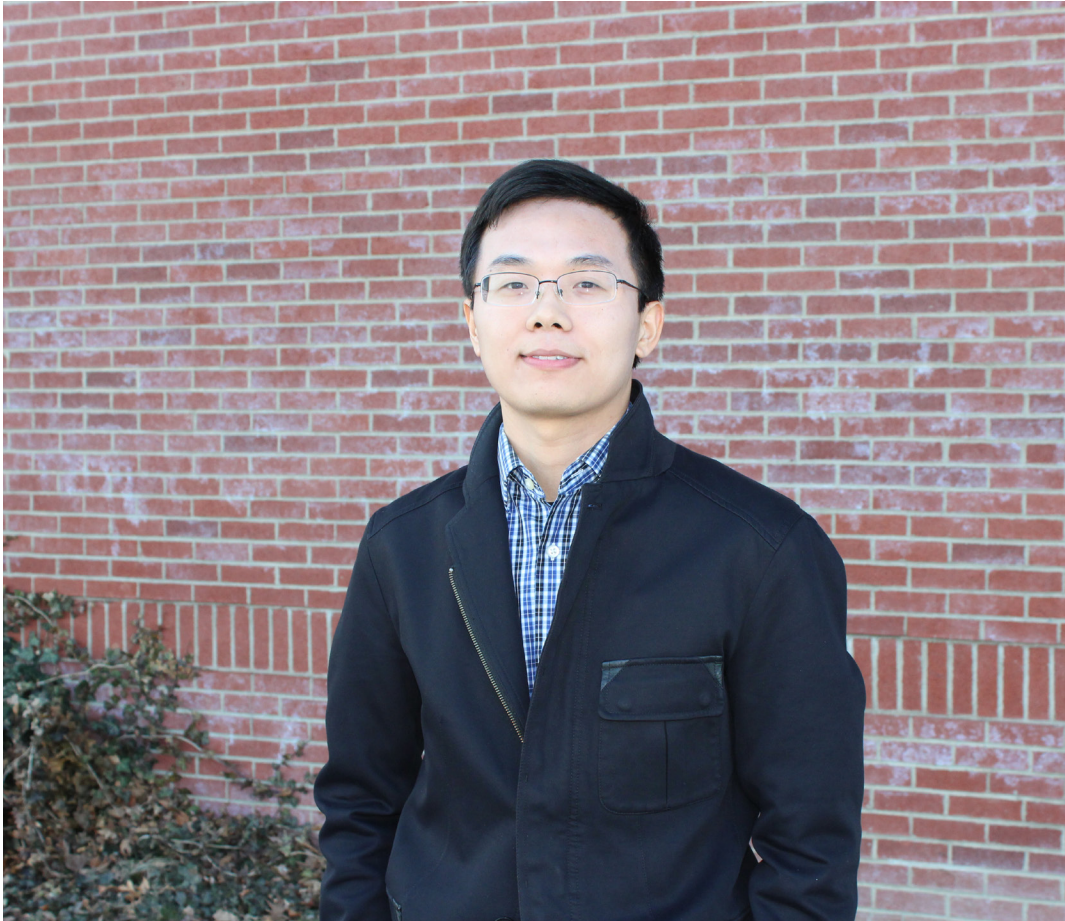
WX: Marist always has a good reputation in the communication field. During my campus visit, I was impressed by the hospitality of the faculty. They are very collegial and productive. I was also impressed by the energy and the passion of the students. In addition, Marist has a very beautiful campus.

Dr. Ji, your research focuses on how people use and are impacted by media. What about this topic interests you?

QJ: Nowadays, people spend a good proportion of our awakening time on some type of screen, be it the computer, cellphone, tablet, or television. Therefore, what we are viewing/reading, who we are interacting with, and how we communicate with each other via media have significant influences on our psychological well-beings. In my research, I try to uncover the cognitive, emotional, and behavioral outcomes of consuming and engaging with various types of media products.

And Dr. Xie, your research focuses on the effects of emerging communication technologies. What about this topic interests you?

WX: I'm interested in how people use emerging communication technologies such as social



Dr. Qihao Ji

media and mobile phones. I am truly fascinated by the social, cultural, and psychological impacts of these new technologies. The technologies are touching every aspect of our society, from journalism, advertising, PR, to education and fashion industries. You can always see how the technologies are enhancing learning and teaching, no matter it is in or outside of classroom. As a researcher of emerging communication technologies, I always adopt my research findings into my classes such as Applied Research and Analytics and Capping.

With the evolution of technology and communication, what

changes do you see on the horizon in your discipline and research?

QJ: The massive volume of data generated by new media technologies opened some new territories for me as a media psychologist. One thing that I have been working on in the past couple years is trying to combine computational method with psycholinguistic analysis, and finding new ways of revealing the deeper meaning of texts people generated on social media.

WX: Everything is going So(Social)Lo(Local) Mo(Mobile), and the researchers, advertisers, and PR practitioners should be aware of this trend.

What do you think is the most important skill for students to possess to be successful in communication?

QJ: Critical thinking. And I know it sounds rather cliché. However, from my perspective, critical thinking is not a synonym for “critique.” To be able to practice critical thinking, one has to possess a significant amount of knowledge and analytic tools.

WX: Interpersonal communication skills, excellent writing and oral communication skills, and knowledge and expertise in new technologies. Given the fact that we are living in the era of Big Data, basic

numerical skills should also be important.

What’s been your Marist highlight so far?

QJ: The moment I received my first-semester teaching evaluations, where many students noted that they had been inspired by the subject I taught. It was gratifying to read their gracious feedback.

WX: It has been a fascinating experience working at Marist. I enjoy collaborating with my colleagues and working with the students. For instance, two papers out of the students’ Capping projects that I advised last semester have been accepted for presentation at the annual conference of Broadcasting Education Association, which will be held in Las Vegas in early April. Moreover, one of the papers won the 1st Place Paper Award at the conference, which is a great honor for the undergraduate students.

What’s your favorite part of your job?

QJ: Being challenged -- intellectually, as I have accepted that I will never be a competitive tennis player. I truly enjoy exchanging thoughts and ideas with my students, colleagues, and fellow researchers.

WX: It is a great experience to advise and work with the students. It is truly rewarding to see them succeed in their career.



Dr. Wenjing Xie

Mural Painted by Art Faculty Mentioned with Top Honor

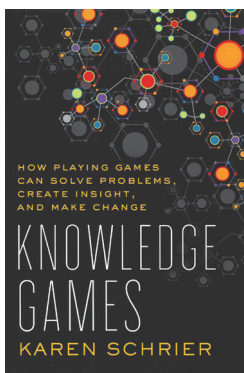


The Fabled Forest Mural at Orange Regional Medical Center, painted by Steven James Petruccio, adjunct lecturer in the Department of Art and Digital Media, was the major factor in ORMOC being named the 2017 Most Beautiful Hospital in the USA by Soliant Health. The website cited the mural, saying, "In our opinion, what really makes this hospital stand out is artist Steven James Petruccio's fantastically-uplifting murals that cover the walls of the hospital's Children's Emergency Department from-floor-to-ceiling: A feature that alone should qualify this facility for our top spot, which it has earned."

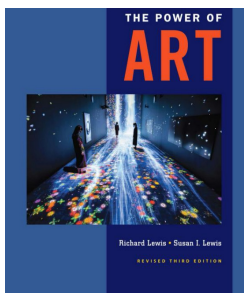
The mural, located at the entrance to the Children's Emergency Unit, required extensive research to accurately represent each animal and plant, all native to the Hudson Valley. The animals are grouped to illustrate ten of Aesop's fables.



Faculty Features



Dr. Karen Schrier's book, "Knowledge Games: How Playing Games Can Solve Problems, Create Insight, and Make Change" (2016, Johns Hopkins University Press) has been featured by numerous publications including Gamasutra, Times Higher Education, New Scientist magazine, eLearn Magazine, and Forbes.



Dr. Jen Eden won a top paper award for her paper entitled "Supportive Communication is Associated with Markers of Immunocompetence" in the Interpersonal Division of the Western States Communication Association Conference.

Dr. Philip Scepanski's article, "Retroactive Edits: 9/11, Television's Popular Archive, and Shifting Popular Memory" was published in the journal Television and New Media.

Dr. Qihao Ji co-authored the article "Entertaining Each Other? Modeling the Socially Shared Television Viewing Experience" which was featured in "Human Communication Research."

Richard Lewis published the revised third edition of "The Power of Art." Co-authored with his wife, Susan, this college textbook is described by its publisher, Cengage, as "a brief yet comprehensive survey

which demonstrates that art is everywhere and relevant to all students." Over 500 pages with about 600 illustrations, "The Power of Art" has been adopted in more than 300 colleges and universities since its first edition.

Adam Zaretsky presented at the Community Biotechnology Initiative at the MIT Media Lab: Global Community Bio Summit on DIY Biotechnology.

Dr. Lyn Lepré released the second edition of her book, "Diversity in U.S. Mass Media," published by Wiley-Blackwell.



Marist PRSSA chapter wins fourth consecutive award

The Public Relations Student Society of America (PRSSA) Chapter at Marist College received the Star Chapter Award for the fourth consecutive year. This award goes to chapters that fulfill a wide range of requirements, such as conducting a high school outreach session, completing a community service project, and receiving positive media attention for their chapter. Chapter President, Katy Zielinski '18, and Director of Chapter Programming, Carly Horowitz '20, received the award while attending the PRSSA National Conference in Boston.

Fashion students compete on *Good Morning America*

Fashion design students Gabrielle Amato '18 and Kate Norkeliunas '18 were selected to compete in a two-week design competition for ABC's Good Morning America this past fall. Given two weeks and a \$50 budget, the two were tasked with "upcycling" an old wedding dress into a new, fashionable, and usable item or items.

With a focus on remaining as sustainable as possible, Amato and Norkeliunas used all-organic ingredients, including vegetable-based dye, to create their design, an ensemble that can be worn together or as separate pieces. While Gabrielle and Kate's design was not chosen as the winner, the judges were impressed by the vibrant all-natural dyes and the use of almost 100 percent of the wedding dress material.

Senior Capping Project Wins Awards

Communication seniors, Kate Fields, Erin Kelly, Micaela Martini, and Farrah Tamari, won the First Place Paper Award of the Management, Marketing, and Programming Division at the annual conference of the Broadcasting Education Association (BEA).

The paper entitled, "Browser, Buy, Boast: The Social Media Strategy That Has Transformed Consumer Engagement," was presented in Las Vegas. "This paper touches on a very timely and interesting topic," Dr. Wenjing Xie said, who oversaw the project. "Social media, especially Instagram influencers, are playing a vital role in advertising and marketing nowadays. The study provides both theoretical and managerial implications for fashion and advertising industries."

Marist Choral Group Invited to World Peace Choral Festival

The Marist College Singers has been invited to perform at the World Choral Festival in Salzburg, Austria. The World Choral Festival is a unique event that brings individual musicians together from all over the world in one ensemble to work with professional composers, clinicians, and musicians that are among the best in their field. The week prior to the start of the World Choral Festival, the Marist Singers will be embarking on an individual tour beginning in Vienna with a concert at St. Stephens Cathedral and subsequent concerts in Eisenstaedt as well as Saint Michaels in Mondsee, Austria. After the individual Marist Singers concert tour they will travel west to Salzburg and end the week at the World Choral Festival with a culminating performance at the Salzburg Cathedral.





Exploring Marist in Manhattan

BY COLLEEN FAZIO, '18

SINCE MY FIRST TRIP

to Marist, I knew I wanted to explore the opportunities of Marist in Manhattan. There is no better way to dip my toes into the real world than to be in the city, immersing myself in the working world and life in the big city with other Marist students.

As I prepared myself for junior year searching for my internship, I was a bit intimidated with no prior internship experience in my field. Professor McNulty spent many hours with me, preparing my resume and going over interview expectations.

Soon after, I found myself presented with what I didn't realize at that moment was an opportunity of a lifetime with Entertainment Tonight, a pop culture news show on CBS. I was scheduled to work four days a week with two other

interns, shadowing field producers, supervising producers, news editors, and journalists on a daily basis. As a PR major with an interest in media and production, I felt this would be a perfect mix for me.

As an intern I was able to help supervising producers with research and assist them in carrying out their segments for the show, whether it be brushing up on the background of the celebrity or reading their books, taking notes, or preparing questions for the interviews. With the field producers, I went all around New York attending press junkets for upcoming movies, press events for celebrity books, and red carpet events. I sat in on countless interviews - logging shoot reports as I got to see some of my favorite actors, actresses, and musicians every week. I also worked with the crew, learning how to build a set and using the equipment -

something I didn't have much experience with at first.

Having the opportunity to live on the Upper East Side at the 92Y was yet another perk of the amazing program. On weeknights and weekends, several other Marist in Manhattan students went out to dinners, saw several Broadway shows, and took advantage of all tourist sites in New York City.

More than anything, I believe the whole experience prepared me for life after college. Working four days a week, I was able to network and develop friendships with the New York team and was brought back with even greater responsibility as a direct assistant to the supervising producer. I could not be more grateful for the opportunity Marist has given me.



Regional sports network gives communication major the essential experience to succeed

BY JON BUTENSKY, '18

APPROXIMATELY 50 percent of students who attend Marist College go abroad to destinations around the world. Since my freshman year, I knew I had no desire to go abroad but I still wanted the “abroad” experience without traveling half-way around the world. If I remained stateside, there was a remote possibility of working for some of the most recognizable sports brands and organizations in the world.

Prior to my junior year, I knew that I wanted to participate in the Marist in Manhattan program. It would allow me to obtain the internship experience I desired, stay on schedule with classes, and give me incredible access to New York City.

After numerous applications and multiple interviews with some remarkable companies, I decided to take an offer as a Communications intern for the YES Network. The regional sports network has

been one of the most successful and recognizable names in television since its inception in 2002. YES is the home television station for the New York Yankees, Brooklyn Nets, and New York City Football Club, along with several Emmy Award winning and nominated shows such as “Forbes,” “SportsMoney,” and “CenterStage with Michael Kay.”

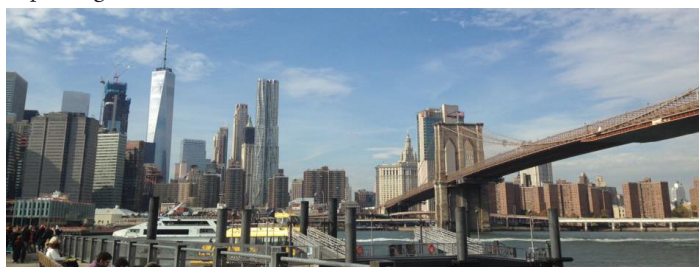
I reported directly to the V.P. Communications, who was responsible for publicizing the business and on-air activities of the YES Network. After weeks of guidance and hands-on experience, I learned how to further improve my writing and editing skills, how to gather credible research, and the opportunity to pitch and identify story ideas. This exposure allowed me to become more educated on the depths of the television industry, gave me a clear understanding of Nielson household ratings, and how to better collaborate with members of the media.

However, the most memorable part of this internship was more than just the work-related experience. I learned how to handle myself in a corporate environment, how to build confidence in my still-improving ambitions, and how to graciously accept advice and corrections towards my work.

As much as I truly enjoyed working for YES, I also relished the free-time I had on my days off in NYC. Living at the 92nd Street Y on the Upper East Side provided me subway access to anywhere in the city. I was located blocks away from Central Park, where I loved to go jogging. The best part about my free-time was sightseeing and exploring the ethnic foods that

NYC has to offer. From trips to Chinatown, Little Italy, and Smorgasburg in Brooklyn, the options were endless. My sightseeing adventures included the Statue of Liberty, the Brooklyn Bridge and the Top of the Rock, visiting Broadway to see “The Book of Mormon” and “Jersey Boys,” and attending Yankees and Knicks games.

My overall NYC experience allowed me to be a part of the corporate world and gave me the cultural experience of living in a different city. Although I’m not included in the 50 percent of Marist students that go abroad, I felt that I had that same experience through the Marist in Manhattan program.



View of the Brooklyn Bridge and NYC's Freedom Tower



Jonathan standing in the YES Network lobby, surrounded by plaques of team logos and YES programs

Abroad in Tokyo

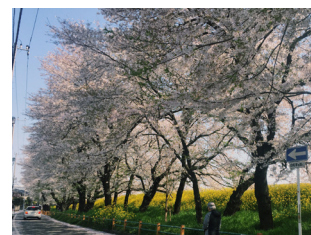
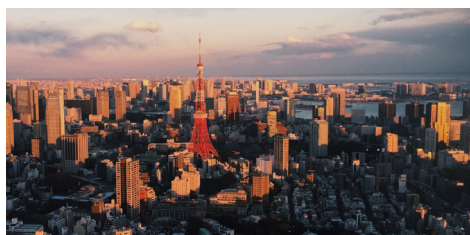
BY KRISTI TOLENTINO, '18

THE DAYS OF rolling out of bed and into class were long gone. I started nearly every weekday with a seven minute walk to the station followed by a 40 minute commute on the rail. If I was lucky, I swiped the seat next to the doors. If I was not, I suffocated between working men and women who squished themselves into the rail car.

This was not what I expected of my time in Tokyo. I envisioned myself slurping bowls of ramen late at night and befriend-ing Japanese students at my neighborhood cafe. In reality, I was out from morning until night and bought dinner from the convenience store next to my building. The experience was not the dreamy study abroad experience of a lighter homework load and lots of playtime. For the first time, I felt like a productive person.

It was a scary feeling, but it was one I needed to experience. Working an internship while in Tokyo was one of the braver decisions I'm glad to have made. No day was perfect, and I would be lying if I said I didn't struggle. I worked as an editorial intern, but I also helped the marketing team with their social media work. For the editorial part of my internship, I interviewed staff members, researched current news, and transcribed a handful of interviews. What I realized not long after my internship started was my interest in editorial growing smaller. It did not fully disappear, but I realized that I may not always be content with writing article after article. I also realized that being interested in and enjoying something, such as writing, may not mean it's something a person will enjoy doing everyday in their career. There should be a balance in enjoying what you do both inside the workplace and outside of it.

Though it was disappointing to see my longtime dreams of working in editorial start to fade, I was delighted to find a growing fascination with marketing and content creation. If not for this internship, I may not have given real thought to this type of work. I always deemed it important to try a variety of internships because they can shape your future and decisions, and this internship really showed me just



how true that was. I didn't have the easiest internship while abroad in Tokyo, but it was undoubtedly one of the most insightful experiences I've had in a very long time.

Thinking back to how busy I was during the week, it may be a surprise to know how much I was able to squeeze in over the weekends. It was in these free moments I learned how to adapt to the culture in Tokyo. When I had the energy, I took the train early in the morning and observed those around me. I learned to stand on the left while riding on the escalator and walk on the left side of the sidewalk. It's the end of summer and I continue to find myself jerking from left to right to avoid people who are about to walk into me.

I visited the various places on the to-do list I made in the weeks leading up to my arrival in Tokyo. I explored empty streets and spent a large chunk of time sitting and watching the lives of those around me. When I went to coffee shops and restaurants, I glanced over at what others around me had ordered and forced myself to try what they were trying. Through this, I found that crab miso soup tastes

much better than normal miso soup, and sakura flavored ice cream most often takes on a fruity flavor, not a floral one. These small moments of learning and adapting added up, and I grew comfortable with the culture.

My growing level of comfort in Japan made it hard to leave. Despite going through a bit of a reality check in the beginning, I began to feel like the best version of myself while in Tokyo. I extended my stay for over a month. I was able to do some traveling to other cities in Japan and to countries outside of it. However, I began to feel a sense of longing when I was away from Japan for too long. I felt the same longing a week or two after being home. The feeling has been with me ever since. As a result, I spent a bit of time researching teaching programs and job opportunities in Japan, and hope to move back once I'm graduated. It's thanks to my semester abroad that I'm able to make such a bold move. I was able to not only learn about myself, but take the proper steps to shape the person I want to be. I hope that every person who takes the initiative to study abroad while at Marist will gain something special in return, just as I did.

Experiencing A Year Abroad

BY DANIELLE MELILLO, '18

I HAVE HAD the incredible opportunity to study abroad for my entire junior year at Marist College. To have the opportunity to study in two different countries and obtain a job in France for the summer is truly remarkable for anyone, especially at the age of 20. It gives me great pleasure to say that I am the first female from Marist College to study abroad back to back in Florence and Paris. As well as being the first female from Marist to obtain a job in Paris, France for the summer.

During my time in Florence, Italy, I shadowed the production and manufacturing of custom leather goods for big designers like Gucci, Versace, Tom Ford, and more. Overseeing the product development cycle for luxury goods was something I did not previously have knowledge of. In France, I had the opportunity to work for two companies under my boss Jules Shah. Jules & Co is a brand management company that has offices in France and Hong Kong.

As CEO, Jules works primarily in Europe and Asia in international sales and as an agent for many brands. The company worked with a famous Parisian brand called Yazbukey. At the time of my internship, Jules allowed me to work with the brand in their e-commerce department. With my prior experience in both e-commerce and in marketing, Jules gave me the opportunity to expand my skills further. I ran the entire e-commerce site for Yazbukey, in addition to working with the product development team to process and organize client orders. I worked alongside Jules to find store sourcing for the Yazbukey brand and created marketing and campaign visuals to pitch the brand globally.



When not working for Yazbukey, I was assisting Jules with product distribution for a handful of different brands. My duties included and were not limited to, developing relationships with new clients and store buyers, interacting with store buyers from around the world (primarily Europe and Asia), and working with staff and distributors in Asia. I was able to not only use my skills as a businesswoman, but utilized my creative side when it came to developing marketing visuals and campaign portfolios. Jules opened many doors for me, as she allowed me to oversee other departments and their duties throughout my internship. I was Jules' first intern; she believed in me enough to send me on a business trip to Asia.

One of the most special moments of my life in the last year was being sent by my boss on a business trip to Asia. I traveled alone for eight days, and three days I was accompanied by my boss. It has been one of the highest compliments that my boss trusted me at age of 20 to travel in Asia by myself throughout Hong Kong and Singapore to represent her company.

During my time in Asia I was able to engulf myself in the amazing culture and food, in addition to receiving first-hand experience of the work life and consumer demographics in this region. My specific tasks included meeting with buyers and marketing teams for product distribution in Hong Kong and Singapore. I also assisted in running two press events for the product launch of a new skincare line in Asia. For the last four months I've been working closely with many stores throughout Asia as an Assistant Distributor to my boss. Combining my skills in marketing and in sales, I have gained a new perspective for international marketing and international markets.



You don't know the opportunities that are out there for you unless you do and see what seems unrealistic. If there is any advice I could pass along to my peers, it would be to allow yourself to see the world. I've been blessed to explore 16 countries in Europe and travel to Africa and Asia all within the last year. Exposing myself to these new cultures, languages, and regions has given me a new perspective that will help me throughout my professional and personal journey. These experiences gave me a perspective I truly could not obtain anywhere else. With my experience in the last year, I have been able to work closely with the European, Asian, and American markets. I feel confident that these skills will truly help me for the rest of my life.

If it were not for the staff at Marist for believing in me and supporting me to reach for the stars, I would not be where I am today. I am grateful they saw my potential to shine and grow, and supported me throughout my journey. Do the unthinkable, expand your horizons, ask questions, try new foods and cultures, and never be afraid of the possibilities to come. You are your best advocate to succeed and to have employers believe in you. You have one life, work hard and stay determined to give yourself the world to succeed. Your options are limitless, if you make them to be.



From Conception to Reality

For Dean Lyn Lepre, social media listening has been something she wanted students in the School of Communication and the Arts to explore for several years.

“One of the things that I’m constantly trying to do is figure out how we can do a better job for our students,” Lepre said. “How do we make sure that, as an academic institution, we’re providing students with the tools that they need to succeed, whether that’s for them to get that very first job, or to be the trendsetters throughout their careers – that’s always on my mind.”

She and her dean’s advisory board grappled with ideas such as course offerings and graduate programs that delve into social media to keep students up to date with the times and competitive in the job market. Lepre described her motivation behind establishing the Center for Social Media as being able to transform native users into experts.

She questioned, “How do we get [students] beyond Snapchatting their friends, taking pictures of dinner, and selfies? How can our students who intrinsically know, ‘people are on their phones all the time, they’re always looking at things...’ [and] turn that confident understanding into something they could explain to a client who doesn’t intrinsically understand that?”

“[Social media platforms] have been around for a while now and I suspect that they’re here to stay,” said Jennie Donohue, senior professional lecturer of public relations, who jumped at the role of director for the 2017 - 2018 academic year upon hearing about the center’s inception. “So, what we’re seeing in [the] industry and what we’re hearing from people is that it’s not just enough to know how to use them, but how to use them strategically.”

Throughout its inaugural term this past Fall 2017 semester, the Center for Social Media has had numerous accomplishments. According to Donohue, most of the center’s energy went into identifying industry professionals that deal with social media daily and bringing them to the college to share their insights.

The center sponsored guest speakers who discussed different ways of utilizing social media with students. Among these presenters were former Assistant Press Secretary to First Lady Michelle Obama and Marist alumni Kelsey Donohue, Director of Digital Media at AMC Adam Bryant, and marketing strategist and author Mark Schaefer.

Powered by Salesforce

While numerous colleges and universities apply social media listening software to their business practices, Marist College is one of six higher education institutions in the country that employs Salesforce technology for educational purposes. Other colleges and universities that implement the technology include Arizona State University, the University of Tennessee, Babson College, and the University of Miami.

“Salesforce, out of all the companies that we talked to, was

the one that really understood what we wanted to do,” stated Bill Thirsk, Marist’s vice president of information technology and chief information officer. Thirsk worked closely with Lepre and Donohue in constructing the center and making sure the technology fulfilled the center’s goals.

Salesforce is, according to the company’s website, the #1 Customer Relationship Management, or CRM, platform that is utilized by more than 150,000 companies. The software was launched in 1999 by Marc Benioff, in addition to three other men, and was updated to the service seen today in 2015.

Thirsk commented that Salesforce appealed to him because it was the only company that spoke to the Center for Social Media’s values of real world experience, educational training, and the ability to take the technology and turn it into something new.

“A lot of companies don’t understand Marist,” explained Thirsk. “Marist is a very different kind of school than the general college.”

Salesforce offers a Higher Ed package with features that help with recruitment and admissions, student success, and advancement. By becoming what is known as a Connected Campus, Marist students can, according to Thirsk, access more social media streaming feeds, an entire set of tools, and opportunities in attending Salesforce conferences, communicating with other schools that use the technology, and doing joint studies with Salesforce on real-world projects.

Marist specifically utilizes the Social Studio package for its research and teaching purposes. Social Studio provides analytics on factors such as audience sentiment, the volume, or popularity, of posts in the present as well as over time, and recurring phrases and hashtags over a variety of social media platforms. It presents an interactive display of charts, graphs, and word clouds to analyze data and project results. Social Studio also exhibits streams based off certain keywords and provides users with the option to design a content calendar that automatically publishes content to social media sites.

Donohue, who is most excited with this feature, stated, “this is where we see industry going, not just setting up a social media account and not just creating content, but understanding what content resonates with your audiences, understanding the impact of time, looking at specific words, images. There’s so many things that go into being strategic in how we use social media.”

All of this work is enhanced with the help of the Command Center. The purpose of the mission control-like room in the Lowell Thomas building is to visualize the data being collected and project it so anyone who passes by can see tangible results. Lepre highly champions this data visualization aspect, stating it helps people who are not tech savvy by explaining the information to them in a simplified yet “dynamic” manner.

“I think the reason we picked Salesforce is because they got it,” Thirsk agrees. “They got the idea of student-based research, using it for something that they hadn’t thought of. They were open to the idea that there might be some students out there that can use

it in ways that corporations hadn't yet, and getting students really trained in the art of using social media listening tools."

By Students, For Students

According to Lepre, the top priority for the Center for Social Media in its first semester was to launch and to generate buzz around the Marist community about what the center was planning. To catalyze this conversation, the center organized a student ambassador program to help promote the center and to ensure the center develops programming that correlates with student interests.

This team, comprised of 10 students from the School of Communication and the Arts as well as other disciplines, is led by student chair Steven Rizzo. Rizzo, a senior studying economics, business, and public relations, and his colleagues have predominantly served in marketing the center via their own social media accounts and getting a feel for the level of awareness and understanding of the center around campus. For them, a majority of this semester was spent getting accustomed to the technology and learning how to work with it for the future.

"The ambassadors themselves are supposed to be the messengers," explained Rizzo. "We're the test rats, in a way. Our reactions to Jennie's ideas [for] the program...[are] kind of like her sample size for how the student body is going to react when we make this more like a public program."

Future plans for the ambassadors include partaking in mini projects, formulating different ways to include alumni and industry professionals and getting them to network with students, and coming up with an official name for the center.

Aside from the student ambassadors, the Center for Social Media also sponsored student-run workshops. Sophomore psychology and public relations student Claire Donaldson created two workshops about branding and social media listening originally intended for her Honors by Contract project that were later sponsored by the Center for Social Media.

Donaldson was heavily inspired by an issue her father and his company, like countless others, are facing: beginning to utilize social media for corporate benefit, but not knowing how. Donaldson said this is due to a deficiency of young people in the organization combined with a lack of understanding about social media listening overall.

"We need to figure out how older generations can learn from younger generations, and [how] younger generations can learn from older generations," expressed Donaldson, hoping to bring awareness to this issue through her workshops from past and future. "I just want everyone to be able to talk."

Additionally, Donohue shared that either this upcoming spring or within the next academic year, the Center for Social Media will introduce an internship program where Marist students can manage social media accounts and promotion for the center.

"We want to make our ambassadors as informed, experienced,

and educated as we can," Rizzo said, "not only about the center itself and what it physically has to offer, but for the power and influence social media has on people's lives in a business sense, an academic sense, and a cultural sense."

Looking to the Future

According to Lepre, the Center for Social Media has formulated a Five-Year-Plan to help schedule and program upcoming events.

One of the main points within this strategy is to facilitate collaboration between Marist students and local nonprofits who lack the fiscal means to conduct their own social media analysis. The goal of this is to create a mutually beneficial relationship where businesses can grow and students can, in return, get real-world experience working with organizations. Incorporating the center into existing classes is, to Lepre, a no brainer, but how to expand curricular uses for the center is still



up for debate. Ideas being considered include additional courses, certificate programs, and graduate programs. Another purpose the Center for Social Media hopes to address in the future is to position the college and the School of Communication and the Arts as a thought leader. Releasing white papers and enabling research from both students and faculty are ways that the center at Marist can jump into conversations, as well as in generating new ones.

“We’re hoping to lead in this area and show that Marist has had a long history of working at an advanced level with technology and this is a piece of it,” Lepre stated. “It’s not that we’re just using technology, it’s we’re thinking about how [to] communicate using these tools. And I would love to see Marist become known for that and doing it really, really well.”

As for expanding the accessibility to other schools and groups on campus – “right now we’re at the very beginning; sky’s the limit,” said Lepre.

“I hope...that students are excited, if not more excited, than we are with having access to this technology,” said Donohue. “We’re on this journey together and we’re going to be learning all sorts of new things and to be open to experience, the adventure of being a continuous learner.”



Top Image:
Kelsey Donohue '13 speaks with Jennie Donohue, senior professional lecturer and director of the Center for Social Media at the Center's launch event. Image courtesy of Spencer Ainsley.



Left Image:
Students learn about Salesforce Social Studio and Command Center. Image courtesy of Victor Van Carpels.

Two New Programs Launch in the School of Communication and the Arts

BY RAPHAEL BERETTA, '19

THIS YEAR the School of Communication and the Arts at Marist College has launched two brand-new programs. This past fall, a four-year Bachelor of Science degree in Global Marketing Communication was initiated on Marist's Florence branch campus at the Lorenzo de Medici Institute. In the spring of 2018, a five-year Master of Arts in Integrated Marketing Communication opened for students with dual concentrations in Public Relations and Advertising.

Few programs offer the tactical blend of Communication and Business courses that the Florence B.S. does. A student studying Global Marketing



Communication will receive a thorough background in such topics as advertising, public relations, social media, branding, strategy and analytical tools, and global marketing insights, endowing them with the knowledge of complex concepts required to excel in a number of roles within the worlds of international business, global communication, and a number of PR and advertising fields.

"We and our students were very enthusiastic about this new program," Dr. Shannon Roper, the director of the new program, said. "The B.S. in

Global Marketing Communication gives a new outlet for business students, providing a good mesh of the business perspective as well as the communication perspective."

Open to any student, the program has the same core requirements as any other degree at Marist College. Students will take the four Communication foundation courses that all Communication students at Marist are required to take. Then they will take ten courses within the Global Marketing Concentration, some of which include Integrated Marketing Communication, Global Media Strategy, Consumer Insights and Strategic Development, and Global Brand Management. In addition to Capping and a few related courses, the students will lastly be required to complete 42-45 elective credits.

Six students have started their studies in Global Marketing Communication in Florence during the Fall 2017 semester, currently the only four-year U.S. bachelor degree available in all of Florence, Italy. Prior to their enrollment, approximately five high school students partook in a pre-college program at the branch campus with similar educational focuses. The success of the pre-college program inspired confidence for the launch of the new degree.

"Developing new programs takes a while due to the amount of research we conduct," said Dr. Lyn Lepre, the dean of the School of Communication and the Arts. "The global perspective of Italian professors at the Florentine program gives a more specialized and focused view of the field."

Additionally, applications are open into the new five year Master's degree

Learning brand management, global advertising principles, social media integration, and other in-depth concepts will make me better-prepared than my competitors in our career field.

program for Integrated Marketing Communication. Juniors with double-concentrations in PR and Advertising with cumulative GPA's of over 3.0 and major GPA's of at least 3.2 will be able to apply.

Students within the program will take four graduate classes their junior and senior years. These courses will be taken online and act as substitutes for four undergraduate courses in order to expedite the process of obtaining a Master of Arts. In their fifth year, students within the program will take six additional graduate courses. According to Dr. Subir Sengupta, the Graduate Program Director, there are extensive benefits to the new five-year program. Among these benefits include a major financial advantage: a standard graduate program costs approximately \$24,000, compared to the \$14,400 price of the five-year. Due to the courses' existence online, students are free to hold jobs and internships concurrently with enrollment in the program.

"It is important to be forward-thinking and not reactionary with new programs. We do not want our programs to be obsolete by the time of launch," Lepre said. "As with the program in Florence, the School took



time to research and make adjustments to the new graduate program before submission."

An Integrated Marketing Communication Master's Program has been around since 2012, but this

is the first time an accelerated five-year variation has been instituted.

Both Marist faculty and industry professionals carefully-selected from a network of alumni and other Marist connections will be teaching the



courses. Depending on how many professors that participate, a target of eight to ten students will be admitted into the program out of about 30 dual concentration students. The deadline for applications was November 15th.

Chris Glogan, '19, took advantage of the new graduate program, and applied. For him, it was the wide scope of opportunities the degree offered and the doors that it could open that was the most appealing.

"Learning brand management, global advertising principles, social media integration, and other in-depth concepts will make me better-prepared than my competitors in our career field. In applying to PR firms, a Masters degree will give me a clear advantage," Glogan said.

These two programs precede developing Health Communication and Center for Social Media programs. The School is working on integrating a curriculum utilizing the resources provided by the latter.

"Our programs are de-siloed and well-positioned to train students for the workforce. It's all very exciting," Lepre said.

Steel Plant Transformation Underway

CONSTRUCTION BEGAN this past summer on an addition and renovation to the Steel Plant Studios to provide more space for Marist's Fashion Program, which will move there from Donnelly Hall, and

improve space for the Department of Art and Digital Media.

Highlights of the two-story project include MPorium, the highly successful

boutique and entrepreneurship lab operated by Marist merchandising students, and a café with tables, seating, and attractive indoor landscaping.

Studios with 14-foot ceilings and plentiful natural light will offer a warehouse-like, industrial aesthetic where Fashion students will design and sew garments. A Fashion resource center will offer books, software, and textile samples for research and inspiration. The project will feature space useful to both the Fashion and Art and Digital Media departments such as computer labs and photo studios.

The architect for the project is Robert A. M. Stern Architects, the same firm that designed the new residence halls at the north end of the campus, the Science and Allied Health building, the Hancock Center, and the renovation and expansion of the Student Center. The next issue of Foxtalk will feature an unveiling of the newly-opened building.



Robert A. M. Stern Architects has designed an addition and renovation for the Steel Plant Studios.





Hannah Storm accepts the Lifetime Excellence in Sports Communication Award from Marist President David Yellen.

Marist College Presents Hannah Storm with Lifetime Excellence in Sports Communication Award

Stars from the worlds of broadcasting, sports, and literature joined Marist alumni and friends at a NYC gala to celebrate Storm and support the College's Center for Sports Communication.

ESPN legend Bob Ley, tennis great Patrick McEnroe, and best-selling author and screenwriter Nicholas Sparks were among those who turned out April 20, 2017, to honor Hannah Storm as Marist President David Yellen presented her with the Lifetime Excellence in Sports Communication award at New York City's Edison Ballroom.

The award recognizes individuals who have exemplified excellence over time in the broadly defined field of sports communication, recognizing the social value and importance of sport and those that cover, analyze, and narrate it. The inaugural award was presented in 2015 to Bryant Gumbel.

Storm's family, friends, and colleagues took to the stage to share humorous and heartfelt stories about her career and her impact on the industry as a trailblazing woman, particularly early in her career,

in what was a field dominated by men. NBC Sports broadcaster and Storm's husband, Dan Hicks, led off the dais, while Storm's father and former American Basketball Association Commissioner Mike Storen closed the evening, telling the audience that his greatest legacy would be as Hannah Storm's father. In between, other speakers included former NBA Commissioner David Stern, ESPN host and reporter Wendi Nix, and ESPN SportsCenter anchor Lisa Kerney, who served as master of ceremonies for the event, at which she praised Storm for being a consummate professional, a role model, a friend, and an advocate.

Several others noted the importance of promoting research and education in the field of sports communication, allowing Marist to prepare the next generation of sports broadcasters to follow in Storm's footsteps. Many of the speakers' remarks sent a strong message about the importance of education in the competitive world of sports media.

Storm has long been recognized for the quality and range of her work, including coverage of major stars — LeBron James, Derek Jeter, Roger Goodell, and many others — and events, like the Super Bowl,

"Hannah is one of the most generous and genuine people I know" and "the woman who's continued to redefine success in this crazy business"

- ESPN SportsCenter Anchor Lisa Kerney

Wimbledon, and the NBA Playoffs. She has spent the past decade at ESPN, where she hosts SportsCenter's Face to Face with Hannah Storm, a newsmaker interview-driven show, weekdays at 10 a.m., and SportsCenter Sunday Morning during the NFL season. She also hosts Face to Face interview specials, which have aired on ESPN and ABC since 2012. In addition, she covers major news events for ESPN such as Major League Baseball's visit to Cuba, the funeral of Muhammad Ali, and the 2016 Olympics.

She is also an author and the founder of the Hannah Storm Foundation, which supports children and parents of children suffering from debilitating vascular birthmarks and provides scholarships for journalism students at her alma mater, Notre Dame.



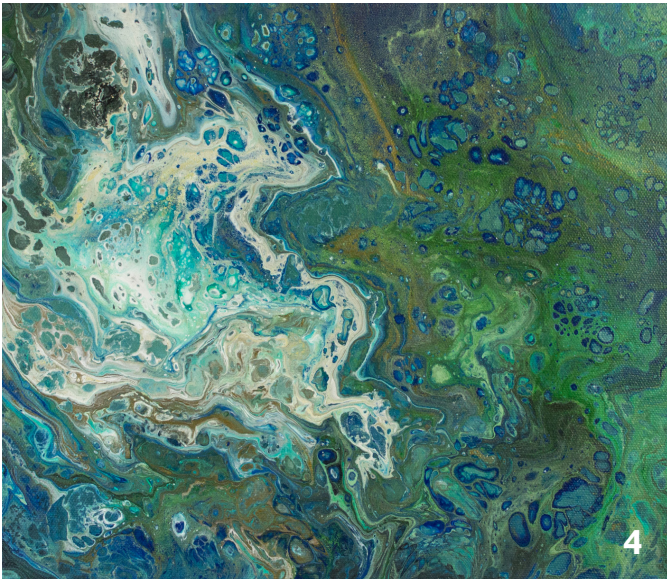
Seniors Showcase Work



In Art and Digital Media, students create work from painting and sculpture to animation and graphic design to give students the opportunity to develop as artists, designers, and scholars. Foxtalk is turning the spotlight on two standout seniors who are exhibiting their work in preparation for graduation. Mia Blas, a Digital Media/Studio Art major, and Steven Sorace, a Digital Media major, showcase their work, along with other seniors, at the Marist College Art Gallery from April 5 - 12.



Images 1, 2, 4, and 8 courtesy of Mia Blas '18
 Images 3, 5, 6, and 7 courtesy of Steven Sorace '18



1970s

Ernest Arico (1976) was elected to his 10th term as Florida chapter president of the Marist College Alumni Association.

Brian Rogers (1978) is the guitarist for The Lasses Rogers Band, in Bogota, Colombia.

Susan (Squicciarini) Hoffman (1979) shared the sad news that her brother, Nicholas Squicciarini '73, passed away in February 2017. He leaves behind daughters Cara Squicciarini and Marissa Tarkington (Sean), as well as three grandchildren (Hudson, Harper, and Haiden).

1980s

Joseph Cann (1980) lost his son Joseph in June 2016. His wife Fran had successful aortic valve replacement in May 2017. He also celebrated the marriage of his daughter Meagan on August 26, 2017.

Marianne (Beyer) Moody (1980) is a new grandmother of Anna Lee Moody, born in April 2016. Her son, Jeff, graduated as a Doctor of Chiropractic from Parker University in Dallas. He will practice in Tampa, Florida.

Christopher Barnes (1983) is working for four radio news operations. He is primarily employed as the morning news anchor for USA Radio Networks, which provides 5-minute newscasts at the top of the hour, for over 800 radio stations across America. He is also a regular co-host on USA Radio's daily syndicated morning newsmagazine program, Day-break USA. While doing this, he anchors newscasts on Sheboygan, Wisconsin's 1420AM The Breeze, while also contributing to a second Sheboygan station, WHBL. Each weekday afternoon, he anchors newscasts hourly for The

Maryland News Network, which provides news to more than thirty Maryland radio stations.

Thomas Hassett (1983) was promoted to Vice President at Girl Scouts of the USA, overseeing the national sales and marketing for Girl Scouts branded product in councils and stores online.

Christopher Vaught (1983) received his 4th Emmy for his work as a camera operator at MLB Network.

Michele (Cavalieri-Duquette) Muir (1984) returned to the marketing/development field, after ten years as a photographer, to support the cause of Alzheimer's, which took the life of her father.

Paul Murnane (1984) marked 30 years in NYC radio in 2017. He spent 23 years with WCBS where he moved from Reporter to Morning News Co-Anchor (weekdays 5am-10am) in 2016. His daughter, Katherine, is a sophomore at Marist, majoring in Political Science.

Steven Eastwood (1985) was promoted to Supervisor, Information and Referral Services for the 2-1-1 Arizona program.

Jeanne Fahey (1985) now works for the US Senate Office of Education and Training, after working in healthcare marketing and training for twenty years. She provides education in professional skills as well as organizational development consulting to offices in Washington DC and Senators' home states. She lists her one big regret as having not taken one of Dr. Mirin-goff's courses, while at Marist.

John Macom (1987) released a solo acoustic pop/rock album. "Unforeseen Circumstances," has been considered an "album of the year" candidate by many of the top music blogs and is up for four IMA (Independent Music Association) Awards. His music can be heard on Dawson's Creek, Party of Five, and Felicity. He is placing his new songs with music supervi-

sors now.

Dan Pietrafesa (1988) is writing for Catholic New York in the Archdiocese of New York. He earned 2nd Place with staff colleagues for "Best Coverage of St. Teresa's Canonization" from the Catholic Press Association of the United States and Canada.

David White (1988) is celebrating both of his sons' accomplishments. David Jr., a 2009 alumnus of the USMA, recently graduated from Harvard Law School. Son, Daniel, a 2012 graduate of the USMA, plans to attend Columbia University School of International Public Affairs after completing his military commitment.

Robert Davis (1989) changed careers in May 2015, joining the NYS Office of Fire Prevention & Control, after working for ten years with the Town of Colonie Police Dispatch. After completing the training and probationary period, he is now a full Fire Prevention Specialist as of May 2017.

Steven Rios (1989) began his 23rd year of service as a member of the MTA Police Department, in May 2017. His oldest son, Gil, graduated from UAlbany in May 2016.

1990s

Sean Graham (1990) is in his sixth year of marketing The Perfect FollowUp System to business owners, corporate executives, and sales professionals, and has helped partner-vendors surpass 140 million follow-up cards and 6 million gifts sent to date. He is also preparing to launch the beta test club for what will become the nation's first chain of private Pickleball/Fitness Clubs. Son, Cole, entered first grade.

Debra (McGrath) Kerr (1990) is enjoying selling homes in and around historic Charleston, South Carolina to include homes and

estates in Mount Pleasant, Daniel Island, Isle of Palms, Sullivan's Island, Folly, Kiawah, and Seabrook.

Leonard Klie (1990) was promoted to the title of Editor for CRM magazine, Speech Technology magazine, and SmartCustomerService.com.

Gary Vincent (1990) has been in the travel industry for 27 years, ever since graduating from Marist, and as of September 2017 has been employed by Direct Travel.

Kevin St. Onge (1991) narrated "Gliding Soles: Lessons from a life on water" available on Audible, Amazon, and iTunes. He was also assigned as an alternate basketball official, NJSIAA Girls Varsity Tournament of Champions, Final four Earned NCAA basketball official contracts for DIII and JUCO.

Annette (Astorino) Canniff (1992) got married on July 1, 2016. She and her husband, Frederick, adopted a baby girl at birth named Arianna Rose, who was born on January 1, 2017.

Tom Cronin (1992) was appointed Advisor to the Bishop for Family & Parish Evangelization. After 23 years in corporate sales, marketing, and business development, he is following a vocational calling to serve the Catholic Church in a more impactful way.

Dean Mastrangelo (1992) moved his law office to a new office in Syosset, New York.

Jason Vianese (1992) has been working at Richard Chevrolet in Cheshire, CT for almost 20 years in various capacities and recently became an owner. Richard Chevrolet has received the distinguished "Mark of Excellence Award" two years in a row for being one of the top dealerships in the Northeast, and is also a Chevrolet Service Elite dealer.

William Burns (1993) had two articles published in peer-reviewed journals. "Scream to Screen: The Philosophical and Aesthetic Ori-

gins of Film Noir,” was featured in the spring 2016 issue of Interdisciplinary Humanities, *Out of the Past and Into the Night: The Noir Vision in American Culture*. Dr. Burns’ second article “From the Shadows: Nosferatu and the German Expressionist Aesthetic,” was in the inaugural issue of *Mise-en-Scene, The Journal of Film and Visual Narration*, published in fall 2016. He was also named Dean of Online programs and Learning Resources at Brookdale Community College in Monmouth County, NJ, where he has worked for 20 years.

Pedro Figueroa (1993) completed his one-year tenure as President of the New York Sugar Club, the country’s most prestigious association and forum for sugar producers, manufacturers, traders, and government. The Sugar Club’s focus is to address industry concerns and discuss market dynamics affecting sugar trade within the US and international arena.

Daryl Vallez (1993) recently retired.

Mark Arum (1996) celebrated his 20th Anniversary with WSB-TV and WSB-Radio in Atlanta. He anchors traffic on WSB-TV, the highest rated morning show in the country. He also hosts a nightly talk show on WSB-Radio.

Beth (Kershaw) Mahoskey (1996) is working in education and completing her Master’s degree in Childhood Education (grades 1-6). Husband, Ray ’94 completed 20 years of service as a fire officer in Yonkers, NY. He formed an electrical business, R&R Electrical, LLC, and coaches their three children in lacrosse.

Carolyn Barnett (1997) married Eric Garvin on May 6, 2016, and welcomed baby boy, Ryan, on June 7, 2017. Older brother Eric is excited to be a big brother!

Cindy Botticello (1997) completed the Ironman Lake Placid full distance triathlon.

Gina D’Angelo-Mullen (1997) is the new Director of Marketing and Communication for Care-Mount Medical, the largest multi-specialty medical group in New York State, serving over 550,000 patients throughout forty-three locations.

Jason O’Leary (1997) was promoted to Vice President of Post Production at Fox Sports Marketing.

Dianne Skowronski (1997) married Ron Deaso (FDNY) in September 2016 and became stepmom to Reagan Deaso, age 9.

Chris Webb (1997) was appointed to the Board of Directors of the Independent Schools of Northern New England (ISANNE). The ISANNE is a membership association of schools with proud independent traditions in the Northern New England states of Maine, New Hampshire, and Vermont. There are sixty-plus schools which have a diverse membership of boarding schools, day schools and town academics with associate members from outside of New England.

Rachel Carter (1998) works on economic development in green economy sectors, and manages grassroots campaigns and movements that positively impact Vermonters and the sustainability of the working landscape.

Joe Didato (1998) is the Vice President of Partnerships for Advantage Media. He is married, with nine year old twin boys. He enjoys coaching soccer in his hometown, traveling, taking the occasional golf outing, and spending time with his family.

Jennifer Harmer (1998) (’14MA/’17MA) graduated in May 2017, with a second Master’s from Marist College, in Integrated Marketing.

Steven Lawrence (1998) is currently co-executive producer of VH-1’s *Leave it to Stevie*.

Fernanda Leventhal (1998) is

certified in English to Portuguese Translation by NYU School of Continuing and Professional Studies. She works as an interpreter and translator, but is considering new types of jobs or business opportunities.

Lisa (Henderson) Smith (1998) gave birth to her second child, Margaret (Maggie) Lynn on June 19, 2017. Lisa, her husband Brian, older son Tommy (age 2) and baby Maggie are all doing great and enjoying life as a family of four.

Nicole Bastiaanse-Fritch (1999) was named the 2017 Outstanding Elementary Visual Arts Teacher, by the Connecticut Art Education Association.

Dolan Natalie Swan (1999) celebrated one year of marriage with Matthew, an Executive Chef. She also celebrated seven years as the Senior Media Buyer at Adams & Knight in Avon, CT.

2000S

Trevor Arguin (2000) and his wife, Christina, welcomed their second and third children, twins, Dante and Isabella, in July 2016.

Tracy DePascale (2000) became engaged in April 2017 to Glenn Mayrose. They will wed in June 2018 in Connecticut, and live in New York City.

Jacqueline (Baker) Leahy (2000) and her husband, Donald, welcomed their first child, Ella Rose, on August 28, 2017.

Jessica (Rubini) Robb (2000) is a National Marketing Director with Nerium International, and earned the Lexus car bonus, as well as a Lifestyle bonus of \$50K. She operates a \$2.5 million dollar a year business as a stay at home mom, with teams all over the world. Jessica, her husband Darren and children, Dylan and Kylie, live in Orlando, Florida.

Abby Van Horne (2000) married Michael Patrick Brett II in Manhattan’s Carl Schurz Park on June 17, 2017. Son, Alexander Roland Van Brett was born August 21, 2017.

Angela (Peluso) Chillemi (2001) is the Talent Director at MasterClass.

Tim Sorensen (2001) is taking over as the musical theatre director at Darien High School, after running the program at Middlesex Middle School for the last eleven years.

Jonelle Formato-Santo (2002) became the NFA Debate Team Advisor in November 2016.

Michael Maloney (2002) relocated from NYC to North Carolina to accept a new position leading North American business for one of MRM//McCann’s biggest clients, Cisco.

Edward Nini (2002) is working as the Senior Vice President, Marketing for Oppenheimer Funds, Inc. He also received an award as one of the Top 20 Rising Starts in Financial Services Marketing by the Gramercy Institute in 2017.

Justin Bard (2003) and his wife, Kalyn, welcomed twins, a boy and a girl in December 2016. The couple now have three kids under the age of three.

Rebecca Cannon (2003) was working with the State of Connecticut Department of Labor as a Project Manager until October 2015. She currently conducts unemployment hearings rendering the approval or denial of benefits to citizens. In addition, she is a Certified Adult Education teacher who works for the Bristol Adult Education system assisting individuals in obtaining their high school diploma.

Megan (Lizotte) McNally (2003) completed her Ph.D in Educational Administration from Rutgers University.

Brendon Nelson and Dan Cotoia (2003) have formed a professional partnership between their Los

Angeles based media companies. Brendon serves as U.S. Executive Producer for Made.for.digital, an international digital production company that creates films and content for all digital platforms. Dan is the Founder and COO of Media Meld Studios, a multi-media production company that provides talent booking resources, casting, and production services through its partnership with Made.For.Digital. MediaMeld provides 100% of Made.For.Digital's casting and talent management services. In the past year, Media Meld and MFD have teamed on a variety of projects for successful brands and companies such as Snapchat, Jeep, Uber, and Under Armour.

Kathryn Reilly Casali (2003) welcomed son, Michael, born in 2016. She works at Australian Catholic University (ACU) as Study Abroad Coordinator.

David Surdovel (2003) accepted a new position as Curriculum Director of Mathematics and Advanced Academics for Tomball Independent School District in Tomball, Texas. His wife, Jennifer, is a pre-school teacher at Palm Valley Lutheran Church in Round Rock, Texas. Daughter, Katelyn, is a 3rd grade student and son, Lucas is a 1st grade student, both attending the Dual Language program in Round Rock, Texas. Daughter, Chloe is in pre-school.

Edward Williams III (2003) was married on May 27, 2017, and he and wife, Erin, welcomed Kaitlyn Elizabeth on September 11, 2017.

ChristieLyn Diller (2003) was promoted to Assistant Director of Marketing for the University of Maryland, in January 2017.

Kathryn Fike (2003) married James Stair on April 21, 2017, in Saratoga Springs, NY.

Paul Miller (2003) celebrated four years working at WWE.

Sarah (Emerson) Beauregard (2005) is a photographer and multimedia artist whose latest work was featured in the NHTI Library

Gallery. Sarah's work at the exhibit includes partially-colored photos, images enhanced with string and wire structures, and three-dimensional constructs.

Amy McHugh Cole (2005) celebrated her marriage to Andrew Cole, whom she met 14 years ago while on exchange from Marist to the Australian Catholic University in Sydney. The couple returned to New York to celebrate with friends and family, on October 8, 2017.

Deborah Sawicki (2005) is engaged to Michael Benischek '04.

Adam Coppola (2006) is traveling the country as a Project Coordinator for a corporate and video game event company called Eventmakers, based in Los Angeles. He is also a professional commercial/promo voice over artist who records for clients from a home studio.

Laura Coppola (2006) is the Studio Manager for Time Incorporated TV studios. A variety of live and VOD content is handled for all Time Inc. brands, including People Magazine, InStyle, Entertainment Weekly, Sports Illustrated, and Food & Wine.

Julia (Graham) Moore (2006) celebrated her one-year anniversary with husband, Derrick. The couple got married last year in Puerto Rico. She also celebrated seven years at her job, Weber Shandwick.

Annie Russell (2006) is a radio journalist, living in Burlington, Vermont. She is working as deputy news director at Vermont Public Radio, where she assigns and edits stories, writes newscasts, and produces interviews. In addition, she performs stand-up comedy all over New England, and was a 2015 and 2017 finalist for Seven Days "Best Stand-Up Comic" (a reader's choice award).

Mike Strong (2006) is currently pursuing his Master of Science in Technology Commercialization (MSTC Degree) from the University of Texas, McCombs School of

Business with an expected graduation of May 2018.

Christina Brodzky (2007) started a new job in October 2016 at Reprise where she is now Associate Director of SEO.

Meaghan Calnan and Matt Sacco (2007) welcomed their second child, Finley Mae, on May 18, 2018. She joins sister Genevieve.

Ryan Cowdrey (2007) made the decision to leave Pittsfield Community Television, after nearly ten years, to pursue Clayson Creative as a full-time business. He had been running this media production house part-time since 2007 but was no longer able to meet the needs of his clients in a part-time capacity. Clayson focuses mainly on video work, but also on photography, graphic design, audio engineering, and live event coverage. Clients are located throughout Massachusetts ranging from local business owners to large healthcare organizations. At the end of July 2017, the company partnered with a local marketing firm to start a daily Facebook Live show, The John Krol Show. In addition, Clayson Creative has partnered with another Marist alum, John Larocchia '07, as Creative Director, to create video-based advertising campaigns for mid-large sized businesses in the Western Massachusetts/Long Island markets.

Jessica Friedlander (2007) accepted the role of Editor at trending news startup website, Boredom Therapy, in August 2016. She was promoted to Managing Editor in June 2017.

Michael Puckli and Kimberly Koehler (2007) were married on April 27, 2013, and had their first child, Colton, on June 22, 2016.

Stephanie Speranza (2007) has spent two years working on-air as a traffic and features reporter for Cable News 12 Long Island, a 24/7 local news network. She reports Long Island traffic for the morning show, entertainment events, and

lifestyle feature segments.

Megan (Murphy) Vlasto (2007) and husband, Josh, welcomed their second son, Charles Murphy Vlasto (Charlie) into the world on June 8, 2017. He joins big brother Eddie.

Jamie (Falco) Donohue (2008) was married in 2016 on Cape Cod and has been living in Maryland for the past three years, with husband Kevin. She is a School Counselor at an elementary school, and received her Graduate Certificate in Sports Counseling. Jamie and Kevin have been traveling overseas and hope to continue to do so in the future.

Samantha Heck (2008) became engaged to Sean Palmer on August 22, 2017.

Chelsea Lancaster (2008) accepted the role of Marketing Manager at USIM, a media planning and buying agency in Irvine, California.

Lauren (Pavlick) Soriano (2008) became the new PR Director for the Fairmont Copley Plaza Hotel in Boston, Massachusetts, in June 2017.

Kristen (Spirko) Kenny (2009) ('14MA) gave birth to a baby boy, Gavin Ryan Kenny, on June 27, 2017.

Staci (Makovich) O'Neill (2009) was one of 26 graduates from the Leadership Institute in March 2017. The Leadership Institute provides an opportunity for exceptional individuals to strengthen their skills through interactive discussions and critical analysis. Professionals from diverse backgrounds learn from senior level executives across many sectors, resulting in a truly unique educational experience. The program integrates leadership skill building with valuable networking opportunities.

Sarah (Shoemaker) Perramant (2009) was appointed the Public Health Epidemiologist for the Warren County Health Department, in April 2017.

2010s

Kristen Domonell (2010) was hired as a writer for UW Medicine in Seattle, focused on developing Right as Rain by UW Medicine, an online health publication.

Allison Duffy-Davis (2010) relocated to Sydney, Australia.

Matthew Pagliaro (2010) got married in April 2016, and started working at Rosco Laboratories in September 2016.

Jacel Egan (2011) was married on October 14, 2017, in Charlottesville, Virginia.

Rebecca Smith (2011) married Christopher Paul on September 1, 2016, and the couple reside in Fishkill, NY. She is pursuing a Master's Degree in Visual Art Education (K-12) at Manhattanville College.

Danielle DeZao (2012) is the founder of The Purple Thread, an ongoing club at Marist College since 2010. She is also a mentor for The Paper Fig Foundation, an extension of LDJ Productions- for the work done in East Africa.

Philip Terrigno (2012) is beginning his second year as a faculty member at Texas Tech University and the head coach of its men's and women's rugby teams.

Alexa Warshany (2012) has moved her business, In-House Prints, to a new, larger location in Frenchtown, NJ. A brand new automatic press is being used as this new location.

Nicole (Greed) Wilson (2012) is an Omni Buyer for Contemporary Dresses for Macy's.

Nicole Chin-Lyn (2013) was selected as a 2017 New York City Rising Star for City & State's 40 Under 40 List.

Danielle Fiore (2013) started working for Calvin Klein in June 2017 and is having a wonderful experience thus far.

Jimmy Lyles (2014) works on-air on for Pamal Broadcasting, and is the Executive Director of "Coast 2 Coast: Dance Across America" a 501(c)3 Non-Profit that tours the United States for two weeks, teaching a Master Dance class to thousands of students, encompassing the ideals of persistence, perseverance, passion, and positivity; all while giving them the tools and motivation to succeed in whatever path they choose in life. He also owns and operates a successful entertainment company, Jimmy Lyles Productions, specializing in professional DJ, MC, and Photo Booth services in the Hudson Valley and beyond.

Chandler Chruma (2015) followed her passion for music and is working for Atlantic Records in NYC in the Radio Promotions department. She works with multi-formatted artists such as Twenty-One Pilots, Wiz Khalifa, Lil Uzi Vert, the Front Bottoms, Paramore, Charli XCX and Kelly Clarkson.

Lauren Garner (2015) started a new job as Senior Research Analyst at Ipsos in August 2017.

Zachary Obid (2015) has worked many different production jobs over the past few years. He traveled and lived in Madrid for a few months, working on the docu-series Hala Madrid, in conjunction with GoPro and Real Madrid, and produced four episodes for Complex's hit series ComplexCon(versations). He also worked on many short documentaries for Sports Illustrated and is now working on a documentary for ESPN's 30 for 30. He is thankful for the connections he made from the internships at Marist.

Melissa Saxe (2015) is living in Boston after working in Manhattan for two years at a Public Relations agency. She made the move with her significant other, Thomas McGuire '15, and works as a recruiter in a staffing firm.

Isabella Sofia DeAngelis (2016) presented her undergraduate caping project, a thesis paper titled "Bridging the Gap Between Death and Communications," at the Eastern Communication Association Conference in Boston, in March 2017.

Chelaine Bryn Eliazar (2016) has been asked to help judge championship diving meets in Hawaii. She has gained confidence in judging other divers through her experiences at Marist on the Swimming & Diving team, and has received praise for giving fair scores, by the diving community. She was promoted and officially designated a government liaison and company representative for Roberts Hawaii Airport Operations, the largest transportation company in the state of Hawaii, which continues to expand.

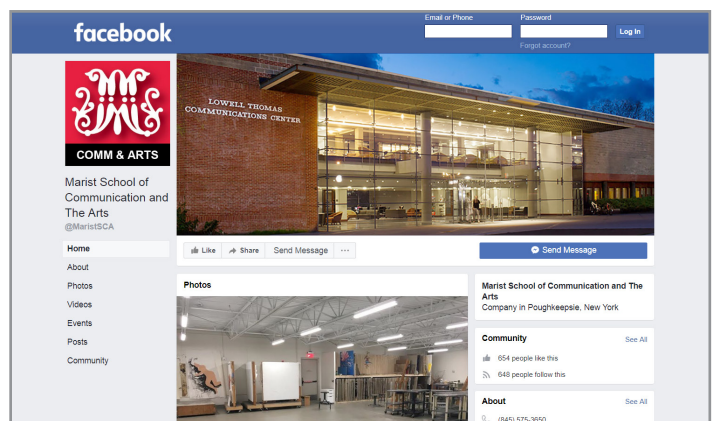
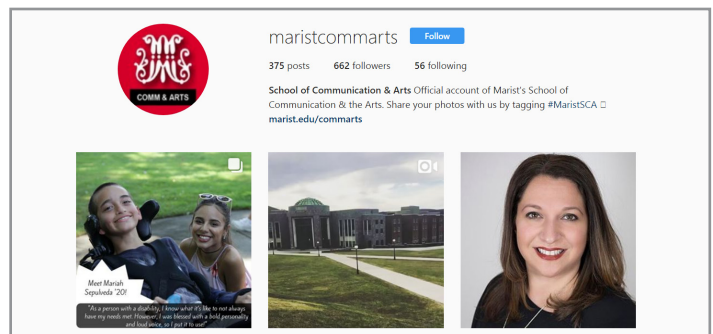
Marianne Fisher (2016) (MA) is engaged to be married on March 17, 2018.

Samantha Nearon (2017) started working at The Centre on Philanthropy (non-profit organization) and is thrilled to begin this new journey in her career.

Liana Babich (2017) became engaged to Andrew Jabs on January 19, 2017, after two years of dating. In February 2017, she moved from Long Island, NY to Rhode Island, to work at her first full-time, post-grad job at Entercom/Smart Reach Digital. She is the Digital Campaign Manager for the Providence, RI; Springfield, MA; and Worcester, MA markets, where her day to day responsibilities include: account and project management, campaign creation and optimization, account executive management, and client communication.

Nicole Curry (2017) began interning with the marketing department at a large media agency in NYC, in June 2017. In August 2017, she was offered a full time position as an Assistant Media Planner.

Aaron Gaberman (2017) began working at Villanova, working in their Media Relations Department as the main contact for three sports: golf, softball, and water polo. He will also be assisting with the 2017 Villanova Varsity Sports Hall of Fame event.



The State of Media

BY GERRY McNULTY

DIRECTOR, COMMUNICATION & MEDIA STUDIES
INTERNSHIP PROGRAM

A CAREER in the media has long been viewed as exciting, demanding, competitive, challenging, exhausting, and sensational. Oscar-nominated films like “The Post,” or television’s hit show “Mad Men” portray a sensational workplace. But what about the stories of mergers, layoffs, and controversies?

Sometimes it appears that media is a volatile career choice. In my role as the Director of the Communication Internship program, parents often ask me about the job prospects their children face when they graduate from Marist. Of course, many factors come into play for hiring, including a graduate’s academic performance, his or her internship experiences, their technical skills, their leadership abilities, and more. But there is an even bigger question that we should be asking: what is the state of the media industry?

Let’s look at some of the industries that employ those with media skills:

Advertising: Everyone is chasing digital audiences, but perhaps no one is paying more attention than advertisers. Digital means more ads, more slices of audience, more work. The U.S. Bureau of Labor forecasts that advertising job growth will grow faster than average, or about 10 percent over the next 10 years.

Public Relations: There are about 260,000 people working in Public Relations, according to the U.S. Department of Labor. And that number has been consistently rising in recent years. The federal government projects growth of about 23,000 new jobs in this field between now and 2026. The expansion of internet marketing has pushed private companies as well as public sector organizations to expand their public relations staffs in an effort to remain competitive among an ever

more crowded media landscape.

Journalism: Cable news is booming. Viewership of the big 3 – Fox News, CNN and MSNBC – rose by double digits in key demographic categories in 2017, driving revenues up for all three companies. The Pew Research Center reports that all three projected spending more on newsroom operations for 2018. In radio, listenership – and revenues – for all news radio stations has been consistently rising, thanks in part to an increase in online radio. Pew Research Center reports that some 40% of Americans listen to online radio news. Another spinoff effect is the growth in podcast consumption. Pew reports that more than 24% of Americans listen to podcast news reports.

Sports: Sports reporting and commentary is no longer limited to working for the local daily paper, or for big city TV stations and cable. Today’s graduates find work for professional leagues and teams, who employ their own writers, editors and videographers to support their own website reporting operations. Today’s sports report is all about “small screens” and about reconfiguring game broadcasts for consumption by cellphone and tablet users. Independent companies such as Yahoo! Sports, SB Nation, and Deadspin are among the numerous businesses that employ thousands of writers and editors.

Entertainment Film & TV: Hollywood box office revenues for 2017 were slightly over \$11 billion, with ticket sales rising year-over-year in three out of the last five years, according to Box Office Mojo.com. Meanwhile, Netflix and Amazon lead the battle among streaming services by developing new content. Netflix has pledged to spend nearly \$8 billion on original content, soon



to be challenged by a streaming initiative coming from Disney.

Video Gaming: Gamers continue to score points for growth, according to revenue and job forecasts, which are expected to exceed \$109 billion for 2017. Multiple industry reports show consistent yearly gains for game makers and their products, with revenues rising. One spinoff area of gaming is the continued spread of interactive media approaches borrowed from the gaming world that are applied by companies and organizations to enrich their online presence with customers.

Finally, Marist has long benefitted from its close proximity to New York City, the media capital of the world. Our internship program sponsors nearly 100 media interns in the city each year. Our students gain great advantage from the concentration of media companies – and of the success of our alumni. Amidst all this competition, New York is experiencing record employment level of 4.4 million people at work. More than 700,000 jobs have been added in the city in the past 8 years, according to New York State reports.

Media has always been a challenging and exciting career path. The future looks to be every bit as vibrant as the past.

Giving back through #GIVINGTUESDAY

On November 28, 2017, also known as #GivingTuesday, a global day of giving, the School of Communication and the Arts dedicated itself to give comfort in the form of chemotherapy comfort kits.

Throughout the month of November, people from across the Marist community donated purchased items, hand-made items, and time to support the giving initiative. Two Crochet and Sip nights were hosted for faculty and staff to learn how to make crocheted hats that were added to the comfort kits.

Kits and fleece-tie blankets were assembled by campus volunteers on

#GivingTuesday and donated to four local organizations: Vassar Brothers Medical Center, Sparrow's Nest, Albany Medical Center, and Northern Westchester Hospital.

Kits contained a variety of items, from hand lotion to hard candy. Each kit also contained at least one hat, scarf, or shawl, graciously hand-made by members of the Marist community. With support from the Marist community, donors, and sponsors, the School of Communication and the Arts was able to exceed the initial goal of 100 kits and make over 175 kits and 90 blankets.



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