

# FOXtalk

Marist College | School of Communications and The Arts

Winter 2010 VOL. 01 NO. 01

[www.marist.edu/CommArts](http://www.marist.edu/CommArts)

## WHAT'S NEW

### Summer School

High school students flock to Marist pre-college

### Newsroom goes Digital

Students launch news website

### On Display

Art faculty looks inward

and more!



**MARIST**



photos by Sabrina Clark



## Welcome to our inaugural issue

**I**t's amazing how time flies. It seems like only yesterday when I arrived on campus as the new dean of the School of Communication and the Arts, excited by all the outstanding work of our students and faculty. Now, over a year later, I'm even more impressed.

Those of you who know Marist know what makes our school special. We have students producing amazing work, performing insightful research and interning at some of the most competitive places in the country. Our professors engage students in their classes. They're leaders in their field, publishing in prestigious journals and showing creative work internationally. The things that make Marist great today are those same things many of you remember from your time on campus.

It is an exciting time for all fields in our School. There are new technologies to learn, convergence of disciplines and ideas, and opportunities to connect in ways we never thought possible. For us, that means evolving curricula, upgraded facilities, and a host of changes that help our students

best prepare for life in the digital age. Life at Marist's School of Communication and the Arts today is exciting, challenging, fun, stimulating – more so than ever before.

This our school's first ever magazine. You'll get a chance to see some of the initiatives that are going on with our diverse group of students and faculty. I'm sure you'll be as impressed as I am. From the renowned fashion show to the research by our graduate students, the stories inside remind me of why I came to Marist.

Inside, you'll also have a chance to catch up with Marist graduates in our alumni notes. I hope this inspires many more of you to send in updates. This might be a magazine, but I think of it more as the start of an important dialogue between all of us who care about our school and our college.

I've had a chance to meet lots of you already. I hope to see many more as you re-connect with Marist and our school, either virtually, or better yet, on your next visit to campus. You'll probably be amazed at

how much we've changed, and how much we've really stayed the same. **F**

*Steve Ralston*

## FOXtalk

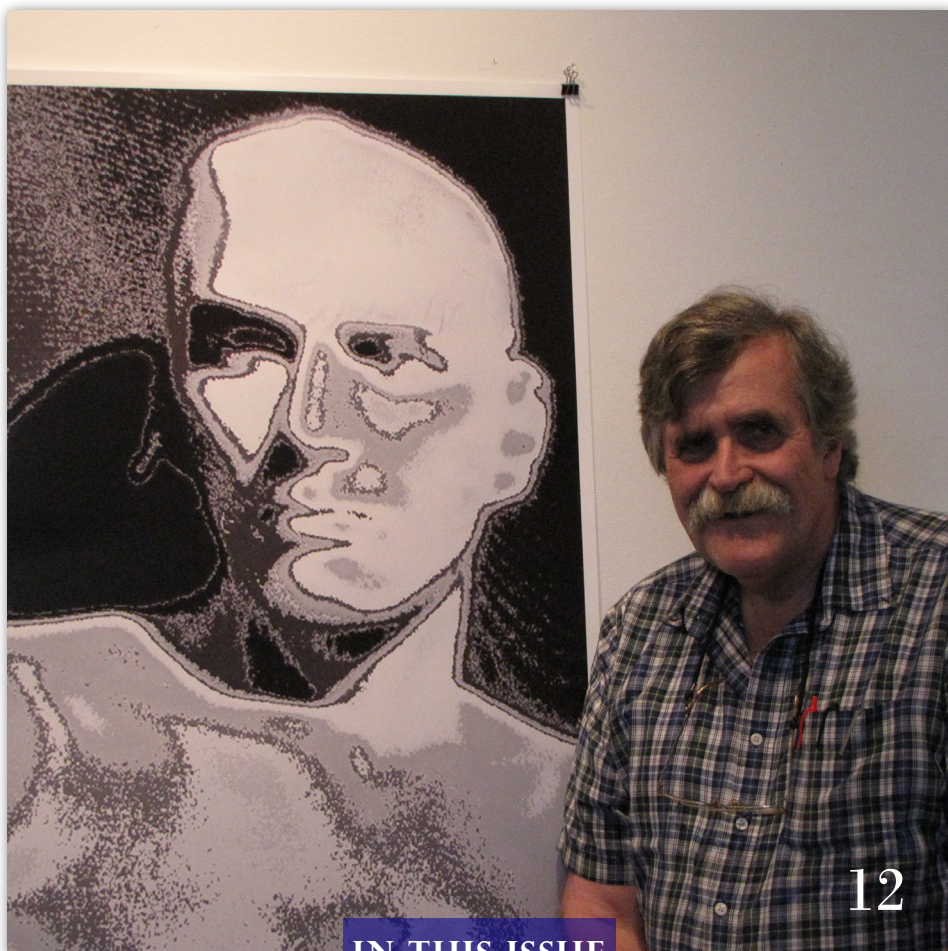
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**IN THIS ISSUE**

12



10



4

- 2 **Dean's Page**  
*Dr. Steve Ralston enters his second year overseeing the school*
- 4 **Marist: A Top-Ranked College**  
*Diverse concentrations equal student success*
- 5 **Plum Publication**  
*Paper earns lead article in academic journal*
- 6 **And the Winner is. . .**  
*Meghan McKay named Marist College Intern of the Year*
- 7 **Making it work**  
*A conversation with fashion show director Richard Kramer,*
- 8 **Studio Upgrades**  
*The television studio goes digital*
- 10 **Summer of Discovery**  
*Marist summer institutes offer students a glimpse into higher learning*
- 12 **On Display**  
*Art faculty exhibits "Self Portraits"*
- 14 **The Future of Journalism**  
*New initiatives help students embrace new technologies*
- 19 **Alumni Updates**  
*Find out what some of our CommArts grads are up to*



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Vinepod, Inc., by Timothy Maggio

\* Do you have ideas you'd like covered in future issues? Let us know at [foxtalk@marist.edu](mailto:foxtalk@marist.edu)





photo by Sabrina Clark

# Princeton Review: Marist a Top Ranked College

## CommArts concentrations among highlights

BY GEOFF DECKER

**T**he Princeton Review reminded CommArts students and faculty of something they already knew. Marist is a pretty good place to be.

The college guide affirmed that in their annual publication *The Best 371 Colleges*. For the seventh consecutive year, Marist College was profiled as a top national institution. In highlighting the School of Communication and the Arts, reviewers said its concentrations “offer a range of options to its largely career-minded student population.”

“We recommend Marist College for its outstanding academics, which is the primary criterion for our choice of schools for the book,” said Robert Franek, Princeton Review’s vice president for publishing.

The formula for success, says School of Communication and the Arts Dean Steven Ralston, is a big picture philosophy that immerses students in an integrated approach to their studies.

“Our outstanding faculty provides students with an education that melds together the study and practice of communications and the arts,” Ralston said.

Like *The Princeton Review*, Ralston knows these “career-minded students” benefit from the abundant internship opportunities in the New York City metropolitan area as well as the range of courses offered, unique for a liberal arts college the size of Marist.

This might be news to readers of *The Princeton Review*. But for CommArts faculty and staff, it’s just common knowledge.

For more information about each of the School’s programs, please visit [www.marist.edu/commarts/](http://www.marist.edu/commarts/). To read the entire review of Marist College in *The Best 371 Colleges*, visit [www.PrincetonReview.com](http://www.PrincetonReview.com). **F**

### **Department of Art and Art History**

With an art studio, 3D room, 2D room, and several exhibition rooms, the state-of-the-art Steel Plant Studios offers Art majors at Marist a full spectrum of course offerings in a variety of styles. Marist also has a study abroad program in Florence, Italy, for students to extend their studies internationally.

**Majors:** Digital Media, Studio Art, Art History

**Web site:** [www.marist.edu/commarts/art/steelplant.html](http://www.marist.edu/commarts/art/steelplant.html)

### **Department of Communication and Media Arts**

The most popular undergraduate major at Marist, the communication department offers a wide range of concentrations and a top internship program.

**Communication Concentrations:** Advertising, Communication Studies, Journalism, Public Relations/Organizational Communication, Sports Communication  
**Media Arts Concentrations:** Interactive Media/Game Studies; Radio/TV/Film

**Web site:** [www.marist.edu/commarts/comm/](http://www.marist.edu/commarts/comm/)

### **Fashion Program**

With a constant eye on today’s fashion, the fashion program at Marist is committed to focusing course curriculum on the latest industry styles and trends.

**Majors:** Fashion Design; Fashion Merchandising

**Web site:** [www.marist.edu/commarts/fashion/](http://www.marist.edu/commarts/fashion/)

### **Department of Music**

The music department boasts more than 400 students participating in various instrumental and vocal performance ensembles.

**Web site:** [www.marist.edu/commarts/music/](http://www.marist.edu/commarts/music/)



# Marist Research Earns Lead Article in Top Academic Journal

Led by Professor Mark VanDyke  
two master's grads publish paper

BY FELICIA ZAMMIT

In addition to graduating nearly 100 students since its inception in 2005, the Marist College Master's in Communication program can now claim two alumni as published authors, a first for the burgeoning program.

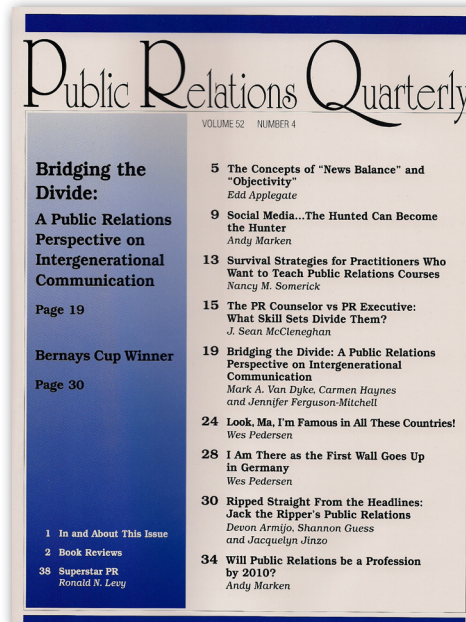
Professor Mark Van Dyke, Ph.D., and 2008 graduates Carmen Haynes and Jennifer Ferguson-Mitchell, co-authored a paper that was accepted as the lead article in the peer-reviewed journal *Public Relations Quarterly*, one of the industry's oldest and most-respected publications.

Their research focused on ways in which generational cultural differences influence communication among differing age groups. The paper, "Bridging the Divide: A Public Relations Perspective on Intergenerational Communication," which began as in-class research, was first accepted for presentation at the 2008 N.Y. State Communication Association Conference.

"I'm especially proud of the work Carmen and Jennifer accomplished on this project," Van Dyke said. "I believe this is more testimony to the quality of work our grad students are able to accomplish."

For this project, 26 students conducted 60 interviews with members of four generational groups: seniors, Baby Boomers, Generation X-ers and Generation Next-ers. Students then paired up and approached the topic of intergenerational communications from different perspectives using data collected by the class.

Van Dyke said by the end of the class, almost every paper was "conference-ready," and he encouraged his students to submit their papers to the New York State Communication Association conference. Five papers were submitted, and all were accepted. Representatives from those five groups presented at this conference,



*Bridging the Divide* explores the communication gap that exists between the oldest and youngest American adults.

some coming from as far away as Washington State and Florida.

Conducting similar research himself, Van Dyke invited students to work with him on developing an article for publication; Haynes and Ferguson-Mitchell accepted the challenge.

Prior to joining Marist College in August 2004, Van Dyke served in the U.S. Navy as a public affairs specialist for 25 years, during which he managed political-military public relations programs in peacetime and combat operations throughout the United States and around the world.

"I was very eager to work with [Van Dyke]," said Haynes, a communications teacher at Odessa (Tx.) High School. "It gave me the opportunity, for the first time, to be part of the process of taking research and developing it into a paper for publication.

Mary Alexander, Ph.D., formerly the director of the Master's in Communications program

and now the assistant dean of the School of Communications and the Arts, also expressed similar sentiments. "It's always exciting for any program to see their students excel," adding that getting any work published is competitive and shows the ability Marist students have to compete with the best in the field.

Ferguson-Mitchell, now a communications consultant at Chanler Communications, in Brewster, Massachusetts, also credits the program for her development in the field. "It really pushed me and strengthened my skill set and strategic thinking." **F**



photo provided by Desmond Murray



McKay accepts the 2009 Intern of the Year award from Assistant Director of Field Experience Desmond Murray.

## McKay Wins College Intern of the Year

### Winner Meghan McKay embodies the spirit of the intern program

BY GEOFF DECKER

For most graduating college seniors, the most dreaded phrase heard from potential employers is “needs more experience.”

For 2009 ComArts graduate Meghan McKay, that was not going to be a concern.

McKay was named Marist’s 2009 Intern of the Year, an award given to a graduating senior for outstanding achievement in experiential education, which includes internships, co-ops and student teaching assignments.

A Dean’s List student with a double major in fashion design and Spanish, McKay participated in three Manhattan Internships – Dolce Vita Clothing, Design Division; *Family Circle*; and SETEM, a non-profit fashion program in Madrid.

While it may have commanded much of her time, McKay knew that internships would be a critical part of her Marist education and propel her in life after graduation.

“I felt that I should take advantage of Marist’s internship program both to enhance my resume and help me learn more about the industry I’m going into,” McKay said. “These are such a great tool in terms of real-world preparation.”

Lydia Biskup, internship and placement coordinator of the Fashion program, notes that not all students are so focused and goal oriented.

“Over the years, I have worked with hundreds of student interns,” Biskup said. “Meghan figured out early how to set herself apart. Skills and lessons she has learned in her various internships, travel abroad and her education have prepared her to excel. The fashion program was thrilled since Meghan was the first fashion major to win this prestigious honor.”

Approximately 75 percent of all CommArts students have at least one internship. According to Gerald McNulty, director of the communication internship program, Marist’s proximity to New York City and the city’s presence in both the fashion and media industries, amongst others, give students ample placement opportunities.

For McKay, interning and classes were only part of her busy Marist life. She was a concertmaster with the Marist College orchestra, co-editor of *The Globetrotter*, fashion columnist for *The Circle*, and a note-taker for the Office of Special Services.

That’s a heavy load for any college student. But according to assistant director of field experience Desmond Murray, who presented McKay with her well deserved award, Megan handled it all with grace.

“Meghan was not your ordinary student at Marist,” said Desmond Murray, assistant director of field experience. “She is a role model.” **F**



# Making it work

## Four questions for Richard Kramer, director of the Silver Needle Fashion Show

INTERVIEW BY SABRINA CLARK

**W**hat was the theme of last year's fashion show and what were some highlights? The show focused on international ideas and the concept that fashion is a global experience. In the past, fashion used to be different from country to country. Each location seemed to have its own identity. Now, we are seeing more of a global connection throughout the fashion world, and the show intended to demonstrate this. The poster to promote the show displayed the word "fashion" in numerous languages, and many of the collections represented an international theme.

**What is the typical workload that students in the fashion show take on?**

The work exists on many levels. The entire fashion program contributes to production of the show. All classes are represented. For last year's show, the freshmen were given the responsibility of fabricating a tailored men's shirt. The juniors were asked to produce two garments inspired

by the photography of Lee Miller. She was a native of Poughkeepsie before traveling to Paris, where she worked as a model for Vogue before establishing her own photography career. The seniors have had their assignment to design their own collection since the previous May. They have total freedom with the pieces they choose to design over the course of a year.

**Were there any stars of the fashion show last year?**

A series of awards are given each year from various sponsors, including Liz Claiborne, Cutty Sark and others. Senior Lisa Iannuccilli received recognition for Outstanding Portfolio, Lindsey Pietz won Outstanding Collection, and Holly Rebello had the Outstanding Senior Garment. Students Sophia Artiles, Ashley Coleman, and Jenn Nardin also won recognition for their Outstanding Merchandising Project.

**Can we get a preview of next years show?**

The theme of this year's show is democracy, but not in a political sense. Instead, it is focused on the meaning of the word and what it means to society. We selected various shapes and forms to express the word of the people. Fashion is an art form that touches everyone. It is the only art form that 99.9 percent of us are involved with everyday. We're involved with fashion, even when we do not intend to be. The clothing we decide to wear on a daily basis speaks loudly even when we ourselves are silent. The fashion show intends to be a representation of the people that compose our society. **F**



Left: The winner of the Outstanding Collection award was Lindsey Pietz. Right: Nicole Siani's designs make their way down the runway.



photos ©2009 Vinepod, Inc., by Timothy Maggio





# Going

It has been a few years since the television studio last had an upgrade, but it was worth the wait. The studio, used primarily by the media arts department for classes in television and sound production, was in need of an overhaul. While industry standards are for digital and HD production, the studio was still using analog. But now, students have a chance to flex their production muscles on new digital and HD equipment.

“Though not a top-to-bottom digital upgrade, when students see the new equipment it really boosts their morale,” said Jeff Bass, professional lecturer of media arts.

The studio now boasts widescreen HD monitors in the control room, a digital switcher, and new digital HD studio cameras. These new additions allow students to work in widescreen instead of the 4:3 ratio allowed in analog.

Students enrolled in television production and electronic moviemaking courses create projects each semester that use this equipment. For instance, in the advanced television production course, students work to create a program that uses both field and studio work.

The new equipment improves what students are able to do, and they are now able to show off their ability to work with state-of-the-art equipment. Next on the list of upgrades: field cameras. “Our single biggest need now is for professional grade field cameras,” Bass said. “For media arts students, field production and studio production work together.” **F**



# Digital



photos by Lyn Lepre



# Marist Summer Institutes: Not Your Ordinary Summer Vacation

High school students embrace CommArts academia and professionalism

BY GEOFF DECKER

The last thing Courtney Cantara wanted to do the summer before her senior year of high school was spend two weeks of it studying. Yet she had enrolled in Marist College's inaugural Fashion Institute for pre-college students and was beginning to regret her decision.

"I had never gone away or anything like that during the summer before," Courtney says. "I wasn't really looking forward to going."

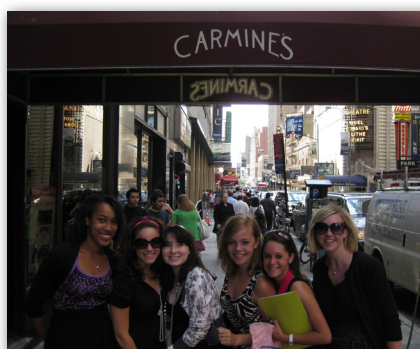
She went anyway. And all those fears vanished in midst of discovering something she really loved, loved so much she decided to make it her career ambition. Loved so much, Courtney applied to and was accepted in the fashion design program at Marist for her undergraduate studies.

Thinking back on that summer now over a year ago, the Marist first-year student realizes that if it weren't for the pre-college institute, she may never have discovered her love for this field or for Marist.

"I didn't even have any interest in [attending] Marist," she said, almost in awe of the impact small decisions can have.

Starting with a single business program several years ago, Marist's pre-college program has grown to seven summer institutes. Two of those institutes, the Fashion Institute and the Sports Communication Institute, are housed in the School of Communication and the Arts. Perhaps not coincidentally, these were the two most popular of last summer's pre-college programs, enrolling 59 and 23 high school students, respectively.

These residential programs, which run for 13 days in July, introduce high school juniors and seniors to the rigors and the fun of college life. Students spend around eight hours a day in class. Nights involve planned activities at the dorms, more school work, and just hanging out with a new group of friends. Additionally, most institutes



Information on credits, how to sign up, details about the

plan field trips to broaden the student experience – and to simply have some fun.

This past summer, fashion students traveled to Manhattan to visit the Metropolitan Museum of Art and the Fashion District. They capped off their evening with dinner and a Broadway show.

Meanwhile, sports communication students spent an evening at Dutchess Stadium, home of the minor league Hudson Valley Renegades, where they learned about the team's radio broadcasts and its sports information office, all before catching a ball game.

According to Marist associate professor Keith Strudler, director of the Sports Communication Institute, these programs help fulfill larger school goals

"I've been able to attract a whole new group of motivated students to campus that are really interested in sports communication," noted Strudler. "Not only does it make our school more vibrant in the summer, but it helps us recruit the best and brightest to Marist as undergrads. It's all part of building distinctive programs in our school."

Data indicates that will be the case, as 52 of last sum-



programs, and cost of programs can be found at [www.marist.edu/summerinstitutes/](http://www.marist.edu/summerinstitutes/)

mer’s fashion students said they planned to apply to Marist. Many of these students hail from far outside Marist’s traditional recruiting base, including students from California, New Mexico, Florida, and even Israel and Belgium. Fashion department professional lecturer Peter Brickman, who directs the summer fashion program, is pleased by the diversity of his summer student body.

“It was a very diverse and interesting group,” Brickman said. “Each region contributed a unique taste and style to the institute.”

Students who attend Marist’s pre-college program have a variety of reasons to head up to the Poughkeepsie campus. For many, it’s the first exposure to a field of interest, the equivalent of a test drive before applying to college. Strudler considers that when creating his summer curriculum.

“For a lot of these students, this might be the first chance to write and tape a sports broadcast or put together a promotion to sell out a football game,” said Strudler. “My goal is to make sure these summer students know more about the field as they start thinking about college

and beyond.”

Since all summer institutes are created as an actual college course, students earn three college credits upon completion of the course, giving them another leg up when they eventually head off to college, either at Marist or elsewhere.

Given the success of these two summer institutes, the School of Communication and the Arts is considering other areas that might appeal to bright young students and highlight the school’s diverse strengths. One promising idea comes from the media arts department, who are developing a film “boot camp” for aspiring movie makers.

For fashion and sports communication, both programs look to grow their already popular programs in the upcoming years. Numbers aside, Brickman sees his goal as program director as ironically simple.

“We try to give our summer students an overview of our entire four year program.”

As it turns out, that was exactly the summer experience that Courtney Cantara wanted, studying and all. **F**





Professor Lois Walsh's self portrait.



The self portrait installation on display in the Steel Plant.

# On

BY SABRINA CLARK

The 2009 faculty art exhibition “Self Portraits” provided Art and Art History professors with the opportunity to showcase their own work. The exhibit opened at the Steel Plant Studios with a reception on Sept. 24 and stayed on display to the Marist community and the public until Oct. 17 at the Steel Plant Studios on campus.

Participating faculty took on a photography assignment with guidelines similar to those the professors challenge their own students with. Gallery Director Ed Smith coordinated the photo show and asked each faculty member to compose a black-and-white digital self-portrait, to be displayed on a 42”x 35” large scale. He also asked for submission of another small black-and-white work to compliment the larger piece.

The portraits could be literal or interpretive but had to be a reflection of the artist. Smith said his goal for the exhibition was for the community to see the artists as the artists see themselves.

The exhibition “let students know the faculty has a serious outlook on their work,” professor James Luciana said at the opening. Luciana chose a more literal approach to his piece, which is an unaltered photograph of himself reading in his garden.

“It becomes clear to students they aren’t just listening to someone talk in a classroom,” Luciana said. “They are teaching out of experience and what they know how to do.”

Students, in turn, enjoyed the opportunity to see pieces by their professors.

“It was great to see how their personal work is translated into how they teach,” said Erica Wegeler, a senior majoring in art history.

Many art students felt the exhibition was an insight into the personalities of the professors they see in class. For certain, these professors practice what they preach.

Sophomore RJ Hall summed the feeling up well: “If they are this critical with their own artwork, I can see why they’re so hard on us.” **F**



Professor Dan McCormick poses in front of his interpretive





photos by Sabrina Clark and courtesy of E.d Smith

Professor James Luciana poses in front of his self portrait.

# Display

Art department faculty showcase their own work in "Self Portraits"



self portrait.



Students observe the work of their teachers.





Professor Lyn Lepre's Spring 2009 Capping students hosted a launch party for My575 on May 5. Food was donated by local restaurants, and the Capping students handed out pens and t-shirts to Marist students who stopped to see the site go live. The party was the final event in the semester long project.

# Comm capping project transforms classroom to newsroom

## Students launch news website "My575"

BY GEOFF DECKER

Once you've spent more than a few days on the Marist Campus, the numbers "575" -- the phone exchange for campus -- become so integral in your daily mechanics they might become part of your DNA.

Such ubiquity was the genesis of the name "My575," the moniker for the Web-based reporting project started by Professor Lyn Lepre and her capping students.

"We spent a lot of time debating the name, and the class felt this was both catchy and summed up the focus of this project," said Lepre.

My575 is part news source, part class project, and part news aggregate to eventually be shared with other journalism programs across the country. For now, the Web site allows journalism students to publish and edit their work for a larger audience

than might be allowed in a traditional class setting.

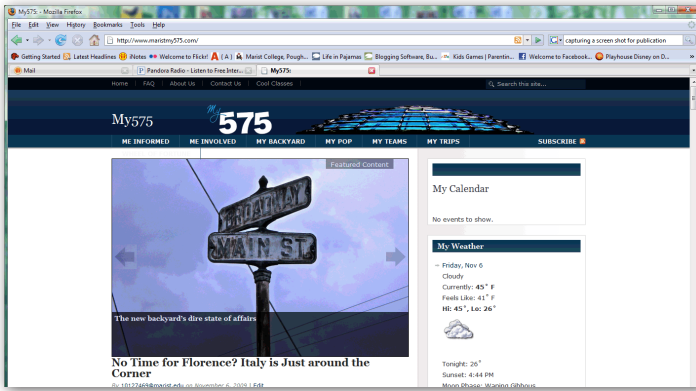
The mechanics are quite simple. As students complete their work in Lepre's Journalism II class, articles, photos and videos are posted on the My575 Web site. Before they can actually be viewed by the public, work goes through an editing process that forces the class to operate like a newsroom, reviewing and taking accountability for each other's work.

Megan Flood, a junior in the journalism class, appreciates the opportunity to write for an external public.

"It makes me get more excited about assignments because I know they are potentially going to be read by a larger audience than my professor," Flood noted.

While My575 reinforces the basics of journalism, it also gets students thinking about producing content for a web-based readership, which all students recognize as the future of their profes-





photos by Lyn Lepre

Top left: The front page for My575. Bottom left: Students Michelle Conston, Bryan Terry, Megan Flood and Olivia Hunter, all enrolled in Journalism II, post their stories to the news site each Friday. Right: Student Thomas Lotito, another Journalism II student, makes updates to the site's front page.

sion. Instead of simply reporting and writing a story, students are responsible for story packages and need to think about what multimedia elements to use to best tell the story.

"I absolutely feel that the experience of maintaining and reporting for an online news site will be valuable in the future," said junior Thomas Lotito. "So even if we're not 'webmasters,' we have adequate experience to apply for the internships that will yield more experience."

Lepre said she hopes My575 will grow into a valuable source of information for people in the Marist community, ranging from students and alumni to faculty and staff on campus. Lepre asserts that little can prepare an aspiring journalist better than writing for an actual audience.

"This web site makes students consider the audience when they write, which can be a whole lot different than just writing for a professor or for a grade," said Lepre.

Moving forward, Lepre hopes to forge stronger ties with other colleges and universities using this same platform.

"It is vital for Marist students to engage with a larger community of learners than just those they see everyday in class," said Keith Strudler, the communication department's chair. "In the world they will be entering, co-workers might be spread across the world. Engaging across traditional boundaries is an increasingly important skill."


As it relates to journalism, a field changing almost as rapidly as the 24-hour news cycle itself, Lepre said MaristMy575.com will be a practical application for students to learn how digital and online stories differ from print stories. "Stories used to be static 500-word articles, but there's an integrated media approach to online journalism. Link-sourcing, video and audio clips are mandatory elements, and it's a different way of thinking about the news."

Junior Marina Cella agrees: "I think it is important to learn about Internet publishing and how it relates to journalism, because technology has changed the face of the industry. What now makes many publications successful is their ability to be converted to Internet text and read online."

Lepre said she believes the most important thing is preparing students to be nimble in the face of ever-changing technologies. "Flexibility is key," she said. "I would never be so presumptuous as to predict what journalism will look like 10 years from now, but what's important is that students understand how technology is changing the field."

When Lepre speaks to her former students, she said that what has served them best is embracing new technology.

"I try to encourage students to realize that curiosity and flexibility will help them succeed."

The news site can be found at [www.maristmy575.com](http://www.maristmy575.com) 



## 1970s

**Mike Harrigan** (1974) founded and now owns ROI Marketing Agency.

**John Gilmartin** (1975) is a Senior Producer & Director at NBC Sports and has won 11 Sports Emmys.

**Kenneth J. Muckenaupt** (1976) is Financial Service Sector CTO for IBM Server and Technology Group.

**Ellen Benoit** (1977) is a Principal Investigator at the National Development and Research Institutes and Project Director at Center for Comprehensive Care, St. Luke's-Roosevelt Hospital Center.

**Joseph Ford** (1979) is the Assistant Production Manager in the College Books department for Bedford/St. Martin's Publishing.

## 1980s

**David F. Metz** (1980) is Senior Vice President of Production Operations at Scripps Networks.

**Sharon Stevens Biscardi** (1981) is an English teacher at Holy Trinity Academy in Melbourne, FL. She previously was manager of Communications and Public Relations with Shoprite Supermarkets.

**Edward F. Giltenan** (1981) is Director of Corporate Communications at T. Rowe Price Group.

**Michael Iantosca** (1981, Broadcast Media) is Senior Software Engineer and Product Development Manager at IBM Corporation.

**Barry Lewis** (1982) is an author and editor for the Times Herald-Record. He authored the book, *From Brooklyn to Bucolic*.

**Mary Alice Russo** (1982) is Vice President of Marketing with Whitney M. Young, Jr. Health Services and Executive Director of Whitney M. Young, Jr. Foundation.

**Christopher Barnes** (1983) was an original founding member of Fox News Radio in 2003 and is currently a reporter and anchor.

**Paul Palmer** (1984) is a three-time Emmy winner for sports coverage as a producer at ESPN.

**Adam Their** (1984) is a Partner and Chief Technology Officer of Blue Line.

**Patricia M. Walsh** (1985) is Vice President of Communications and Marketing for the McGraw-Hill companies.

**Michael J. Barker** (1986, Advertising) is President and CEO of Integrated Marketing Services, Inc.

**Ian O'Connor** (1986, Journalism) is a sports columnist with FoxSports.com and The Record (N.J.), a radio host with ESPN Radio and author of *Arnie & Jack: Palmer, Nicklaus, and Golf's Greatest Rivalry*.

**Paul Rezza** (1986, Communication Arts) is a Senior Financial Analyst at Columbia University.

**Mike Carey** (1987) is News Director of WGDJ-AM/Talk1300 and is a numerous recipient of Associated Press and NY State Broadcasters Association awards.

**Tim Curry** (1987) is Director

of Group Sales with Hyatt Hotels and Resorts.

**Scott Neven** (1987) is a furniture and art seller, restorer and researcher whose work has been written about in several publications, including *Elle Décor*, *House & Garden*, *Boston Globe*, and *Wallpaper*.

**John H. Miller** (1988) is Senior Marketing Director at Anheuser-Busch.

**Joseph O'Brien** (1988) is a writer for The Late Late Show with Craig Ferguson for the television production company World Wide Pants.

**David Schifter** (1988) is Director of Casting at Hollywood East Casting. He has spent 14 years as a TV news investigative reporter for several stations and is scheduled to appear in five movie roles.

**Renee Hewitt** (1989, Journalism) owns and operates Hewitt PR, a public relations and communications consulting firm.

**Karen McGetrick** (1989) is an Executive Producer of corporate meetings and events for Time Magazine.

**Susanne Wilson (Lynn)** (1989) is an account executive for Tempur-Pedic and is President of her local PTA chapter.

## 1990s

**James Baumann** (1990, Advertising) is Senior Vice President of National Accounts & Media Marketing for the Ad Council. James currently serves on the Advisory Board for the School of Communication & the Arts as well as Graduate and Adult Enrollment Advisory Board.

**Kim Knox Beckius** (1990) is a freelance writer and photographer and writes for About.com. Kim has written six books, the latest of which is titled *The New England Coast: The Most Spectacular Sights & Destinations*.

**Laurie Aurelia Cerveny** (1990, Journalism) is Partner at the law firm Bingham McCutchen LLP, where she specializes in Corporate and Securities Law.

**Melissa Reilly** (1990) is a Producer and Acquisitions Manager with Weston Woods/Scholastic. Melissa received the 2009 Andrew Carnegie Medal for the film adaptation of *March On! The Day My Brother Martin Changed the World* about the 1963 Civil Rights march on Washington D.C.

**AnnMarie Rung** (1990, Public Relations) is a certified yoga instructor at Jersey Shore Hot Yoga, having completed over 500 hours of study and yearly seminars.

**Rob Naylor** (1991) is an Associate Director for ABC's *The View* and is the owner of Very Smart Productions and door55.com.

**Christopher Andrews** (1992, Public Relations) is a Communications Manager at IBM Corporation.

**Heather Russell Andros** (1992, Public Relations) is an elementary school teacher at Arlington Central Schools.

**Marc Liepis** (1992) is a Segment Producer on NBC's *Late Night with Jimmy Fallon* after 11 years as publicity director for *Saturday Night Live* and *Late Night with Conan O'Brien*.

**Luis Marin** (1992, Radio/TV/Film) is a freelance photographer, filmmaker, and designer for his agency, Luis Marin Creative.



**William F. Burns** (1993, Radio/TV/Film) is the Dean of Arts and Communications at Brookdale Community College in Lincroft, N.J.

**Adeelah Carrim** (1993) is an Animation Producer at Morula Pictures.

**Robert A. Johnson** (1993) is Director of Product Development at PEQ Consulting.

**Steve Pardon** (1993, Public Relations) is Owner of New Leaf Investment Inc., a real estate investment company.

**Amy Rogers** (1993) is a licensed Marriage and Family Therapist and Board Certified Art Therapist and is a training manager at the Fred Finch Youth Center. Amy is President-elect of the Northern California Art Therapy Association.

**J.W. Stewart** (1993, Radio/TV/Film and Journalism) is a Sports Anchor at ESPN.

**Joanne Tanguay Vandal** (1993, Public Relations) is owner of Picture Perfect USA, a photography company.

**Elizabeth Bellis** (1994, Radio/TV/Film and Advertising) worked as an assistant to the Executive Vice President and President of the New Jersey Nets for eight years. Elizabeth is currently a speech therapist for Lake Drive Programs.

**William Hassan** (1994, Public Relations) was named one of the brokers of the year for Normandy Real Estate Partners. William is currently a Senior Associate at CB Richard Ellis.

**Antonella Licari** (1994, Public Relations and Advertising) is a Manager of Special Projects with ABCNews.

**Caroline Jonah Merenda** (1994, Journalism) is a Program Officer with the Rochester Area Community Foundation and was named 2008-2009 Afterschool Ambassador by the Afterschool Alliance.

**Mike Mostransky** (1994, Radio/TV/Film) is Product & Community Manager at Broadridge, a financial services company.

**Jeff Baumgardner** (1995) is Senior Director of Original Music Production & Development at VH1 & VH1 Classic where he is currently producing *That Metal Show* on Vh1 Classic.

**Thomas Becker** (1995, Journalism) is a Crisis Communication Executive at Sitrick and Company.

**Kathleen Boland** (1995, Public Relations) is Creative Approvals Manager for Screenvision.

**Eric Cavolic** (1995, Advertising) is Partner and Creative Director at Durham Group, a strategic marketing agency.

**Rex Dickson** (1995, Radio/TV/Film) is a Designer and Producer at Electronic Arts and has worked on the Medal of Honor franchise of games.

**Sheri Weidner Fitzgerald** (1995) is a Senior Director with MTV Networks/BET Networks.

**Scott Frosch** (1995, Radio/TV/Film) is television commercial producer at Rainbow Media/Cablevision Advertising.

**Steven Rice** (1995, Radio/TV/Film) is Vice President of Consumer Marketing at Ogilvy Public Relations Worldwide.

**Scott Signore** (1995, Public Relations) is Principal, CEO and Founder of Matter Communications, a public relations agency.

**Justin Seremet** (1995, Journalism) is writing and producing on-air television spots for *Supernanny*, *Wifeswap*, and *Wipeout*.

**Debbie Underdown-Laughery** (1995, Public Relations) owns Chesapeake Outerwear, Inc, a business specializing in screen-printing, embroidery, and promotional products.

**Ian O'Connor ('86)** is a nationally acclaimed sportswriter and columnist. He writes columns for *The Record* and FoxSports.com and is the author of *Arnie & Jack: Palmer, Nicklaus, and Golf's Greatest Rivalry*, a New York Times bestseller.

#### On principles of journalism learned at Marist:

At the core of all journalism - whether it's a news story, a column, or a radio interview - is reporting and getting the facts. I learned how to be a reporter at *The Circle*, and I really carried that one principle through my entire career.

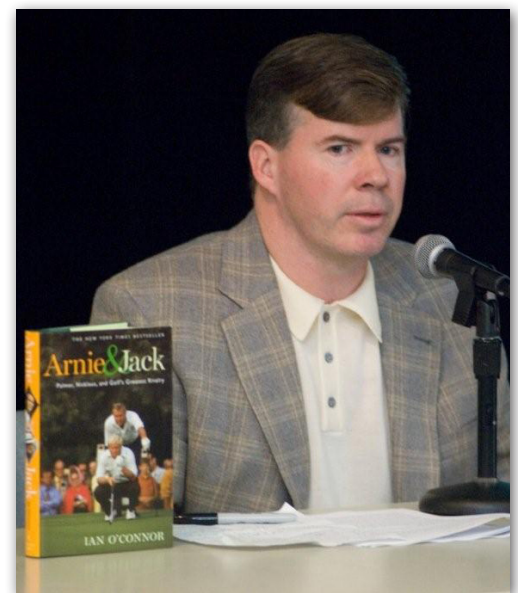
#### On how the industry has changed since he was at Marist:

It's the Internet. Athletes are using it more and more to communicate directly with fans. It creates a greater distance between athletes and journalists and makes our jobs that much more difficult. On the other hand, the Internet is a great equalizer. If you get picked up on the Internet, it gets linked everywhere and increases your exposure.

#### Suggestions for incoming journalism students at Marist:

Don't be discouraged by the diminishing newspaper business. There will always be a demand for writers, but it will come in a different forum. Also, read as much as you can. The surest way to get better as a writer is to read. Read good writers, bad writers, average writers.

Things are going to dramatically change again, and I think the best way to package and sell yourself is to find a niche or specialty within your coverage and dedicate yourself to it. Push your head down, work as hard as you can, and try to break stories as much as you can. When that happens, people notice.





**Greg Bibb** (1996, Radio/TV/Film) is Chief Operating Office of the Washington Mystics.

**Danielle Esposito Brown** (1996, Radio/TV/Film and Public Relations) is Partner with Double Eagle Insurance, a property and casualty insurance brokerage agency.

**Rose Caiazzo** (1996, Public Relations) is the owner of Rose Consulting, LLC, an agency specializing in marketing, communications, web analytics and voice over.

**Patricia Clark** (1996, Radio/TV/

Film) is a Research Associate in human resources for the City of New Haven.

**Greg Hassett** (1996, Organizational Communication & Public Relations) is a Regional Sales Director at DB Technology.

**Mike Pappagallo** (1996, Advertising) is a Senior Production Manager at e-Dialog, Inc. and the recipient of the Copywriting Nedma Award.

**Kevin C. Sullivan** (1996, TV/Radio/Film) is a Production Coordinator for ESPN's multimedia platforms, including TV, Radio and Web. Kevin is

also a published copywriter for ESPN The Mag, Sporting News and USA Today Sports Weekly.

**Alaina Evangelista Wiehn** (1996, Public Relations & Journalism) is the University Registrar at Worcester Polytechnic Institute.

**Maureen McMahon** (1997, Journalism and Radio/TV/Film) is Senior Counsel in the Office of Legislative Services for the New Jersey State Legislature.

**Jason O'Leary** (1997, Radio/TV/Film) is Senior Producer at Troika Deign

Group and has won multiple industry awards for a variety of production projects, including a 2008 BDA Gold Winner.

**Jessica Outer** (1997, Radio/TV/Film and Public Relations) is a Senior Consultant at IBM Corporation and the founder, owner, and president of Outer Consulting, LLC, an event and fundraising strategies agency for non-profit organizations.

**Daryl Richard** (1997, Journalism) is Vice President of Public Relations for UnitedHealthcare.

**Eric Conte** (1998, Radio/TV/Film) is Vice President of MTV 360. He has been with MTV Networks since interning while at Marist.

**Jennifer Harmer** (1998, Radio/TV/Film) is an Operations Analyst at Marist College.

**Steven Lawrence** (1998, TV/Radio/Film) is Coordinating Producer of LA Ink, where he's created a reality show called Try My Life that ran for two seasons on the Style Network.

**Dean Mastrangelo** (1998) is an Operations Analyst at Marist College.

**Kenneth Menard** (1998, Radio/TV/Film) is a producer at ESPN and works on Monday Night Football. He produces events for NCAA, NBA, and MLB. Kenneth is a two-time Emmy nominee for Outstanding Live Series.

**Kimberly Svoboda Biegel** (1999, Public Relations) works in the Scottish Government as a communications manager.

**Dylan Edgar** (1999, TV/Radio/Film) is a Senior Producer at City Lights Television and has been nominated for an Emmy four times.

**Ashley Shaffer ('08)** graduated from Marist with a dual concentration in Radio, TV, Film and Journalism with a minor in Music. In June, she won the Miss New Jersey 2009 pageant and qualified for the Miss America pageant, which takes place in January 2010.

#### What made you want to get involved with the beauty pageantry?

I've always followed the historic Miss America pageant. Since I was able to talk and walk I have wanted to be on the Miss America stage representing New Jersey. The women represented achievement, scholarship, and volunteerism for me. It was also a great way to earn a scholarship to pay for my education.

#### What was your path to becoming Miss New Jersey?

Four years ago, I entered the Miss America system to follow my dream, and in my first preliminary, Miss Monmouth County 2006, I won. I had gained a significant amount of weight, however, and faced many self-esteem and weight issues. Since then I lost 40 lbs, through proper diet and exercise, and finally achieved my goal of becoming Miss New Jersey. This is why I now champion for fighting obesity and living healthy lifestyles, particularly in Children and Adolescents, in my platform entitled "A Healthy Weight to Feel Great."

#### Did being a student at Marist College contribute to your contention in the Miss New Jersey contest? How so?

I definitely credit the education I received from Marist to helping me achieve my title. My professors taught me not only how to be an effective communicator, but also how to handle myself in the workplace and market myself in a positive light. These are skills that are so vital to the interview portion of the competition, because I only have 10 minutes to explain what makes me the candidate for the job of Miss New Jersey.

#### What are your job responsibilities as Miss New Jersey?

I will be traveling throughout the state making appearances promoting the Miss New Jersey Education Foundation and Miss America, as well as promoting my platform, and the National Platform for Miss America, the Children's Miracle Network. It's going to be a very busy, but exciting year that I hope opens many doors for me.





**Lark-Marie Anton Menchini** (1999, Public Relations) is the Vice President of Marketing & Public Relations at Miss Universe Organization.

**Tom Schwab** (1999, Journalism & Radio/TV/Film) is a freelance reporter covering New York City's biggest stories for news outlets RNN-TV and PR Newswire.

**Robert Seeman** (1999, TV/Radio/Film) is an attorney in the law offices of Joseph DeGuardia.

**Korin (Daniels) Chisholm** (2000, Radio/TV/Film) is a Graphics Systems Developer at ESPN. She has won two Telly Awards for International Productions.

## 2000s

**Tracy DePascale** (2000, Journalism & Radio/TV/Film) is Director of Affiliate News Relations for Good Morning America.

**Heather Dilts** (2000, Public Relations) is a Senior Internet Marketing Manager at Allstar Marketing Group.

**Jacqueline Martin** (2000, Public Relations) is a Co-op/Placement Coordinator at Blue Hills Regional Technical School and serves as Chair of Massachusetts Association of Cooperative Education Coordinators Professional Development Committee.

**Erin E. Smith** (2000, Digital Art) is the Director of Production for Children's Progress Inc and is the lead organizer for the New York City Celiac Disease Meetup Group.

**Dave Spinato** (2000) is Marketing Manager of Digital Media at PepsiCo.

**Heather "Gita" Sweeney** (2000, Public Relations) is President and founder of Gita Group, a PR and Marketing agency.

**Michael P. Taylor** (2000, Organizational Communications and Public Relations) is an Associate at Standard & Poor's.

**Janna Elizabeth (DeVito) Whearty** (2000, Public Relations) has served two terms as Executive Director of the Dutchess County Bar Association and is a Board Member of New Horizons Foundation.

**Rob Adamski** (2001, Radio/TV/Film) is an Associate Producer II for ESPN Event Production and is a six-time Sports Emmy Award nominee.

**Christopher Blaise** (2001, Public Relations) is a Senior Analyst of Onboard Product and Competitive Insight for Continental Airlines, Incorporated.

**Thea Cimmino** (2001, Journalism) is a recruiter for Michael Page International and ranked 10th of 200 financial services recruiters in North America.

**Kimberly Feinman** (2001, Film) is a freelance Assistant Location Manager.

**Sarah H. Lufler** (2001, Journalism) is Sports Director at YMCA of Greater Syracuse.

**Lee Park** (2001, Journalism) is Press Officer for New York State Attorney General Andrew M. Cuomo.

**Gregory Salamone** (2001, Radio/TV/Film) is a Senior Designer at Travelocity and leads the front-end design and development of lgoUgo.com.

**Jaime Tomeo Summersille** (2001, Journalism) is an editor at Weekly Newspaper, of Anton Newspapers and is the 2006 Folio Award Winner for Best News Analysis.

**Julio A. Torres, Jr.** (2001, Public Relations) is the Assistant Director of Undergraduate Admission at Marist College.

**Gary L. Albaugh** (2002, Advertising) is an IT Specialist with the United States Army.

**Doug Guarino** (2002, Journalism) is a reporter for Inside Washington Publishers and Foster's Daily Democrat.

**Brooke L. Heithoff** (2002, Advertising) is a College of Science Academic Advisor at Texas State University: San Marcos.

**Renee Kelly (Canning)** (2002, Public Relations and Organizational Communications) is a Senior Program Coordinator at Harvard Business School.

**Stephen Kruk** (2002, Public Relations) is Treasurer at Terra-Gen Power, LLC, a renewable power production company.

**Shana Sandroff Martinez** (2002, Multimedia) is a Graphic Designer at Hudson Valley Federal Credit Union.

**Mark Norton** (2002, Radio/TV/Film) is an Associate at Grubb & Ellis Company, Real Estate firm.

**Kim Rowe** (2002, Radio/TV/Film) is a segment producer at TV Guide and co-creator of Go Live Green, a green volunteer travel show.

**Jonelle (Formato) Santo** (2002, Radio/TV/Film) is a seventh

grade Social Studies teacher in the Newburgh Enlarged City School District.

**Anna Carmon** (2003, Advertising) received her Master's from Illinois State University and is a Ph.D. student at North Dakota State University.

**Erin (Covell) Evans** (2003, Public Relations) is a teacher in the Clinton Township School District in New Jersey.

**Joe Giacalone** (2003, Radio/TV/Film and Studio Art) is Associate Director of Admissions and Coordinator of International Recruitment at Marist College.

**Rebecca Moy** (2003, Journalism) is an ELL teacher in Madrid for English Systems.

**Kimberly Ann (Snyder) Schleif** (2003, Public Relations) is an Internal Wholesaler at AIG-SunAmerica Mutual Funds.

**Laurie Brenner** (2004, Radio/TV/Film) is a production secretary and studio producer at ABC News and works on Good Morning America.

**Kevin Brown** (2004, Organizational Communication & Public Relations) is Vice President of Marketing at Citigroup.

**Marissa J. Cucolo** (2004, Radio/TV/Film & Public Relations) is a Senior Production Coordinator at ESPN

**ChristieLyn Diller** (2004, Journalism) is the Communications Manager for Planned Parenthood of Maryland.

**Kathryn Fike** (2004, Public Relations & Organizational Communications) is Director of Program



Development for the Commission on Economic Opportunity.

**April L. Gascon** (2004, Advertising) is a graduate student in Public Diplomacy at Syracuse University.

**Bobbi Sue Gibbons** (2004, Public Relations) is the Assistant Director of Alumni & Donor Programs at Marist College.

**Lauren Ann Goldfinger** (2004, Multimedia) is an East Coast Technical Support Specialist at the law firm Gunderson Dettmer.

**Shannon Keller** (2004) is founder of City Property Group, a real estate company.

**Chris Marchand** (2004, Radio/TV/Film) is an Associate Producer for Powderhouse Productions and is a recipient of the Silver Telly Award for a program on CNBC.

**Paul Miller** (2004, Radio/TV/Film) is Segment Producer at Meeting House TV for VH1.

**Kate Moore** (2004, Public Relations) is the Youth Market Regional Director at the American Heart Association.

**John A. Saginario** (2004, Radio/TV/Film) is a Producer with Fox News Channel.

**Catherine Solazzo** (2004, Advertising) is the Marketing Manager for IBM's Northeast Territory and sits on the National Down Syndrome Society's Young Leadership Board.

**Ross V. Stolz** (2004, Multimedia) is Web Content Coordinator at Harden Furniture, Inc where he oversees all Internet marketing.

**Tim Tobin** (2004, Public Relations) is Marketing Coordinator for Live Nation.

**Matthew G. West** (2004, Public Relations) holds a Senior Event Management position with First Night Boston and is also a manager for DMSE Sports & Marketing.

**Sara M. Clark** (2005, Journalism & Paralegal Certificate Program) is a paralegal with the law firm Cioffi Slezak Wildgrube P.C.

**Greg Conner** (2005, Radio/TV/Film & Advertising) is a Sales Planner for the Outdoor Channel.

**John DeLaat III** (2005, Sports Communications) is the Programming Content Associate at ESPN.

**Caitlin Donahu** (2005, Radio/TV/Film) is an attorney at DeMartini & Yi.

**Jessica Donnelly** (2005, Public Relations) is Media Supervisor in Endelman's Chicago office.

**Brynne Gadinis** (2005, Radio/TV/Film) is Associate Producer of Pix11 Morning News.

**Kate Hanly** (2005, Radio/TV/Film) is a Producer and Reporter of broadcast news for WWAY Newschannel 5.

**Eric S Kimmel** (2005, Radio/TV/Film) is the lead Audio Operator for SportsNation on ESPN.

**Laura Morgan** (2005, Radio/TV/Film) is currently a teacher with Plymouth Public Schools.

**Sandra Proulx** (2005, Public Relations) is a senior account executive

for PAN Communications.

**Ashley K. Woerner** (2005) is a Senior Meeting Specialist for Scientific Voice, a business unit of Publicis Health Care Communications Group and serves as the Marist Alumni Chicago Chapter President.

**Brian Brydon** (2006, Advertising) is a Senior Media Planner at Media edge: cia Interaction.

**Julia Graham** (2006, Public Relations) is an Account Executive at Text 100, a public relations agency.

**Megan Hernandez** (2006, Advertising) is a Marketing Specialist at Athenahealth.

**Shanan R. Litchfield** (2006, Advertising) is pursuing her Ph.D. in Business Management at Mississippi State and has published work at several conferences.

**Cassi Matos** (2006, Advertising & Journalism) attends Fordham Law School where she is an editor for the Intellectual Property Media and Entertainment Law Journal.

**Jessica Napolitano** (2006, Public Relations) is an Associate Account Executive at Ketchum, a leading PR agency.

**Mike Strong** (2006, Journalism) is Faculty Events Coordinator at the University of Texas at Austin School of Law.

**Bryan Van Steenbergen** (2006, Public Relations) is the Public Relations Manager for the National Kidney Foundation.

**Brad Zocchi** (2006, TV/Radio/Film) works on the show "Man Caves" for the DIY Network as an associate producer with Leopard Films LLC.

**Drew Budd** (2007, Journalism) is a sports reporter for The Press Newsgroup.

**Michael DiGaimo** (2007, Sports Communication & Journalism) is a teaching fellow in the NYC Teaching Fellowship.

**Katy Fuoco** (2007, Advertising) is an Assistant Producer for the advertising agency DDB NY.

**Kristin Gallagher** (2007, Advertising) is a Marketing Strategist at Barnes & Noble College.

**Dorothea (Dory) Larrabee** (2007, Journalism) is an editorial assistant at Popstar! Magazine.

**Brian K. Loew** (2007, Radio/TV/Film and Public Relations) is an Assistant Director of Undergraduate Admission at Marist College.

**Paul Stavish** (2007, Radio/TV/Film) is Production Client Coordinator for Ubiqus Reporting, a Meeting Services company.

**Andrea A. Tarshus** (2007, Radio/TV/Film) is a student at Albany Law School and an intern at the Albany County District Attorney Office.

**Jonathan Viamari** (2007, Radio/TV/Film) is Associate Engineer at XOS Technologies, a leader in sports technology.

**Matt Walsh** (2007, Journalism) is pursuing a Graduate degree and second Bachelor's degree at Molloy College where he is the head coach of the Track & Field team.

**Wendy Baron** (2008, Radio/TV/Film) is an Operations Technician at ESPN.



**Chelsea Donnarumma** (2008, Public Relations) is a Digital & Mobile Coordinator at RED, a division of Sony Music Entertainment.

**Taryn Fitsik** (2008, Radio/TV/Film & Journalism) is an Associate Producer at WTEN in Albany, NY.

**Nicole Mikaelian** (2008, Advertising & Public Relations) is a Press Coordinator at NBC Universal/Bravo.

**Lauren Pavlick** (2008, Advertising) is an Account Coordinator at DeVries Public Relations, a leading PR agency in New York.

**Amanda Schaefer** (2008, Public Relations) is an Account Coordinator for the Beauty/Lifestyle Division at Coburn Communication.

**Maraysa Schwartz** (2008, Radio/TV/Film) is a Programming Assistant for TV Land.

**Matthew Soriano** (2008, Public Relations & Radio/TV/Film) is a Member Services Coordinator at the Council of Public Relations Firms.

**Caitlin Tansey** (2008, Journalism) is an editorial assistant at Bauer Publishing and writes for FIRST Magazine.

**Nicole Thompson** (2008, Radio/TV/Film) is an Associate Producer for News 12 Connecticut.

**Amanda Waas** (2008, Journalism) is a Brand Solutions Coordinator for Time Out New York Magazine.

**Marc Sausa** (2009, Public Relations) is a Sports Publicity Assistant at Dan Klores Communications.

Send us your update to  
[Foxtalk@marist.edu](mailto:Foxtalk@marist.edu)

## What is one of your favorite things about being a student at Marist?

I love getting ready for the holidays with my Marist friends, who are my family away from home. ~ Cynthia Dagenais, junior

Life cannot be any better. I am a senior at a great college pretty much living the life. Not everyone is experiencing college like Marist offers. There are resources available to help with my future along with friends that I have met that will last forever. ~ Patrick Massaroni, senior

That I'm not fighting for an entry-level job. ~ Joe Walsh, senior


The fall foliage! I look across the river & see the beauty of autumn. It's one of the best distractions imaginable. ~ Kait Smith, senior

I love being able to use the walkway over the Hudson located just a few minutes from campus. I have visited the bridge twice and have really enjoyed the views of the river. ~ Jason Migne, senior

The workload as a senior is pretty brutal, so the only thing I look forward to are Friday and Saturday nights. ~ Andrew Overton, senior

I love running into classmates and catching up with professors. It's a community I will miss dearly next year. ~Stephanie Lyon, senior





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