

# Foxtalk

Marist College | School of Communication & The Arts

Winter 2012 VOL 03 NO. 03

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## Game On

Keith Strudler sets the pace for Marist's new Center for Sports Communication

## Off to India

Journalism student receives Fulbright scholarship to study women's rugby

## Easy Being Green

Committee works to show campus simple and sustainable living



Highlights from the Silver Fox Awards



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## Our community pulls together

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**A**s you no doubt know by now, the Marist family was devastated recently by the terrible off-campus fire that occurred on Fairview Avenue in the early morning hours of Saturday, Jan. 21. We lost three of our best. Eva R. Block, 21, of Woodbridge, Conn., was a senior fashion design student. Kerry R. Fitzsimons, 21, of Commack, N.Y., was a senior biomedical science major with a minor in chemistry. Kevin P. Johnson, 21, of New Canaan, Conn., attended Marist's Summer Business Institute as a high school student and was enrolled in the College from 2008-2010. His father is a graduate of the Marist Class of 1969.

I had the privilege of working to put together and attending the interfaith memorial service in remembrance of Eva, Kerry and Kevin that took place on Wednesday, Jan. 25. Through the tragedy, my faith in the strong bonds that characterize the Marist family were confirmed. The service was moved from the campus chapel to the McCann Center because of the tremendous outpouring of support, and in less than 24 hours

the Marist community put together a truly beautiful and uplifting memorial service. I have never been more proud of my colleagues in Communication & the Arts. The Music Department, under the direction of Art Himmelberger and Sarah Williams, selected music, contacted students, arranged for staging to be moved to the McCann Center, rehearsed into the early morning hours on Wednesday, rehearsed again immediately prior to the memorial service and then gave a moving performance. I am convinced that no other music program at any school could have accomplished so much in so little time, and it reminds us how important music education truly is, both in times of joy and sorrow. Lydia Biskup, adjunct professor and director of the fashion internship program, mustered the courage and strength to speak about Eva to those of us gathered at the service. Lydia spoke from the heart. She touched ours.

We must move forward together despite our tragic loss. I know that the Marist family will be stronger somehow for having experienced this horrible tragedy.

I am proud to once again be associated with this, the third issue of *Foxtalk*. I hope you enjoy reading this issue as much as we enjoyed putting it together for you.

*Steve Rolston*

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**FOX**talk

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make movies  
the way movies  
are supposed  
to be made.”

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Cover photograph of Keith Strudler by Lyn Lepre.

Photographs without noted credit that appear on pages 6, 7, 8, 11, 16, 17, 19, 30, 33-38, 46 and 47 by Lyn Lepre

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



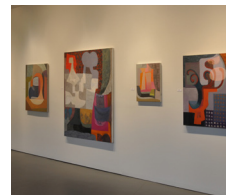
## Students buying student art

The Art Department held a day-long student art fair in Marist's Student Center Cabaret that showcased the work of 13 Marist student artists. Other students were able to buy the work at the event for affordable prices.

More than 40 works of art including oil paintings, etchings and digital prints were featured at the fair. The event was such a success that the Art Department hopes to do it again in the future.

## Exhibition: Rendering Reality

The Steel Plant Studios opened their 2011-2012 exhibition season with a special event called Rendering Reality, featuring artwork of current Art and Art History faculty. New York Art dealer Lesley Heller was invited to help art gallery director Ed Smith in the curating duties. "It is a rare opportunity to be seen by a New York art dealer," Smith said.



Painting by Jaimie Little, '11, "Flamingo"



Photos courtesy of Ed Smith



From left: Emily Berger, untitled; Susanna Coffey, 56; James O. Clark, Orestes; William Tucker, HAND.

## MARIST PRESENTS: Leaders of Creativity

Leaders of Creativity: A Conversation with 4 Artists was held on Oct. 4 and was hosted by the Art Department. Presented in the newly opened Hancock Center, the event was held to encourage dialogue between students looking to emerge into the art world and those who have successfully navigated it thus far.

"We wanted to bring in artists who have had great success and have them talk to students about the development of a young artist," said Ed Smith, professor and the Steel Plant gallery director.

The four artists, Emily Berger, James O. Clark, Susanna Coffey and Glenn Goldberg are among the art world elite with collections featured around the world, in places such as The Metropolitan Museum of Art and the National Gallery of Art.

A second conversation was held in December, with artist William Tucker. Tucker, a sculptor, has been featured in "every major museum in the world," said Smith.

Both sessions were so popular they became standing room only.

"The events were really helpful," Smith said. "Not only did they augment the students' education, but they also helped to segue them into graduation and life after."

Smith and the Art Department hope to bring more of these types of events to campus. Smith said that not only are they helpful to the students but they have left a huge impression on the speakers as to what Marist students can do. "We're trying to bring some of the greats to see our greats."

—COLLEEN KOPCHIK, '12





## Steel Plant receives renovations

Over the past year, the Marist campus has undergone some major changes. Between the addition of the Hancock Center, the underpass tunneling under Route 9 and the main entrance changes, the smaller renovations of the Steel Plant are much less known around campus.

Inside, there is now an additional wall to provide students with more space for their work. The exterior had a few more changes, where to accommodate the new underpass, additional parking was added to the area. Landscaping was the finishing touch on the job as according to Ed Smith, art professor and Steel Plant gallery director, "the landscaping really helps unite the whole campus."

—COLLEEN KOPCHIK, '12

## Student work displayed at Kingston gallery

Marist's art students were given the opportunity to showcase some of their work at The Arts Society of Kingston (ASK) in Kingston, N.Y. Seventeen current and former students participated in the juried exhibition.

"It's great because their work is out in the real world, not just the protective cocoon of Marist," said professor of art Ed Smith.

Marist alum Richard E. Jefferson, '08, registrar at D.Wigmore Fine Art in New York City, juried the exhibition. It featured a variety of media including painting, sculpture, photography and digital painting.

"The selections here represent some of the best of Marist College's art students," Jefferson said in a statement on the ASK website. "They reflect the shape of our nation's artistic future which, like our past, embodies the pioneer spirit of exploration in creation and expression."

—JENNIFER ABBEY, '12



Photo courtesy of ASK

Barbies by Amanda Aletchko



### PRSSA hosts local Girl Scouts

Members of Marist's Red Foxes chapter of the Public Relations Student Society of America (PRSSA) conducted a public speaking workshop for 13 Girl Scouts from Pleasant Valley Troop 10197 and Hyde Park Troop 10141 on April 8.

PRSSA members Michael Bernardini, Sabrina Clark, Nick Fugitt, Deanna Morosoff and Alexis Murphy (all class of '12) with faculty adviser Jennie Donohue, developed the 90-minute workshop over a several-week period.

The evening session included educational and hands-on training designed to help the Girl Scouts develop their public speaking and leadership abilities.

## Iconic sports broadcaster returns to Marist

Photo by Al Nowak



Marist welcomed sports broadcaster Mike Breen to campus on Oct. 19 to discuss his achievements and offer advice to sports communication majors. The event was organized by the professor Keith Strudler, and Breen was joined on stage by professional sports writer Ian O'Connor, '86.

Having worked in the sports industry for over 25 years, Breen has emerged as one of the NBA's iconic voices. He is

currently the play-by-play announcer for the New York Knicks on MSG and also calls the NBA Finals for ABC and ESPN. Breen's work has also led him to multiple Olympic games handling play-by-play for men's and women's basketball.

Breen began his sporting career right at Marist, calling men's basketball games for the Colony Sports Network.

"Marist had a great impact on my career from the start," Breen said.

Breen's first job was as a newscaster for WEOK/WPDH Radio in Poughkeepsie, N.Y. Three years later, Breen landed a job as a producer for WNBC Radio and his career has taken off ever since.

"He's proof that you can start calling Marist games, and you can end up at the NBA Finals," Strudler said.

Breen stressed to students that they need a strong desire for the field in order to succeed.

"If you have a passion for something, anything, whether it is numbers, animals, sports, and you can do something in that field, try it," Breen said. "You owe it to yourself to try that profession."

Breen said that the hardest part of his job, besides the travel, is to remain objective when calling a game by not bringing personal relationships into the mix.

"My number one goal is to service the viewers," Breen said.

By the end of the talk, students had gained ample insight into what it is like to be successful in the sports broadcasting field.

"This is the most exciting time in your life," Breen said. "Everything is changing. It's always a tough field to get into but don't let people discourage you from trying something."

—RACHAEL BLAIR, '12



# HOT OFF THE PRESS: What's new in print

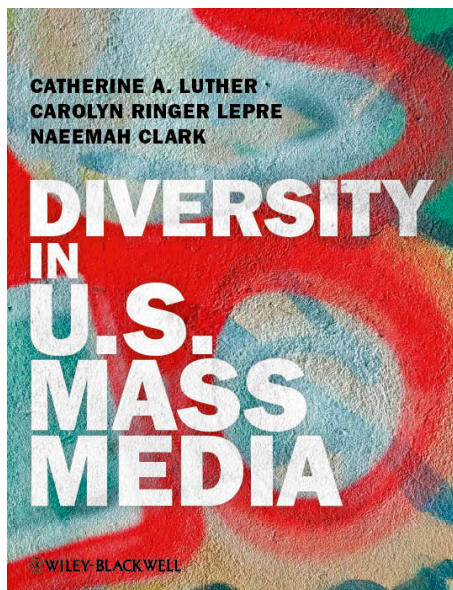
## ***Diversity in U.S. Media,* Catherine A. Luther, Carolyn Ringer Lepre and Naeemah Clark (Wiley-Blackwell, 2012)**

Associate professor Carolyn Lepre's recently published textbook focuses on providing a comprehensive analysis of how age, gender, race and class are represented in the media through television, film and the press. Lepre said that the impact of media and how attitudes have developed toward marginalized and minority groups are tied in throughout the entire book. The content, however, does not try to condemn the media for how it has or has not incorporated diversity. The book looks at the issue from multiple perspectives, Lepre said.

The book was created using copious external research, including scholarly journals, television shows to provide a broad spectrum of representations of diversity in the media. This was necessary in order to incorporate different representations found across different communication mediums. The book also includes an intensive chapter on theory, Lepre said, which she is very proud of.

Lepre noted that "most textbooks out there were anthologies that did not provide a comprehensive look at the entire topic."

*Diversity in U.S. Mass Media* is an at-



tempt to rectify that situation. With the inclusion of a teacher's manual, a website, discussion questions and a "Digging Deeper" section for more in depth research, the book is equipped for classroom usage or as a research source.

Lepre said that she hopes teachers will be able to use this book in classes and that they will "use examples of stereotypes in the media in order to spark discussion."

The book was co-authored by Catherine Luther, professor and associate dean for academic programs at the University of Tennessee, and Naeemah Clark, assistant professor of communication at Elon University.

Professors at Marist agree that this book will be valuable in the classroom.

Shannon Roper, associate professor of communication and instructor of the Gender, Culture and Communication course at Marist, said that this book has definite potential to be used in classes. She said that this book "is unique in that it covers a wide array of issues. It is also useful because the three authors bring in multiple areas of expertise."

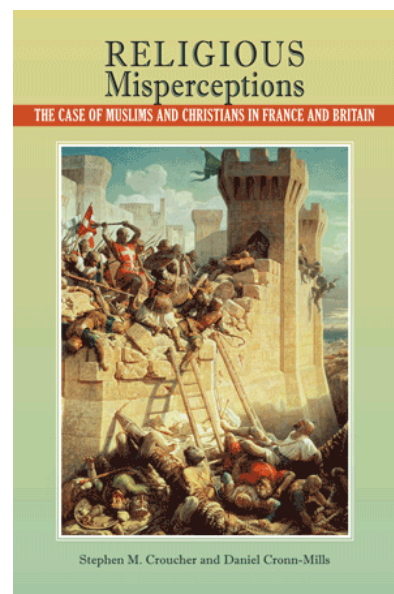
Diversity in the media is an issue that is constantly changing. Keith Strudler, chair of the Department of Communication, noted that with the increase in outlets for publication and broadcasting, there has been a rise in the variety of programs, which appeals to a variety of audiences and produces a more diverse range of programming.

This is why, Strudler said, the book is very timely and on topic.

*Diversity in U.S. Mass Media* is one step toward a better understanding of diversity representation in the media among the public. It attempts to raise awareness and take a step toward sparking discussion and understanding of the relationship between diversity and the media in the United States.

"I think the only way there will ever be an actual change in representation of minority groups in media," Lepre said, "is if there is a change in awareness. Creating awareness is hugely important."

—MICHELLE CARPENTER, '12



## ***Religious Misperceptions: The Case of Muslims and Christians in France and Britain,* Stephen M. Croucher and Daniel Cronn-Mills (Hampton Press, 2011)**

*This timely book* by associate professor Stephen M. Croucher explores how misperceptions between Muslims and Christians in France and Britain perpetuate interpersonal and societal conflicts.

In its review of the book, Hampton Press stressed the relevance of "Religious Misperceptions" to contemporary conflicts like those currently occurring around the world. Hampton observed on the book's website, "In the wake of numerous historical and current geopolitical, social and economic events/tragedies, misunderstandings have emerged and proliferated about Islam and Christianity."

Croucher said, "Christians explain how they perceive Islam is changing Europe, and how this is something Christian Europe should resist. Muslims on the other hand, see Europe as an unwelcoming home that expects them to change and become European but does not understand or respect their faith or heritage. This book offers analysis and solutions."

—MARK VAN DYKE



# Merchandising students work with big name fashion companies

Students in professor Jodi Hartmann's fashion merchandising capping class are working with fashion companies Vera Bradley and Phillips-Van Heusen for this year's project. Both companies gave the class guidelines to follow for their work.

Vera Bradley asked the students to create a brand new product line. The students are working on creating a new clothing line that uses the company's bright patterns and would compete with Lilly Pulitzer and Trina Turk.

Phillips-Van Heusen asked students to build a business that "gives back," similar to TOMS shoes. One group has created a company on that model. If a customer buys one of their products, the company will give a backpack filled with school supplies to an underprivileged child.

"It's a great idea because everyone needs school supplies," Hartmann said.

Hartmann, who has experience in the fashion industry, went to the companies asking for their help.

"The industry will look at all their products so it will give us the external validation we're missing," Hartmann said.

Hartmann's spring capping class will be continuing the project with a lot more companies.

"It's coming together very well," Hartmann said. "They've been working very hard."

—JENNIFER ABBEY, '12



## New kiosks, expansion mean success for Fashionology

Many fashion-forward students have been emptying their pockets at Fashionology, the student-run accessory boutique, set up in Donnelly Hall, to get their hands on a little piece of trendy fashion heaven.

Lydia Biskup, who teaches the fashion retail lab course that runs the business, said profits were higher this semester than they'd ever been in the past.

Carla Huskins, '14, who works at the business, attributes some of Fashionology's success this semester to the new kiosks that display the merchandise in a more professional manner.

"The kiosks definitely bring in more people," Huskins said. "We had regular tables before, but the kiosks are more visually appealing to the customer and draw in bigger crowds."

Lisa Glover, '12, who also works for Fashionology, credits the soaring profits this semester to the students in the fashion retail lab course.

"Everyone is very hands-on this semester," Glover said. "It is a very strong class. Our buying trips have been very successful."

Fashionology has also expanded its offerings of fragrances and men's cologne, change purses, wallets and handbags this semester, providing a more dynamic selection of items.

Biskup said that students decide what to sell based on research they do about upcoming trends.

"I ask students to do trend reports in the beginning of the semester," Biskup said. "They have to research the top five must-haves in accessories."

After doing the trend reports, students understand what they should be selling based on the influence of the season. The business focused largely on jewelry, with necklaces leading the way in profits for the Fall 2011 season.

Fashionology employee Alyssa Ouellette, '15, thought the customers' favorite items were the different rings that the boutique sold.

"Although consumers do see big name celebrities wearing certain styles, like the funkier rings, I don't think they are necessarily influenced to buy based on those people," Ouellette said. "I think people buy based on what draws their eye when they see it."

Feathers, animal print and chunky jewelry were major trends this season.

Ouellette said, "I think Fashionology allows students to explore fashion and shows them what's in style and on trend because the styles are chosen by fashion students who pride themselves on knowing what's in and what's not."

—MELISSA STIVALE, '12





Photo by Victor Van Carpels

## Seven students win prestigious YMA scholarships

Seven Marist fashion students were awarded \$5,000 each in scholarship money from the Fashion Scholarship Fund. The winners this year are Forrest Simms, '14, Lauren Marsiglio, '12, Dana Liu, '14, Nicole Rodgers, '14, Brooke Kristensen, '12, Emily Banas, '12, and Gina Luciano, '12.



The Fashion Scholarship Fund is a national non-profit association made up of influential members of the fashion community, dedicated to promoting education of the fashion arts and business by granting scholarships to talented students and facilitating internships, mentorships and career programs.

The students attended an awards ceremony

at the Waldorf-Astoria in January 2012. The Marist designers joined the record 126 college students who received scholarships this year to fund their studies in the fashion industry.

Highlights of the event included a musical performance by the original cast of "Jersey Boys" and the presentation of the Future of Fashion Award to designer Jason Wu.

## Fashion Honors students host 'Seaming A[wear]ness'

During the Fall 2011 semester, five Marist fashion Honors students joined forces to focus on drawing attention to fair trade practices in the fashion industry. The project, entitled "Seaming A[wear]ness", was founded by Kelly Hall, '11, Brenna Lahiff, '11, Alana Linsenbigler, '11, Madeline Sasso, '11, and Kimberly Warren, '11, who fused their passions for equality with the fashion industry. The primary goal was to create an educational campaign for fair trade in the hopes of bringing true attention to the people that create our products, and designed to make people stop and think about their purchases and where they are really coming from.

The group hosted an event in April 2011, highlighting specific fair trade, non-profit organizations and focusing efforts on fundraising.



*This innovative Honors project helped to educate members of campus about fair trade and fashion.*



# PRE-COLLEGE FILM PROGRAM A SUCCESS

Eleven high school juniors and seniors attended Marist's first Pre-College Digital Movie-Making Program during the summer of 2011. They created a five-minute film in two weeks.

Assistant professor of media arts Josh Robbins led the event along with professor Jeff Bass, James Duryea, and Lee Walis with students Mike Caiola, '11, and Nick Sortino, '11, as teaching assistants.

"I loved it because we got to make movies the way movies are supposed to be made," Robbins said.

The students, along with Robbins, wrote the script while taking intensive workshops in screenwriting, directing actors,

blocking and the breaking down of each department. Once the script was written and pre-production was finalized, they created the film during three days of 12-hour shoots. The students acted in the film as well.

"One frustrating thing I find doing movies in college is that you also have four other classes," Robbins said. "It's hard to do production the way it is supposed to be done."

The film, called "Jack of Hearts," was shot in the studios on campus as well as outside and around Poughkeepsie.

Robbins said. "When we did the editing, we made decisions together on

what shots looked the best."

The students got an additional treat when film director A. Sayeeda Clarke, a friend of Robbins, traveled from New York City to teach the students about how to cast and direct actors in a film.

Robbins hopes to do the institute again next year, although it may be a little more challenging since Marist plans to renovate the Lowell Thomas Communications Center.

"By the end, the kids were really making decisions based on knowledge," Robbins said. "It was a great time. I got a lot out of it."



Nick Stefanacci (in yellow shirt) and Cooper Heirakuji in "Jack of Hearts."



## Media arts provides new awards opportunities

Media arts students now have three separate award ceremonies to showcase their work.

Before 2011, media arts students only had the Silver Fox Awards to show their productions. But as students became more creative, categories had to be added to the awards, including radio reports and interactive media and gaming.

In 2010, the Media Arts Department finally decided the Silver Fox Awards had gotten too long.

"We decided to divide up and have our own shows that fit the student projects better," professor Jeff Bass said. "Some of us decided that maybe the projector in the Nelly Goletti wasn't the best way to show student work, like gaming."

The department then introduced the Happy PXL Awards in 2009 where people can go and play the game that was created and interact with the media the way they are supposed to.

The Marist Electronic Media Awards, or MEMAs, were then introduced for the less entertainment-oriented productions such as news packages and commercials. These awards are held in the Media Center.

The Silver Fox Awards remain in the Nelly Goletti Theater and are reserved for student music videos and films, both documentary and narrative.

"It seems to work better so for the foreseeable future, we will have three shows," Bass said.



# Students compete in Lake Placid 24-hour film festival



Photos by Jeff Bass

From left: Lorenzo Soto, Brian Smith, Joe Maschak, and Amanda Benton



From left: Mike Caiola, Chanel Vitale, and Matt Pagliaro

## STUDENTS EARN AVID CERTIFICATION

Since Marist became an Avid Authorized Training Partner last April, seven students have earned Avid proficiency certificates. This means these students will be listed on Avid's website and can use Avid's globally recognized logo on their business cards and websites. The students are Brian Smith, '11, Michael Caiola, '11, Chanel Vitale, '12, Matt Pagliaro, '10, Amanda Benton, '11, Joe Maschak, '11, and Lorenzo Soto, '07.

—PAGE COMPILED BY JENNIFER ABBEY, '12

Most films take months to create but for four Marist students, they only needed 24 hours.

The students won the Audience Choice Award at the 5th annual "Sleepless in Lake Placid" 24-hour filmmaking competition in Lake Placid, N.Y., on June 16 and 17.

For the competition, students Nicholas Sortino, '11, Ryan Rivard, '12, Jon O'Sullivan, '12, and Michael Caiola, '11 produced a 10-minute film called "Maybe Tomorrow." They competed against students from SUNY Oswego, Syracuse University, Ithaca College, and Hobart and William Smith Colleges.

Marist was invited to participate in the competition when another school dropped out. Chair of the Media Arts Department Paula Willoquet-Maricondi assembled the team of students and asked professor Jeff Bass to serve as their faculty sponsor.

"This team of students performed superbly and professionally and I was very, very proud of the way they performed," Bass said.

The "Sleepless in Lake Placid" com-

petition is part of the Lake Placid Film Forum, which is held each June in the city famous for the Winter Olympics in 1932 and 1980. Students are required to incorporate some part of Lake Placid history into their projects. The Marist team chose to make their main character a figure skater, setting many important scenes in the historical ice rink at the city's Olympic Center.

"We stayed up for 65 hours straight and honestly at one point it didn't feel like 65 hours, everything was moving so fast," said Rivard.

The five student teams cast their films from a pool of actors, some local and some from as far away as New York City. The five films were screened at the ceremony the evening of Friday, June 17 at the Lake Placid Center for the Arts.

"Honestly, the best part was the chemistry between the four of us," Rivard said. "We never had any creative disagreements."

Marist hopes to send another team to the competition in 2012.

"It's like the X Games of film making," Rivard said. "It's like, all right, go!"



Photo courtesy of Jeff Bass





Photos courtesy of Michelle Harrop, '12

The annual Night on Broadway on Nov. 12, raised \$5,100—the largest donation Night on Broadway has produced for Broadway Cares/Equity Fights Aids.

## MUSIC NOTES...

➡The winter concerts in December, raised \$1,000 for the Wounded Warrior Project. There was a small letter-writing campaign during the shows, and letters that the audience members wrote were mailed to a 2007 Marist alum's battalion.

➡The brothers of Kappa Kappa Psi hosted a jazz master class with Nir Naaman on Oct. 22. Students from local high schools and Marist music students attended the event.

➡Members of the Band and the Singers performed at the 10th anniversary of Sept. 11.

➡The Pep Band has performed at every football and basketball game since September.

➡On Oct. 8, Singers and Gospel Choir performed together at Saint Jean Baptiste Catholic Church in New York City to celebrate the Marist Brothers 125th anniversary in America.

➡The Band and Singers also attended Magic Music Days in Disney World from Jan. 4-11.

—compiled by Monica Speranza, '12,  
& Michelle Harrop, '12







## Band convention comes to Marist

From April 25 to April 29, the Marist College Community Symphonic Band and Wind Symphony will be hosting the 2012 Association of Concert Bands National Convention. The convention is held every year in a different city to promote the community of concert bands around the country and to allow members to play music together.

Members of the Association of Concert Bands (ACB) include adult musicians, conductors, composers, bands and many other people who support musicians in adult concert, community or municipal bands. These members strive for musical excellence and create opportunities for fellow musicians to play music for their communities.

"The ACB 2012 National Convention is going to be something completely different for the students who are involved in helping to put it together, or are participating in it through the Music Department," said Veronica Graves, '12, who heads the hospitality committee. "As students, not many people get the opportunity to go to large national conferences, where they meet a bunch of people who are 20 to 40 or even 50 to 60 years older than them, and get to actually have a worthwhile conversation about something that everyone has in common there, which in this case, is music."

Student members of the Marist Music Department have been preparing for the ACB 2012 Convention for over a year. The committees, run almost entirely by students, will be in charge of hospitality for the many events; transportation between hotels, Marist and performance spaces; keeping track of finances; registration of attendees; and publicity and advertising for the event.

"In having this conference, not only will many students get to have this interaction [with adult musicians], but they will be learning about what it takes to put on such a large scale meeting, and all the small things that add up to make that one large thing really great," Graves said. "For me, there is no hoping that everything will go well, or that we get everything done in time. I know we will, and I know that in the end, it will be spectacular."

Each night of the convention there will be a concert performed, free of charge, at the Bardavon opera house in Poughkeepsie.

—MICHELLE HARROP, '12



## Music department to see new space on campus

After several years of wishing and planning, the Music Department will be seeing blueprints this February for the new music wing that will be added to the existing Student Center.

The new music wing will face the Marian Quad, behind the theater, and the existing music department will be re-purposed for student activities.

Although operations manager Mike Napolitano and director of music Art Himmelberger have only seen preliminary drawings, they do know that the new facility will house the Band, Singers and all small ensembles.

"[There will be] definitely some multi-purpose recital rooms that can double as large rehearsal space," Napolitano said. "So, the band will no longer have to rehearse in the cafeteria, and the choir can rehearse in an actual facility that doesn't need to split them up."

Napolitano added that there are no specifics yet pertaining to furnishings and ground-breaking dates.



## MEET THE MEDIA CENTER

Marist's Media Center has its hands full serving as a technology hub and production center for the entire campus, but this talented group will never let you see them sweat.

BY JENNIFER ABBEY, '12

**Joey Petrella Wall** is the director of the Media Center. Her role is to decide which projects the Media Center takes on and where the budget goes. She also oversees the work that everyone else in the office does.

"I lead these wonderful people," Wall said.



Wall, a native of New York City, has worked at the Media Center since 1994 when she was the manager of operations. She was promoted to director in 2002.

Before coming to Marist, Wall worked in New York City at a continuing legal education institute. They created video and audio tapes of everything they did and would sell them to lawyers. She also did some freelance work of her own.

Wall's favorite part about working at Marist isn't the work that she does, but the people that she works with.

"I always thought I could pretty much do anything," Wall said. "But what makes you happy is to work with good people doing good things. If I had to do those same things with different people, it wouldn't be as rewarding."

Wall is excited about Marist's recent conversion to digital. Many cameras in the Media Center no longer record to tape but to an SD card. Also, the Media Center can monitor equipment right from their office. The School of Communication & the Arts is only about 50 percent of the Media Center's customers. They help the entire campus with technology issues.

"We are still a traditional audio-video department," Wall said. "We still scan slides and make them into jpegs."

But Wall is determined to keep the Media Center more than just an audio-video department.

"We've had to reinvent ourselves," Wall said. "Because of new demands, we've had to change in order to stay relevant."

**Lisa Hamel** is the initial point of contact for Marist's Media Center. As a media assistant, she handles all reservations for equipment and the studio and dispatches employees to help when faculty call with equipment problems. She also maintains the Media Center's new web checkout system for equipment and teaches the student workers how to use it.

Before making her way to the Media Center, Hamel, '08, was a floating administrative assistant and worked all over campus. She has worked in the offices of Advancement, Public Affairs, the Registrar and Student Financial Services, to name just a few.

"I worked in Student Health Services during flu season because the secretary had the flu," Hamel said, laughing. "That was something!"

Hamel is thrilled to be in the Media Center now, working with students.



"My favorite part of the job is working with the students," Hamel said. "They know the equipment, and they teach me. I love learning from them."

And with many things to do, her job is rarely boring.

"I learn so much I don't even realize I'm working. It's a lot of fun."

**Lee Walis** is the manager of technical services for the Media Center. He is responsible for all classroom technology campus-wide including projectors and podiums. But Walis isn't just responsible for maintaining them; he is the brains behind building them.

When Walis came to Marist 10 years ago, the college only had 12 systems. He has now built that to 140 systems.

"Some are very simple and some are very complicated like the training room in the Hancock Center and the television studios," Walis said.

But his work at Marist doesn't stop there. Walis is the sound engineer for the campus, controlling the sound for all concerts and music events, and teaches the class Audio for Media.

"It's the only dedicated audio course in the production track," Walis said. "It's my favorite thing to do. I love the freedom they give me."

Walis also maintains the video editing systems throughout the college. When Walis came to Marist there were only a handful of machines, but he now maintains a few dozen computers and an entire lab that are all connected via EditShare.

"This is a work model that large studios use so we're very fortunate to have this kind of equipment," Walis said.

Walis started his career in the communication world repairing and installing systems. When a product would break,

he would open it up and fix it. But as it became cheaper to replace something, Walis had to learn something else. He got into network engineering, installing computer networks for legal and governmental organizations.



But as the field of network engineering changed, Walis sought a new path. He came to Marist to work for their Information Technology department, until he saw the opening at the Media Center for computing and electronics and knew it was perfect for him.

"It's the most rewarding work I've done," Walis said. "I've worked at IBM, I've owned my own business, but I'm very happy with what I do here."

Walis said the most rewarding part of his job is working with students and teaching.

"You never know what students might bring. Editors and capping students get into problems," Walis said. "I'll get an email down the road of students saying they've used something I've taught them."

**James Duryea** is responsible for the day-to-day operations of the Media Center. He oversees scheduling of the facilities including but not limited to the Avid suites, TV studio and sound recordings.

But Duryea isn't always stuck in the office. He is also a producer for the Media Center and he works with faculty and administration on campus to create content. He has created informational videos for local non-profits and also helps Marist athletics get their technology up and running.

"I appreciate the diversity of products I get to work on," Duryea said. "It goes from classroom support to teaching to highly technical. It's a little bit of everything."



Before coming to Marist, Duryea worked in New York City as a film-to-tape colorist. He did that for 15 years until he decided to switch to freelancing in 2000.

"When I was a colorist I did one thing five days a week," Duryea said. "But after 15 years, I kind of burned out of it."

By accident, Duryea picked up the local paper and saw the ad for the Media Center job.

"I thought it was intriguing," Duryea said.

Duryea started in August 2002 and has been helping Marist's faculty and administration ever since.

This year Duryea received the Faculty Service Award, given to an outstanding School of Communication & the Arts staff member who has demonstrated exceptional service and dedication to the school.

"He continually goes above and beyond for our faculty and students," said Steven Ralston, dean of SCA. "We are so thankful to have him as a member of our staff."





Photos courtesy of Ed Smith

From left: Ed Smith with his wife, Pamela, in Scotland; PERSEUS-THE ACT, bronze, unique cast

# Steel Plant director promoted to full professor

Smith proud to be a part of Marist family

BY JENNIFER ABBEY, '12

**M**arist's Art Gallery Director Ed Smith has received tenure and been promoted to a full professor of art. Smith holds an M.F.A. from Columbia University and a B.F.A. from Pratt Institute. He is a Guggenheim Fellow in Sculpture and Drawing and an Associate of the Royal British Society of Sculptors. He is also an Associate Fellow at Trumbull College, Yale University. Smith has taught at schools all over the East Coast including Bard College, Brandeis University, Clark University, University of Vermont and Bennington College. It all looks great on paper, but Smith is more than just a professor with an impressive list of credentials. He is an artist first and a teacher second.

"If I'm a good teacher, it's because I'm a good artist," Smith said.

Smith prides himself on the amount of time he works in his studio where he only breaks to eat and sleep. He said that putting the time in is important to the quality of his work and that ultimately it is all worth the effort.

"You're working and get periodic moments of greatness," Smith said. "I work every day to have those glimpses of greatness."

A long road has led Smith to his promotion at Marist. He tells colorful stories of his 25 years living in New York City and his interactions with other artists.

"We were all very standoffish because we didn't know who was good," Smith said.

Smith has had run-ins with everyone from the famous playwright Edward Albee to Bruce Springsteen. Springsteen called his house after Smith suggested Springsteen write a profile on him. Their conversation was short with Springsteen simply saying he liked Smith's work and that Smith could use his lyrics for a piece.

Smith currently has a piece of art displayed in the lobby of Marist's James A. Cannavino Library that is modeled after Springsteen's song, "Reason to Believe." He said that the figure is about still standing even though you have no insurance. It is about doing a great job without the payoff.

"It's about what you do and how you do it, not whether or not you'll get a pat on the back," Smith said.

Smith is proud to be part of Marist's faculty which he says is a group of very moral individuals.

"Marist has a sense of soul," Smith said. "The kids, faculty, administration all have a belief system that we should be good."

But it isn't tenure or his promotion that is keeping Smith at Marist. Even though he has taught all over the northeast, he is at Marist to stay.

"It's my colleagues and students that keep me here."



# Marist welcomes media arts professor; gaming specialist

**K**aren Schrier is a self-proclaimed nerd.

She has worked everywhere from Nickelodeon to Spark Notes, but it turns out the job she really wanted was in the Hudson Valley.

"I kept telling my family that is where I wanted to live," Schrier said. "I was excited to find a school in the Hudson Valley that had a games program."

Schrier is more than a nerd and a gamer. She has a Master's from MIT and a doctorate from Columbia. While earning her doctorate, she worked as

the director of Interactive Media at ESI Design, an executive producer at Scholastic and an online producer at Nickelodeon. At the same time,

she also worked as an adjunct professor at Hunter College in New York City and Parsons. Schrier has co-created many digital games, such as "Mission U.S.: For Crown or Colony?" for PBS.

Schrier is also the co-editor of a two-book series called *Ethics and Game Design: Teaching*

*Values through Play*. The series also led her to her husband who wrote to

her about the book when he was doing similar research.

"My nerdiness somehow landed me a husband," Schrier said, jokingly.

Schrier married her husband in summer 2011. They enjoy collaborating on work and doing research together. But their current task is figuring out how to live in a house versus a tiny New York City apartment.

Schrier enjoys the simple things like movies, reality television, and French fries but she also enjoys exploring the Hudson Valley. And her new job at Marist couldn't be better for it.

"I had this feeling like I've been here before, that this is home," Schrier said. "I had gone to so many other interviews and I didn't feel it there."

—JENNIFER ABBEY, '12



# Van Dyke spends academic year at army college

**M**ark Van Dyke is a visiting professor of strategic communication at the U.S. Army War College in Carlisle, Penn., for the 2011-2012 school year.

During his year at the war college, Van Dyke, associate professor of communication, will work with faculty and staff in advancing understanding of how senior leaders can use information and strategic communication when managing national security issues.

"We are very excited to have Dr. Van Dyke join us," said Dennis Murphy, APR-M, professor of Information Operations and Information in Warfare. "His unique blend of achievements in higher education and former military experience will help us prepare strategic leaders and promote our understanding of how to apply information as an element of national power, both in peace and war."

Van Dyke will participate in the Army War College's Strategic Communication Council, an informal board of world-

class communication professionals led by Harold Burson, founder and chairman of Burson-Marsteller. The council provides innovative counsel on strategic communication to the War College's commandant and other senior leaders. The council was established by Frank Kalupa of James Madison University, who served as the first visiting professor in strategic communication.

Van Dyke is a retired U.S. Navy captain. He graduated from the U.S. Naval Academy in 1975 and served for more than 25 years as a surface warfare officer and special duty public affairs officer. Van Dyke participated in combat operations in the Persian Gulf in 1988 and served as chief of public information for NATO's 60,000-member international peace implementation force in Bosnia-Herzegovina from 1995 to 1996. He retired in 2000 as the Department of the Navy's deputy chief of public information at the Pentagon in Washington, D.C.

Van Dyke is only the second faculty member to serve as the visiting professor of strategic communication, which is filled after a national search administered through the U.S. Intergovernmental Personnel Act Mobility Program.

After completing his full year at the war college, Van Dyke will return to his position at Marist in fall 2012.

—JENNIFER ABBEY, '12



Photo courtesy of Mark Van Dyke



# Journalism student receives Fulbright

## Robin Minter to research women's rugby in India

BY JENNIFER ABBEY, '12

**F**our years ago, Robin Minter, '11, caught the travel bug when she signed on to spend a year in Florence, Italy, as part of Marist's Florence Freshman Experience. Now, after completing her bachelor's degree, Minter is heading abroad again, this time as the recipient of a prestigious Fulbright U.S. Student Program Scholarship to India.

While in India, Minter will research the development of women's rugby in India, a topic which combines her interests in gender issues, sociology of sport and photography.

"Sports can be a means of limitation as well as of liberation; it all depends on the perspective you take," said Minter, who majored in communication with a concentration in journalism and minors in global studies and women's studies. "I want to see how women's rugby, a contact sport which is still slowly being accepted in the Western world, is fitting into India's unique, complex social system."

The Fulbright Program, administered by the Institute of International Education, is the flagship international educational exchange program sponsored by the U.S. government and is designed to increase mutual understanding between people in the U.S. and people in other countries. Annually, the Fulbright Program provides 8,000 grants to students, scholars, teachers, artists and scientists in 155 countries to contribute to finding solutions to shared international concerns. Recipients of the prestigious Fulbright grants are selected on the basis of academic or professional achievement, as well as demonstrated

leadership potential in their fields.

In her proposal for the scholarship, Minter proposed that the rise of women's rugby in India, a customarily masculine activity, is indicative of a potential recasting of traditional Indian gender roles. Through the lens of her camera and interviews, she will document the evolution of these changes.

Minter, whose younger sister was adopted from Nagpur, India, established a personal connection with rugby as a member of Marist's nationally ranked club team.

"I came to college never having touched a rugby ball and have since then watched the sport grow exponentially within the past few years all over the world," Minter said.

During her time at Marist, Minter received recognition for her photography from the National Association of Photoshop Professionals, spearheaded public relations initiatives for the Literary Arts Society (LAS), participated in the Marist Emerging Leaders Program, and served as lifestyles editor, photography editor and staff writer for the college's student newspaper *The Circle*. She also completed several photography projects as part of her coursework, including one that depicted images of femininity in sport.

"It feels so fitting that this has all come full circle," said Minter. "My experiences at Marist have not only cultivated my love for travel, but also my understanding of home, my sensitivity and respect, and most importantly, an appreciation for the people with whom I've crossed paths, at home and abroad, who've inspired me to stay passionate and keep moving."



# Fashion student wins award from Olsen twins

BY JENNIFER ABBEY, '12

**G**race Buckley, a fashion design major, has always been a fan of Mary-Kate and Ashley Olsen, so when she found out about their fashion competition, she just had to enter. Little did she know she would be the grand prize winner a few short months later.

For the contest, Buckley, '12, had to design a look for the Olsens' Olsenboye collection, a lower priced tween line for JCPenney. She also had to write an essay about why she wanted to win.

The judging process narrowed down looks from all over the country to the top 25. The group was then narrowed down to the top 10, which were then put online for public voting.

"I wasn't expecting to get in the top 10, so when I did I was telling everyone I knew to vote for me every day," Buckley said.

When it came time to find out the grand prize winner of the competition, Buckley saw on the website that she had not won. She decided to call the contact at JCPenney to thank her for the opportunity anyway. But Buckley received more than an opportunity. The head of the competition told Buckley that there was a computer glitch, and she was actually the real winner.

"I had told everyone I didn't win and a week later she told me that I did so I was freaking out," Buckley said. "It was like Charlie in the Chocolate Factory."

Buckley heard about the competition from a friend on Facebook.

"A friend from home was like, 'Look it's Mary-Kate and Ashley, you should just apply,'" Buckley said. "I was so bogged down with everything else, but I did it anyway."

For winning, Buckley received a chance to have her look in the Olsenboye line, a \$1,000 JCPenney gift card and a trip to New York City for her and two others. Buckley, along with her mother and sister, then went to the Olsens' showroom in New York, and Buckley got to walk through their design process. She also got to see designs that would soon be released for both Olsenboye and their high-end line, Elizabeth and James.

"They are really down-to-earth," Buckley said. "They introduced themselves and I was thinking, 'You really don't need to tell me.'"

Buckley hopes to get a job at Elizabeth and James after she graduates in May.



Photos courtesy of Grace Buckley

Photo courtesy of Keith Strudler



# Sports communication students win case study competition

BY PHIL TERRIGNO, '12

■ **Background:** Strudler worked with the students for six weeks to prepare for the intense case study competition. The written case study focused on inter-collegiate athletics, and was submitted two weeks in advance of the presentation.

**K**eith Strudler was not impressed.

The four Marist College sports communication students that he brought to participate in a case study competition held by the University of North Carolina at Chapel Hill were struggling to successfully rehearse their presentation less than an hour before their scheduled timeslot.

"I thought, 'Wow, we are going to get crushed,'" Strudler said. "Everyone was tired and they had seen it too much. In the hotel room, we kind of bottomed out. They just needed to walk away

from it for an hour or so and relax."

Just like in the unpredictable world of sports that they study, the opposite of the expected happened.

After presenting on the evening of Tuesday, April 19, Brittney Garofolo, '12, Luke Teitelbaum, '12, Jim Urso, '11, and Kaiti Decker, '11, were named the winning group of the undergraduate case study competition the following morning.

"We did not sleep and we wanted to pull our hair out," Decker said. "But it was all totally worth it. I have never been more proud of anything

that I have accomplished academically and I'm sure that everyone else would agree."

Marist defeated 13 groups from colleges and universities around the country, including Ithaca, Arkansas and Georgia Southern.

All other schools that participated in the competition featured either sports administration or sports management curriculums—Marist was the only school with a sports communication program that focuses on sports culture and media.

"A lot of these other schools are business oriented and they have some administrative knowledge," Urso said. "Since we are four communications students, we thought that our writing ability was a little more of an advantage."

The same four Marist students participated in the event in 2010, although that effort did not yield a finish in the top two recognized schools.

"We were very up-and-down our first time participating," Strudler said. "We didn't know how to play the game. We didn't dress right. Our PowerPoints weren't polished enough."

Improved cohesion among the group members, including dividing the assignments and research allowed the four students to get a jump-start on preparing for



the competition.

"We studied a lot harder and we started a little earlier than last year," Teitelbaum said. "We tried to focus more on the presentation this year. Last year, we kind of threw it together."

UNC's College Sports Research Institute (CSRI), which supports independent data collection and analysis related to college-sport issues, assigned the case study in two phases.

The first part was a 1,000-word written case study analyzing whether or not the athletic departments of Elon University and the University of North Carolina at Greensboro made the correct decision by moving to Division I athletics in the 1990s.

Second, the group gave a 10-minute presentation on whether the University of North Alabama (UNA) should maintain its Division-II status or seek reclassification.

Marist submitted its written case study via email to the judges a week before traveling to North Carolina.

A panel of judges observed the student presentations, which were 10-minutes long with an additional five-minute question-and-answer session.

In its presentation, the Marist students recommended that UNA remain in Division II in order to avoid budgetary concerns and also to better support academics on campus.

"The question-and-answer session may have ended up winning the competition for

us," Decker said. "The judges didn't have any questions for us so we knew that we were very thorough."

In addition to presenting their case study and listening to panel discussions, the group also attended a Durham Bulls game before flying back to New York on Friday evening.

"The panels had sports agents, journalists, ex-athletes and athletics directors," Urso said. "They were all talking about current issues in sports."

Strudler, who chairs the Communication Department and also founded the College's Sports Communication Program, stumbled upon the case study competition while presenting a paper at UNC in 2009.

"I met some kids who were doing this case study thing, and I thought that it would be really cool," Strudler said. "That launched the idea of finding some seniors and juniors ready to roll."

Strudler plans to continue to bring a group of exceptional undergraduate sports communication students to participate in the event in years to come.

"This and any other academic competition like this where we can have students competing and networking is really good," Strudler said. "The school has been really good about funding this type of stuff. I wish there were competitions like this in journalism and broadcasting."

Currently, no plans are in place for Marist College to host a case study competition of its own.

"Perhaps there might be a time in the future where we could do something like this with a journalism group or a broadcasting group," Strudler said. "Maybe there are ways to create student competition in different areas in sports communication."

Ithaca College, last year's winner, finished in second place. Loras College and Georgia Southern University tied for third place.

"Other schools are sort of looking at us as a model of how to do this," Strudler said. "I think we are pretty well known in the sports communication world. We are producing a lot of students who go out and get jobs. People at ESPN, they know Marist."

Marist has already formed a team to defend its title at this year's competition held in late April at UNC. Two of the four team members, Garofolo and Teitelbaum, return from last year's squad. Sports communication major Sarah Cordeiro, '14, and sports communication minor Patrick Dillon, '12, complete the squad as first-year competitors. This year's case, released in early February, asks teams to evaluate the revenues and expenditures of college athletic departments over the past decade and to make recommendations for future success and solvency.

If Marist does defend its title, it would be the first repeat champion in the four-year history of the competition.

## Senior Alexis Murphy wins PRSSA award



Public relations student Alexis Murphy, '12, recently earned the annual Public Relations Student Society of America award, a nationwide honor given to only a handful of students across the United States.

The National Gold Key recognizes exceptional public relations students who have excelled in their studies, have pursued professional internships and are leaders in their PRSSA chapter.

"This award means so much to me," Murphy said. "I am honored that my work for PRSSA is being recognized and I am thankful to all my communications professors for their constant advice and guidance, without which I would not have been able to achieve this award."

Murphy has managed an online forum for PRSSA that was featured on its national website. She is also a contributing writer to *USA Today College*.



*Marist Football Network shooting in the studio.*



*Matt Sutor and Phil Terrigno on the field with Shooter.*

# Capping project similar to ESPN's 'College Game Day'

Communication students pull together with an innovative and complex capstone project to place focus on Marist football

BY MIKE QUINN, '12

If you took a straw poll, chances are that eight out of 10 seniors would tell you they fear and possibly dread the capping experience. But for some, the course is looked at as an opportunity for something exciting.

Five communication students, Matt Sutor, Phil Terrigno, Amanda Mastroberti, Rachael Blair and Mike Quinn, all class of '12, used what they learned from the past four years to produce the Marist Football Network, a website providing coverage of the Red Foxes 2011 season through several forms of media.

MFN uses tools like video content presented through YouTube, Twitter, Facebook and game recaps to present material. All of these tools are combined and displayed on their website.

Since launching on Sept. 21, MFN has had over 600 unique visitors to their site, over 2,000 views to their YouTube channel and has 285 followers on Twitter. The students in this project do not see these as sufficient numbers.

"We never settle with anything," Sutor said. "We are constantly trying to make the project better and keep producing content to make sure we never become complacent as a group."

Once MFN established their website and how they wanted to broadcast their information they worked on innovative ways to make their content more interesting. One week they had

a reporter from the opposing team Skype into their in-studio show.

"We contacted a reporter from the Des Moines Register, Tommy Birch, and he Skyped into our show to talk about our game against Drake and the other teams in the Pioneer Football League," Mastroberti said.

MFN's in-studio shoots were released on the Thursdays before the Red Foxes play on Saturday. The production included interviews with coaches and players, and analysis of the game that took place that weekend.

"The Tuesday interviews were my favorite part of the project," Terrigno said. "The studio show had its perks, but being able to speak with coaches and players in a sit-down setting provided an ideal opportunity to pick their brains."

MFN also provided a live in-stadium show that had analysis for fans walking into the stadium and wanting to know about the game that was about to begin. At the same time, MFN distributed promotional items to attract fans to their website.

Capping projects generally are scheduled to begin during the first week of the semester in which the student is enrolled in the course. However, this group began planning much further ahead. The idea for this project began in April of 2011, four months before the semester started. The students began by contacting their capping professor, Lyn Lepre, and Marist



Athletics to see if a project of this size was feasible. They got the approval and got to work.

"I had high expectations for the project from the outset," Terrigno said. "I knew that with a group of dedicated and talented students, we would be able to achieve anything that we set out to do. It was a big undertaking from the start but I knew that we were committed."

MFN has impressed many members of the Marist community.

"It's awfully ambitious," Mike Ferraro, sports information director at Marist College, said. "I can't honestly say that I recall anybody doing something like that before."

MFN worked very closely with Marist Athletics. Marist Athletics organized interviews for the in-studio show as well as provided MFN with equipment to put on their in-stadium show that began one hour before every home game.

"The reviews I have heard have been positive in the sense that it's a genuine interest, it's a general knowledge of subject matter and they aren't going into this blindly," said Ferraro.

Ferraro said that he has always been hesitant when working with student group projects because he has experienced organization issues in the past.

"I think a potential problem that could arise is a lack of planning," Ferraro said. "But that isn't an issue because I think everything was thought out well and planned out well. I saw who comprised the group and just from my experiences with dealing with all of them, I thought that when they put their talents together that they would produce a good product."

Lepre agreed.

"I was impressed when Phil came to see me the semester before, and he and the team had already put together a well-thought out proposal," she said. "I could also appreciate that they each brought special skills to this project, from on-air poise to writing skills. The group had a great mix of talent."

The students noted that keeping focus wasn't always easy.

"You really just have to prioritize," Mastroberti said. "There weren't any days off this semester. Midterms week was very tough, but a few days of being overtired have been well worth the feedback we've had so far."

The members of MFN are hoping that the hard work now will be rewarding in the future.

"This is a project where we can show employers what we created basically from scratch, and how it grew into the success that it is," Sutor said. "This is a unique project and not many students have the opportunity to put together a production like we are, so that separates us from the 'ordinary' communication students."

Mastroberti is passionate about MFN for how it sets these five students apart.

"Some people can say, 'I've worked with the campus television station.' Or, 'I had an internship at XY and Z,' but how

many can say they have created a network?" Mastroberti said.

The students in MFN explained that this project has shown them that they are headed to careers where they will look forward to waking up every day and going to work.

"To this point, this has been one of the most enjoyable and fulfilling experiences I have had in an academic setting," Sutor said. "Amanda said it best during our first in-studio shoot, 'You know you're in the right major when capping is fun.'"



*MFN broadcasting live before a home game during the fall semester.*



*Senior quarterback Tommy Reilly's grandfather joins Matt Sutor and Phil Terrigno during the live broadcast of MFN.*



*From left: Mike Quinn, Phil Terrigno, Amanda Mastroberti, Matt Sutor and Rachael Blair*

# London calls fashion major to Burberry

BY RACHEL SWEENEY, '12

**I** may be short on cash now, but it was all worth it. It is an understatement to say that I enjoyed being abroad; it is truly a time I would never take back or do any differently. Living in another country was such a lesson for my life, and it is without a doubt in part to my time spent working for one of the top British luxury brands while in London. I have gained priceless experience and acquired indispensable knowledge interning in the UK.

My work tasks included the everyday necessities to help out such as printing, copying and scanning documents; I certainly did not mind, but my coworkers still felt the need to assure me that the tasks I was doing were ones that they themselves would have to do if I weren't there so I was being very helpful. Most of the copying and scanning was of swatches of fabrics that needed to be documented representing buyer's selections for ties or other dress furnishings. I was able to help move merchandise around in the showroom as they brought in the new product for the upcoming market meetings during my time there and on occasion, get an inside look by sitting in

on a buyer meetings. One of the long-standing projects the interns had to do was create a presentation for Eugenia, the president of the Americas for Burberry, and Jan, the COO of the Americas. All of the interns had to break up the presentation to discuss and put it together. It was a phenomenal opportunity to present to these women, as they are an integral part of the company.

One of the things I liked most about the internship was the open atmosphere. I met so many people and made great connections. The fact that there was actually a program at Burberry to ensure the interns got everything they could out of the experience was amazing. The program added to the networking opportunity and helped us grow. Burberry really cared about their team and it is a place I would like to become a part of in the future.



Photo courtesy of Rachel Sweeney, '12

# Radio/TV/Film major rocks out with VH1

BY KATIE MEENA, '12

**T**his summer I interned with VH1 Digital in New York City. I helped put together content for the VH1 website. This included full episodes, highlights, best moments of the season, bonus clips, themed reels/playlists and sneak previews.

During the first two weeks of my internship, I was required to become familiar with VH1's current television programming—Single Ladies, Mob Wives, Celebrity Rehab with Dr. Drew, Basketball Wives and Famous Food. After watching a few episodes of each show, I learned how to use the program UMA, the program used to put together the content that can be found on VH1's website. Once I learned how to use UMA, I began building content on my own. I mainly worked on piecing together the content of full episodes, bonus clips and episode highlights. When a show concluded its season, I had to search through each clip of "Best Moments of Episode X" and compile a playlist. I would build the content from selected clips so that it could be viewed on the website.

One task that I completed each day was finding content to post on the Facebook page for Celebrity Rehab with Dr.

Drew and Single Ladies. Using Google Alerts, I searched for any content related to either of these two shows. I then found the best two or three results and would post them onto the

Facebook page for that particular show. Another task I had was reviewing viewer's comments on content uploaded to Facebook. I then had to select the ten best comments that represented the viewer's opinions on the show and Facebook content.

Finally, I was given the task of pulling episode highlights from a show that has yet to air. For example, I would watch the tape of Celebrity

Rehab with Dr. Drew, Episode 507. I watched the episode before it aired that upcoming Sunday. I watched the episode in its entirety and then pulled five to six moments that represented the best moments of the show.

Although Viacom/MTV Networks/VH1 is a large corporation, I was not performing menial tasks such as making copies or going on coffee runs. I was learning valuable skills and programs while eventually seeing my work come to life on the VH1 website. As an intern, I took pride in my work and felt valuable to my department and the company as a whole.



Photo courtesy of Katie Meena, '12



# Sports comm major gets in touch with his feminine side

BY PHIL TERRIGNO '12

**T**he website [iVillage.com](http://iVillage.com) is an online community owned by NBCUniversal that caters to women's interests in topics such as health, beauty, entertainment, food, pregnancy, and home and garden.

Based in New York City, the site utilizes social media, news stories, message boards and interactive slideshows to attract more than 30 million unique visitors per month.

What qualifications would the ideal iVillage.com internship candidate possess?

Would their resume tell the tale of a male sports communication student that was heavily involved in their school's newspaper, television and radio media outlets while also serving as captain of the rugby team?

To most, it simply wouldn't. To a very, very kind hiring manager during the spring of 2010, it did.

Yours truly, now a Marist College senior, spent the summer after my sophomore year as an intern with iVillage's health section.

iVillage was not my first choice internship since I sought to pursue other venues in news and sports but the position proved that secondary work opportunities can have value.

While many of my friends who were also interning in Manhattan spent their days logging sports games and transcribing interviews, I was getting up close and personal with Jillian Michaels.

Although I never actually met the celebrity personal trainer and reality show personality, I feel like I got to know her well enough through my work

at iVillage.

One of my main assignments was to maintain a blog about the NBC television show 'Losing it with Jillian.' During the program, Michaels would focus on one overweight family to visit per episode. Over the course of six weeks, the family would improve their diet and fitness routines. At the conclusion, Michaels would gauge the family's progress and have a final meeting with them at the program's conclusion to discuss how they had done.

It sounds like a feel-good program—and at its core, it was—but Michaels' overbearing personality was hard to watch during training sessions. Even now, when looking at some of my old posts, I get a laugh at the manner in which I tried to lightly convey that Michaels' was expecting the show's obese participants to exercise at a high intensity level.

After years of covering live Marist sporting events, this was a change of pace in reporting styles. I kept telling myself to sit back on the couch instead of leaning forward to make sure I transcribed every word correctly.

The 2010 FIFA World Cup was taking place during the time of my internship. I watched nearly all of the games since there was a television located directly above my desk. In good faith to the company, I took it upon myself to develop a way to incorporate all of the soccer that I'd watched into content for the website.

"Work Out Like a World Cup Star" was the title of the slideshow that I came up with. The effort paired eight interna-

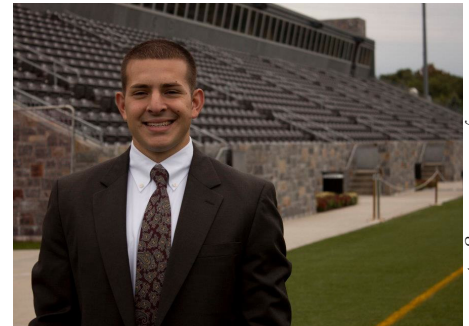


Photo courtesy of Phil Terrigno, '12



tional soccer players with an accompanying workout based on the particular skills that player possesses.

I used Italy's Fabio Cannavaro as one of the athletes. As a defensive player, he relies on having quick feet and agility to play his position. I paired a photo of him with a jump-roping workout as a simple, yet effective means of improving overall fitness and foot speed.

During the summer following my junior year, I was applying for an internship with Major League Baseball's public relations department. In my cover letter, I mentioned my experience working with a female demographic and how crucial it would be for the league to market specifically to women. I did this thinking that this was an angle they hadn't heard from a male student before.

Positive experiences and opportunities to learn are available at every internship, unpaid or paid and regardless of the company's size. In my case, not even gender roles applied and I benefitted from it.

# Students discover more than sites while abroad

## Transfer student finds home, self in Florence

BY BRITTANY TOMMASONE, '12

When I heard about Marist's abroad program, I knew it was something I wanted to do. Even though I had been to Europe before, I was apprehensive about being on my own in a foreign country. I had the great fortune of attending the Lorenzo de' Medici School in Florence, Italy, during my 2011 spring semester. I knew that studying abroad was a once in a lifetime opportunity, and I am so happy I took advantage of it.

My departure to Florence was not the picture perfect day I thought it would be. In one day I had been to four airports and to top it off, my luggage was lost. After a long day, I finally arrived at Proconsolo, 9, my home away from home for the next four months. I experienced immediate culture shock during the taxi ride to my apartment. Everything was so different.

After settling into my apartment, my housemates and I met the rest of the Marist crew for dinner. We explored the city and soon discovered our apartment was above the most popular restaurant/bar, Bigallo. The owner, Giorgio, soon became our friend and took care of us over the duration of the semester. Every day while walking to class, I passed so many architectural marvels, like the renaissance cathedral dome, the Duomo, The Ponte Vecchio, The Pitti Palace, The Accademia Gallery, Piazzas Michelangelo and Strozzi.

As a transfer student to Marist College, I did not know the majority of my classmates studying abroad. However, there's a saying, "You never really know someone until you travel with them." With that being said, we all got to know each other really quickly. Within a day's time, my fellow classmates became my friends and my housemates became my family. My relationship with my friends from Florence is unlike any other friendship I have. Because of our time together, we share a special bond that only we understand.

I also formed relationships with my professors at Lorenzo de' Medici. Each of my professors was unique. Professor Marcello was so passionate about the art, history and architecture of Florence. We went on several field trips

Photos courtesy of Brittany Tommasone, '12; Colleen Kopchik, '12



From left: Brittany Tommasone has enjoyed many of the sights

to historical places. Each professor had passion for their subject and truly wanted to teach us about their culture. I loved going to class and wish I had expressed more deeply the significant impact each professor had on my education and life.

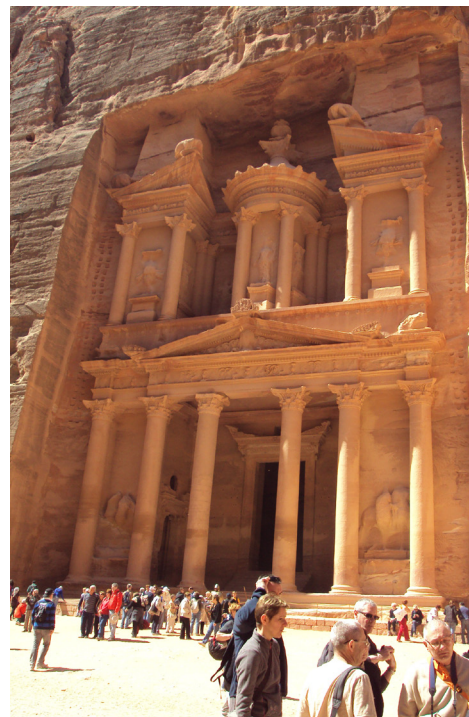
Throughout my time overseas, it was necessary to communicate with people of all different ethnicities and to adapt to various cultures. I learned a very valuable lesson: that ways to communicate are unlimited. Although I met interesting people of all different cultures, I also learned a lot about myself throughout my travels.

During my semester in Italy, I took the opportunity to travel to six other European countries: France, Monaco, Ireland, Spain, Greece and Switzerland. I discovered myself a little more in each country. I was able to experience both my Italian and Irish heritage and grew a newfound appreciation for my culture and my Roman Catholic religion.

Florence will forever have a place in my heart. Almost a year later, I still cannot believe these days actually came to an end. I can still hear the gypsies shaking their coins, the accordion music and the distinct sound of the ambulance sirens driving through the streets. I still taste the delicious pizza, spaghetti carbonara and gelato that I so badly crave, but most of all I can envision the beautiful city I grew to love.

I am so thankful for the friendships I made, the places I went and the memories I'll always have to cherish. I feel so blessed to have had this experience.





around Florence, including the Duomo, Arno River and Ponte Vecchio. Colleen Kopchik was in awe of the ancient sites.

## Trip to Middle East breaks stereotypes, creates lasting memories

BY COLLEEN KOPCHIK, '12

Three years ago when I first got my passport, I never would have expected to flip through and see the beautiful, somewhat strange looking symbols of the Arabic and Hebrew language. But in March 2011, Marist gave me the opportunity to have the permanent marks of Israel and Jordan in my passport along with the permanent memories I will forever take with me.

Many people might think you are crazy for venturing to the Middle East. As one sales clerk so very bluntly put it to me when I told him where I was going for Spring Break, asking to be dropped in the middle of a “war zone” was simply “irrational.” I didn’t see it that way. It was a time to further explore my faith and who I chose to be as I grow older.

Landing in Israel is surreal. The stunning green scenery can make you understand why it is that so many people fight over control of this sacred land. Even if you don’t believe in God, looking around, it is impossible not to think that the land of Israel is a special place; blessed, if you will. It is peaceful, serene and full of intricate architecture that is older than your family tree can span.

But the beauty of the land is outlined with the harsh markings of turmoil. It is a place where loaded machine guns are worn on display like the latest designer handbag. It is this outline of the land that we see as outsiders; the bad, the unruly—not all the beauty that sits inside waiting to be explored.

Venturing into Jordan was easily the most frightening few moments of my life. I stood in a room, being questioned by a border crossing guard who spoke maybe three words of English, and I only one word of Arabic. He held my visa in his hand, while we were watched closely by men carrying some large guns. For just a few brief moments I, too, thought, “This is completely irrational.”

My moment of fright was quickly overcome, as Jordan easily became one of my favorite places on Earth. As we walked the streets, people ran after us, welcoming us to their country.

We hiked the ancient ruins of Petra, a place that in my opinion deserves to be the eighth wonder of the ancient world. We climbed into tombs where centuries ago, where kings may have laid, and after what felt like miles of walking rode camels back to the starting point, gasping at Petra’s wonder as we passed it for the second time.

Old Jerusalem made me feel as if I had gone back in time. The old stone walls that weave back and forth. The best little shops always tucked in so tight you nearly miss them. They said it looks, sounds and smells the same today as it did 2,000 years ago, and I believe them. New Jerusalem is unexpected. The modern malls with Nike and Puma stores don’t seem to fit in with the old exterior. And once again you see what once was and what is now; the outline that defines the region.

Time and time again, stereotypes of the Middle East were broken in only my short time spent there. It is a place where people just like you and me live their lives. It is a place full of unanticipated beauty; a place my words cannot accurately describe or give justice to. It is a place that has changed my life forever.







# TAKING THE LEAD

by Kathleen Norton

**A**sk around the Marist College campus how to track down Dr. Keith Strudler and you'll get these clues:  
He's the slim guy in a baseball cap and black and white Converse sneakers. He sports a stride that can only be described as highly energetic for someone just over 40.

He talks casually about his latest triathlon victory and can debate the merits of any sport on earth—even hotdog eating contests.

He is proud to talk about Marist's first-place finishes at a national collegiate sports research conference and in an NCAA Division I competition to build game attendance.

At any moment, he may dash off to class or to record his weekly sports commentary on WAMC, Northeast Public Radio.

And when you find that combo of youthful enthusiast, highly competitive athlete, hands-on media hound as well as sports academic, you'll know you have found Strudler—the driving force behind the new Center for Sports Communication, and an associate professor in the School of Communication & the Arts.

## CREATING PARTNERSHIPS

Aaron Rogers did not play in this year's Super Bowl, to the pleasure of all New York Giants fans. But the Green Bay Packers quarterback did play in last year's game, likely a key factor in his being chosen as the 2011 athlete with the greatest impact, according to a Marist Poll done in conjunction with the Marist College Center for Sports Communication.

This was one of four poll questions given to a national audience that examined the biggest stories in sports of 2011. This also marked the first Marist Poll done in conjunction with the new Center, the beginning of a partnership for public opinion research on sports related issues.

Results of this first study were cited in dozens of national publications, including *The Daily* and the *Albany Times Union*.

Future joint studies will cover topics such as amateurism and sports, Olympic sports, and sports media and marketing. Center director Keith Strudler believes the partnership will provide great visibility for the Center.

"Having our name partnered with a nationally respected group like the Marist Poll will only help build our audience and our credibility with that audience. This partnership helps the Center accomplish its mission of learning more about the intersection of sport and media."

Poll results can be found both at the Center's web page as well as the home page for the Marist Institute for Public Opinion.

### Websites:

Center for Sports Communication  
<http://sportscomm.marist.edu>

Marist Institute for Public Opinion  
<http://maristpoll.marist.edu>

## MAKING AN IMPACT

Those interviewed agreed he is just the person to make a success of the Sports Center, which will focus on expanding and promoting the sports communication program.

"Keith has the same 'can do' approach and the high energy vibe that could really turn that Marist sports communication program into a national power," said Ian O'Connor, '86, a columnist for *ESPNNewYork.com* and the author of two New York Times best sellers, one about Arnold Palmer and Jack Nicklaus, and another about Derek Jeter.

O'Connor, who's on the Marist Communication Advisory Board and who said he loves coming to talk to Marist students, likened Strudler's approach to that of women's basketball coach Brian Giorgis, whose stewardship has earned the team a nationally-recognized reputation.

That "vibe" is evident when you speak to Strudler in his small office on the second floor of the Lowell Thomas building.

Unruly stacks of paper threaten to stage a coup at any moment, and if he rode his bike to work that day (some 17 miles), it could be squeezed in there, too.

"Filing is not my thing," he joked, as if there were any doubt. "I have all I need right here," he said, turning back to the glow of his laptop and the prototype web page for the Sports Center.

Don't be fooled by the office chaos. When Strudler's in the classroom or helping students with extra-curricular sports marketing or research projects, it is 'game on,' said those who have known him during his 11 years at Marist.

"It's way beyond sports scores," Brittney Garofolo, '12, who last spring was on the Strudler-coached squad that won a case study competition at the College Sports Research Institute at the University of North Carolina at Chapel Hill.

The case was a proposal for a college to move up or down within athletic conference divisions. Teams analyzed the situation beforehand and presented conclusions at the conference.

Garofolo called the experience a "reality check" on the money and fierce competition involved in the world of sports—an obvious theme in Strudler's classes.

Strudler said he likes to think that humor and energy are hallmarks of his teaching style, but there's also tough love in the mix—something he learned from track coaches early on in life.

"They would tell you something was not acceptable and it wasn't a personal affront. It was someone who cared about me and was telling me the truth," he said.

Dr. Steven Ralston, dean of the School of Communication and the Arts, couldn't agree more with students or O'Connor on what Strudler brings to the table for the new Center and for the sports communication program, one of the most popular majors in the department.

"Keith has this boundless reservoir of energy that he brings to the classroom and now to the Center," Ralston said. "He puts a positive spin on whatever he might be involved in, and it is infectious."

Strudler said one of his main goals is for the Center to propel Marist students up



“Keith has the same ‘can do’ approach and the high energy vibe that could really turn that Marist sports communication program into a national power.”







the ranks in the competitive fields of sports marketing, public relations, broadcasting and journalism.

Real-life challenges in class and activities like the conference in North Carolina help Marist students hold their own against graduates from schools with far bigger programs—and the Center will give them an even sharper edge, he said.

“The more we can make our program visible and notable, the more those resumes will hold the same weight [as those from larger programs] and will end up on the same desk,” he said.

Students past and present said the sports communication classes and Strudler’s influence have already given them a big leg up in the professional world.

“In his classes, we weren’t reading textbooks. We were working with groups, hitting deadlines and doing sports marketing,” said Frank Lombardy ’07, assistant athletic director for External Affairs at the McCann Center.

Marist’s recent results in the NCAA Division I “Pack the House” competition are good examples. Students work on the marketing and promotional plans, which are used in judging efforts to sell out a women’s basketball game on a given night.

After winning the regional MAAC conference event in 2008, Marist was chosen in 2011 as the overall division winner, beating out 177 participating colleges from 32 conferences and sellout crowds at schools like Army, Duke and Michigan State.

Trevor Gavin, who graduated the same year as Lombardy, is part of a string of Marist alumni who have made their way into the workforce as ESPN in Bristol, Conn.

The production assistant on ESPN’s Monday Night Football, said Strudler did more than make students think outside the box—he insisted on it.

Gavin recalled that Strudler had students analyze and debate this question: Is competitive eating (think hotdog contests) real sports?

“At first it seemed like glorified gluttony,” said Gavin, but after analysis their conclusion differed. “We decided it was a very different kind of sport, but a sport.”

## GETTING IT DONE

It is these experiences—in and out of the classroom—that the new Sports Center for Communication will enhance and capitalize on, said Strudler and Ralston.

And they have a healthy “to-do” list for the new Center. Some the highlights are these:

- Add to the already impressive industry speaker list and the corporate connections available to students
- Launch a new multi-media web page that will serve at the Center’s hub for information gathering and distribution
- Push for special topics courses such as “video board production”
- Produce sports-related surveys done with the Marist Institute for Public Opinion
- Increase opportunities for students in the marketing and production areas at the newly expanded McCann Athletic Center

The Center will provide a unique opportunity for college students to work with professional editors, said Matt Pepin, sports editor at Boston.com, and chair of the Northeast Region Associated Press Sports Editors.

APSE Northeast Region members, who’ve held two back-to-back conferences at Marist, were poised this fall to vote on for-





malizing a partnership, using the new web site as the vehicle.

The APSE group would have a web page to use as a landing spot for award-winning work, announcements, recaps and videos of professional development seminars and other reference material.

Students, in return, would have invaluable connections to professional editors and the kind of work they are doing.

When Pepin was sports editor at a regional newspaper, the Middletown Times-Herald Record, he was recruited by Strudler to teach as an adjunct instructor.

After Pepin moved to the online edition of the Boston Globe and became chair of the APSE group, he worked with Strudler to bring the editors' group to the campus.

"Keith really has passion for sports journalism and that's why we've connected," said Pepin. "We share that and we share the desire to bring that to others and let them know why this is a cool profession."

Last October, O'Connor came to Marist with Mike Breen, the lead play-by-play NBA commentator for ABC Sports and ESPN, for an evening of Q-and-A with students.

"I was very impressed with the kids and their willingness and eagerness to learn and try to position themselves to enter a very difficult work force," said O'Connor.

And what was O'Connor's advice?

Work like crazy if you want to get ahead and put your best into the job you have at the moment.

O'Connor's attitude goes back to his Marist days and *The Circle*. He recalled, with pride, a major scoop—a story about the firing of a Marist coach.

"I beat the *Poughkeepsie Journal* to the story," he said, adding

he had four anxious days of waiting for the story to appear in the weekly paper—days that the local daily newspaper could have used to get the story, too.

But that never happened, and the anecdote, O'Connor noted, highlights the huge difference between journalism then and now, when a "scoop" could be posted online instantly.

Garofolo, one of the Sports Center's first interns, heard Breen and O'Connor on that recent visit and said their message about hard work was loud and clear.

"You have to have a passion for what you do" and take advantage of internships and the opportunities on campus to get ahead in sports communication, like working for the radio station, the newspaper or the McCann Center, she said.

Another Marist alumnus, J.W. Stewart, '93, a former ESPN news anchor, agreed that the new Sports Center, with its emphasis on new media, would serve Marist students well.

"Marist has always prepared students for the real world and now they are going to be even more prepared for an ever-changing communication industry," Stewart said.

Back in his office, Strudler, who earned his undergraduate degree at Cornell University, talked about his early "horrible" teaching days in a middle school classroom.

Students played tricks on him and he had no idea how to handle the adolescent girls who seemed to cry at the drop of the hat.

Not willing to give up on teaching yet, he went to the University of Florida for his Ph.D. and merged academics with his love of sports. From there, he came to Marist.

When the subject turns back to athletic successes—he won the Orange County Triathlon in August—he turns modest.

He said he somehow manages to get in two workouts on most days, squeezing those between classes and time with his wife, Andra, and sons, Sloan, 4, and Elliot, 2.

But besides chatting about that recent win, he relished sharing the harrowing but somewhat hilarious details of his first triathlon attempt at age 15.

It began with a harrowing swim in stormy waters in the Gulf of Mexico, off the shores of his home state of Texas.

"The swells were huge and I couldn't see," Strudler recalled, then joked: "I could have been going in the wrong direction."

Back on shore, his mother (who'd passed on her love of running) was giving a tongue-lashing to his father (who'd passed on a strong work ethic) because he'd encouraged their son to train for the event.

Now they weren't sure he was even still afloat.

But he was, though most other swimmers had opted to wade in and walk the swimming distance along the shoreline.

Years later, the same "push on" attitude is present at the epicenter of Marist's sports communication program.

And asked why he did not give up that day in the rough water, he responded simply:

"I said to myself, 'I'm just going to swim.'"





Meg Flannery, '13, "Caged"

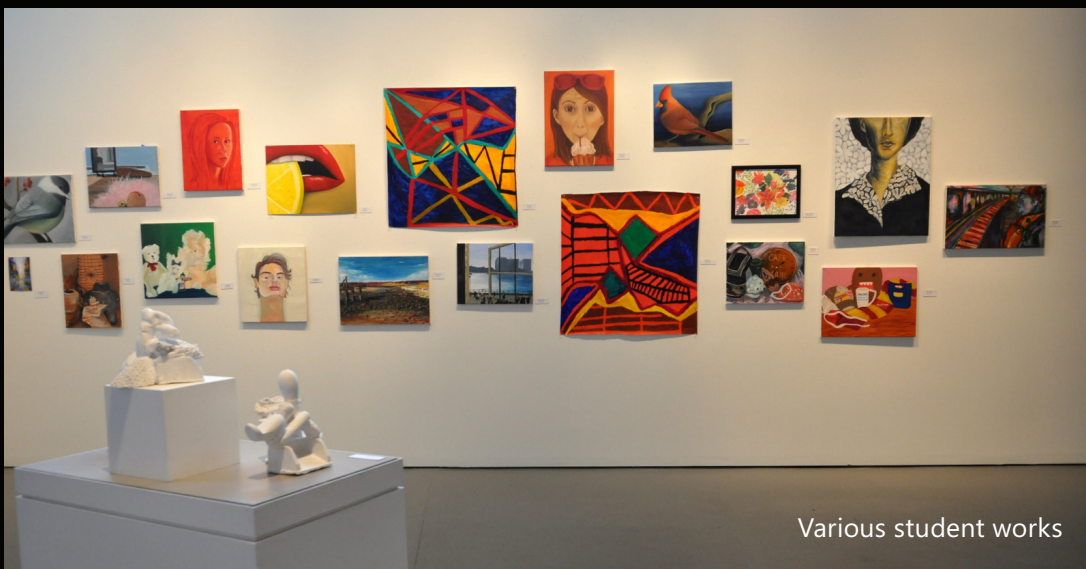


Danielle Francese, '11, "Never Hide"



Sarah Carmody, '13, "Radio City"

# STUDENT ART SHOW : THE WORKS



Various student works



Janice Feng, '11, "Haiti"





Kayla Hamilton, '13, "Stargazer"



Shannon Slocum, '13, "Low Tide"



Gillean Eatch-Koch, '11 and Stephanie Hammond, '11, "No Nonsense for a New Generation"



Angela Carafas, '12, "Ate"



Michael Ozolnieks, '12, "untitled"



April Baton, '12, "One House"



# Marist Goes Green

**Dr. Paula Willoquet-Maricondi co-chairs CSAC as sustainability becomes a hot topic on campus**

BY JENNIFER ABBEY, '12

**M**arist's school colors may be red and white but there has been a recent emphasis on green.

Four years ago, Marist College president Dennis Murray created the Campus Sustainability Advisory Committee (CSAC). It included one faculty member from each of the schools within Marist along with people from important departments around campus including dining services and grounds maintenance, and student representatives from each class. The duty of the committee is to assess what is going on around campus in regards to sustainability and to recommend changes.

Paula Willoquet-Maricondi, associate professor of media arts and interim assistant dean, is the representative for the School of Communication & the Arts. Recently, she was appointed by Murray as co-chair of the advisory committee along with Steve Sansola, the associate dean for student affairs. Willoquet-Maricondi handles the academic part of sustainability while Sansola handles other aspects of campus like dining services and grounds.

"She's a great resource to connect with faculty," Sansola said. "She's smart and well respected. We're a good team, we get things done."

CSAC is responsible for most of the green practices on campus including the recycle bins in all of the buildings.

"The bins were one of the first things we did," Willoquet-Maricondi said. "They're attractive and we've been able to put them all over."

Other things CSAC is responsible for is double-sided printing in the library and LED light bulbs. They have also changed to pre-heated air that is re-circulated so

cent of food be regional or local by 2015," Sansola said. "It will never be 100 percent because students are sophisticated eaters and want what they want."



CSAC sponsors Sustainability Day, an annual campus-wide event. There are panels throughout the day of faculty members, people in the community and keynote speakers. In the past, it has included a panel of students that discussed how to live sustainably in a dorm. Films are also shown that relate to the theme of the day. Different vendors come to campus such as Clean Air NY, Clearwater and the Hudson River Keepers.

The event has a different theme each year. In 2009 it was "Building a Sustainable Future," and in 2010 it was "Sustainable Living for a Small Planet."

Willoquet-Maricondi definitely knows what she is talking about when it comes to sustainability. She has taught several courses that have to do with the representation

of environment issues in film. She said she feels strongly about a college's duty to be sustainable.

of environment issues in film. She said she feels strongly about a college's duty to be sustainable.

"My dream for Marist is that one day we will have a center of sustainability studies that will facilitate and coordinate the teaching of sustainability as a broad theme across the various disciplines," Willoquet-Maricondi said.

Being sustainable is something Marist hopes to keep making better and better.

"I think we could do a lot more," Sansola said. "I think students need to pay more attention and make more of a conscious effort to change."

"Dining services' goal is to have 50 per-



### 1970s

**Jim Townsend** (1977) is the Producer/Director for the United States Equestrian Federation Network.

**Allison Hughes Standon** (1988) will be traveling to Accra, Ghana to be the Diplomat of the American Embassy in April 2012.

**Kasha Mitchell Godleski** (1992) is the director of the Office of Alumni Relations at Syracuse University.

**Joanne Ungechauer LePauloue** (1995) is a benefits specialist at Sappi Fine Paper.

### 1980s

**Richard Sohanchyk** (1980) is the Creative Director and CEO at OnPoint Image & Design.

**Roger Ardanowski** (1988) is a Managing Director at Middleberg Communications.

**Keith D'Alessandro** (1992) is a Coordinating Producer at NASCAR Media Group.

**Kathleen Dick Boland** (1995) gave birth to her second child, Patrick, in May 2011.

**Alison Smalley Herrero** (1984) is an Adult Services Librarian at Howland Public Library.

**Alice Chahbazian Matychak** (1989) is a Customer Relations Associate at the Visual Arts Center of New Jersey.

**Richard Nass** (1992) is a General Sales Manager at CBS Radio.

**Renee O'Connell Reynolds** (1995) is a New Jersey Real Estate Saleswoman.

**Theresa Abad Swierzowski** (1984) has a daughter who is currently a sophomore at Marist.

**Susanne Lynn Wilson** (1989) is a National Account Trainer at Tempur-Pedic.

**Stephanie Tanis Murphy** (1992) is the Director of Broadcast and Events at Fidelity Investments.

**Cindy Botticello** (1997) was appointed Co-Chair of the Math Department in the Berlin School District.

**Gregory Hart** (1985) is the President/CEO of The Big Wind, LLC.

### 1990s

**Jennifer Schiffer Freeh** (1990) is homeschooling four of her six children.

**Aaron Ward** (1993) is a Senior Association Manager at NYSVMS.

**Jacqueline Simpson Gilson** (1997) is a Program Manager at the Girl Scouts of Connecticut.

**Steven Eastwood** (1985) got married in September 2011.

**Kerriann Reilly Broussard** (1990) is an Account Director at LeadDog Marketing Group.

**Barbara Sanchez** (1993) is the Email Marketing Manager at Scholastic Book Clubs.

**Jennifer Mabee Purcell** (1997) is Publications Editor for the New York State Conference of Mayors.

**Ian O'Connor** (1986) is the author of "The Captain: The Journey of Derek Jeter," a New York Times bestseller.

**Melissa Reilly Ellard** (1990) won the 2011 Andrew Carnegie Medal for Excellence in children's video.

**C.J. Bottitta** (1993) was promoted to Director of Operations in Creative Services at the MLB Network.

**Kenneth Menard** (1998) is a producer at ESPN/Longhorn Network.

**John Griffiths** (1986) is the principal at Somers Intermediate School.

**Sean Graham** (1990) welcomed his first child in March 2011.

**Daryl Vallez** (1993) is a Chief Photographer at NBC.

**Kerry Peterson Brooks** (1998) got married in September 2011.

**Kevin Reilly** (1986) is a behavior therapist at Developmental Dynamo Inc.

**Chris Shea** (1992) is a lawyer at the Law Office of Christopher Shea.

**Jason LaScolea** (1994) is a Pastor at the Wesleyan Church.

**Terence Duane** (1998) is a sales manager at R3 Redistribution.

**Mary Clifford McCooey** (1986) is the Senior Director of Human Resources at Standard & Poor's.

**Christopher Andrews** (1992) is a Corporate Communications Manager at IBM.

**Marisa DiGrazia Milo** (1994) is a Public Relations Consultant.

**Allyson Travis Kane** (1999) is the Marketing Director at Ruckus Media Group.

**Pete Tartaglia** (1994) is an Executive Producer at Ryan Seacrest Productions.

**Amanda Liles** (1999) gave birth to her first child, Lucian Ramsey West, in September 2011.

**Colleen McCulloch** (1999) is the Vice President of KRC Research.

**Debra Tannacore Garcia** (1999) was married in August 2011.

**Heather Pearson Dolan** (1999) got married in June 2011.

**Jennifer Tabano Halstead** (1999) is a Teacher at Noxon Road Elementary School.

**Megan St. John** (1999) is a school counselor with Wake County Schools.

## 2000s

**Cassandra Giarrusso Holdridge** (2000) got married in May 2011.

**Christopher Bythewood** (2000) got married in June 2011.

**Heather "Gita" Sweeney McCutcheon** (2000) is President of the Gita Group.

**Jennifer Ferris Azzariti** (2000) is a regular contributor to Eco 18.

**Lauren Tejeda Spector** (2000) was promoted to Director of Legal and Business Affairs at Zodiak USA.

**Caroline Nashmy Fratrik** (2001) is a Senior Recruitment Manager for Onward Search.

**Christopher Blasie** (2001) is an Account Manager at AirServ Corporation.

**Christy Barr Yaccarino** (2001) is the Director for Benefits & Wellness at Ambrose Employer Group.

**Jessica Spaman Pattberg** (2001) is pregnant with her first child.

**Julie Rubinstein** (2001) is a web video producer for the Big Ten Network.

**Katherine Willhoit Turner** (2001) is a campaign coordinator at The Leukemia & Lymphoma Society.

**Timothy Sorensen** (2001) was named English Department Chairperson at Middlesex Middle School.

**Amanda Grieco** (2002) is an Account Supervisor at Ogilvy.

**Douglas Guarino** (2002) is an Associate Editor at Inside Washington Publishers.

**Gary Albaugh** (2002) is a supervisor and IT specialist for the United States Army.

**Jonelle Formato Santo** (2002) is a Teacher in the Newburgh Enlarged City School District.

**Lori Yelenovic Lynch** (2002) gave birth to her first child, Jillian, in July 2011.

**Shana Sandroff** (2002) was promoted to Product Marketing Specialist at Hudson Valley FCU.

**Brian Stuch** (2003) was recently promoted to Editor-in-Chief of St. Joseph's College Magazine.

**Katherine Slauta Desiere** (2003) is the Director of Education at the Fashion Institute of Design and Merchandising.

**Kathryn Reilly** (2003) is the Exchange & Study Abroad Coordinator at Australian Catholic University.

**Matthew Pennacchio** (2003) is the Vice President of Ruder Finn Public Relations.

**Rebecca Moy** (2003) is an English Instructor at AZPE Informatica in Madrid, Spain.

**Scott Lucente** (2003) was recently promoted to Senior Project Manager for Web Marketing at The Culinary Institute of America.

**Tara Kuboski Vest** (2003) is the Senior Business Development Manager at Springer Healthcare.

**Andrew Kayiira** (2004) is the Assistant Director of Trading Infrastructure at The International Swaps & Derivatives Association.

**Cara Longobardi** (2004) is the Marketing & Communications Manager at the

New York Library Association.

**Christopher Marchand** (2004) is a freelance producer at Powderhouse Productions.

**Elizabeth Swenton** (2004) is the Director of Operations at March Communications.

**John Saginario** (2004) welcomed his first son in January 2011.

**Michelle Cappelli Martinetti** (2004) is a Development Associate at The Storm King School.

**Paul Miller** (2004) welcomed his first child in January 2011.

**Caitlin Donahue** (2005) started her own general practice law firm, The Law Office of Caitlin Donahue.

**Krystal Zalak** (2005) is a Special Events Manager at the American Heart Association.

**Laura Morgan Lee** (2005) is a stay-at-home mother.

**Rebecca Faucher McGuire** (2005) is the Assistant to Division Heads of the Registrar at The Foote School.

**Rachael Fantauzzi Moin** (2005) is a Media Planning Supervisor at Zenith Media.



**Sandra Proulx Rand** (2005) founded Open Net Media, LLC.

**Alec Troxell** (2006) is a Presentations Manager at Publicis.

**Amanda Giordano** (2006)

is a Writer/Producer at MTV Networks.

**Bryan Van Steenberg** (2006) is a communications specialist for Watson Pharmaceuticals, Inc.

**Caitlyn Driscoll** (2006) was recently promoted to

Producer for VH1.com's homepage.

**Christine Olver** (2006) is an Account Executive at Boneau/Bryan-Brown.

**Elizabeth Wunder** (2006) is engaged to fellow alum

Kevin Connors, '06.

**Kathryn Godfrey** (2006) was promoted to Study Abroad Advisor at Ramapo College of New Jersey.

**Kara Dominick** (2006) is a news producer at WWLP TV-22 News.

**Kellie Cunningham Smyth** (2006) got married in October 2011.

**Laura Dempsey** (2006) is serving as the Vice President of Membership for the New York City Alumnae Association of Kappa Kappa Gamma.

**Meagan Donoghue** (2006) is a Regional Admission Representative at the Savannah College of Art and Design.

**Carla Bissi** (2007) is a personal trainer at Fitness 1440.

**Dorothea Larrabee** (2007) is a Senior Editor at Popstar! Magazine.

**Douglas Ward** (2007) got married in September 2011.

**Juliette Caruso** (2007) was promoted to Executive Assistant at The Madison Square Garden Company.

**Meaghan Calnan** (2007) is a Marketing Specialist at Georgetown Business Improvement District.

**Chris Steber ('11)** graduated from Marist with a concentration in Radio, TV, Film. His capping video, "The Wappinger Greenway Trail: A Hidden Treasure" has appeared on public access television.

What has your first year out of college been like? What have you been up to?

I have been working a few part-time jobs. Mainly, I've been a video editor at the Franklin D. Roosevelt Presidential Library and Museum, specifically for their Pare Lorentz Film Center. I collaborate with the Library's Education Specialist to create short videos for educational use. Since the film center recently got its grant renewed, my supervisor and I are looking forward to working on some new projects and making the center stronger than ever.

Your capping project, "The Wappinger Greenway Trail: A Hidden Treasure" has been featured in local communities. What is it and how did you get it out there?

The video was created to promote the Wappinger Greenway Trail, a network of trails around Wappingers Falls. After the project was completed, it was put on YouTube. The video was passed along to the municipalities that the trail goes through so that they could put it on their websites. The DVD is available to check out from Grinnell Library in Wappingers Falls. Luckily, the Greenway Trail Committee knows the right people in local government to get in touch with, so the video is being distributed pretty well.

What gave you the idea for your project?

The Greenway Trail Committee wanted a video to be created so that people could learn more about the trail, as well as be inspired to go out and hike the trail. As I spoke with them, one of the ideas that kept popping up was that the trail contains "hidden treasure" spots that one may easily pass by while getting caught up in the hectic pace of everyday life. We decided to make a narrative video that told the story of a stressed-out young man who, after pulling over from the highway, discovers the Greenway Trail with the help of a mysterious explorer character. I need to give credit to two people who were a huge help to me on this project. One is my capping partner, Zachary Stumpf, who did a lot of the behind-the-scenes work. Another is committee member Wilfredo Chalusant, who offered his services to us simply out of love for the Wappinger Greenway Trail. Without them, this project would not have turned out as it did, and I am so grateful for their help.

What are your plans for the next few years?

I'll be continuing to look for a full-time job and/or applying for a grad school program. It is hard to say for certain what I'll be doing because I have a wide range of interests: writing, video production, voice acting, and community outreach, to name a few. After making the project for the Greenway Trail, I've realized how strongly I believe we need to instill in our youth a sense of pride in their communities and teach them that they don't need to go far away to find some truly remarkable hidden treasures. So I guess if I want to do that, my best bet would be to either become a teacher or work for PBS!



Screenshot of "The Wappinger Greenway Trail: A Hidden Treasure"

**Paul Stavish** (2007) is the Audience Development Manager for the Oregon Ballet Theatre.

**Ryan Cowdrey** (2007) is the President and Founder of 4 Media Creative Solutions.

**Trevor Gavin** (2007) is a graphics producer for ESPN's Monday Night Football.

**Andrew Batti** (2008) won a sports Emmy for his work as a Production Assistant at the MLB Network.

**Caitlin Tansey** (2008) is engaged fellow alum Matt Devan, '08.

**Christine Rochelle** (2008) was promoted to Vice President of Operations at PCG Digital Marketing.

**Christopher Hall** (2008) published his second book, "Death and Other Things."

**Christopher Taylor** (2008) is the Marketing Coordinator at XOS Digital.

**Lauren Pavlick** (2008) is an Account Executive at Edelman.

**Nick Ebner** (2008) is the President of Nick Ebner Integrative Fitness.

**Nicole Mikaelian** (2008) is pursuing her Masters in Elementary Education.

**Shannon Burns** (2008) is a Licensing Manager at Ziff Davis.

**Tom Paolillo ('10)** is currently fulfilling his hunger for travel teaching English in Icheon, South Korea. After graduating with a communication degree and working the night shift at a gas station for a year, he was able to head abroad to do something he is truly passionate about.

**You graduated from Marist in 2010. What have you been doing since then?**

After graduation, I kept applying for full-time jobs in my field. After no responses, I decided to try something different. I got my old job back at American Eagle and got a second job working the night shift at a Wawa gas station. I continued at American Eagle until Thanksgiving and worked the night shift for a year. It was interesting to see the other side of the day and the people who come out. It also gave me a perspective of working for low wages just to make ends meet, which is what many people have to do today. It made me appreciate my degree and hard work in college a lot more.

**What made you want to teach English in Korea?**

I was adopted from Korea as a baby. After high school, I was lucky enough to go back for two weeks on a group tour of the country. I definitely wanted to return at a later date. An old friend and teacher told me that any college graduate was eligible to be an English as a foreign language teacher, so I did some research and started the application process in January 2011, and was hired seven months later (there is a lot of paperwork involved in getting a visa, as well as an English as a Foreign Language online course).

**How has the experience been thus far?**

I've been here for three months now and love it. I teach at an elementary school in Icheon, a small city in the countryside, located about one hour outside the capital. The school has kindergarten through sixth grade. I see each grade two to three times per week. The kids are wonderful and make my job as easy as possible and very rewarding.

I have a Korean co-teacher and we teach classes together. She'll explain the rules and grammar for the students in Korean, and I'll come up with activities or games for them to play, as well as teach them some other expressions and introduce them to American culture. It's the end of the semester and I'm showing them *Finding Nemo*.

**Have you run into any issues/difficulties while being there?**

Learning the Korean language is tough. When I first arrived I could not read any of the hundreds of signs on buildings around my apartment. Luckily a lot of my students wanted to help me learn Korean. Now I can read and write, and I continue to work on speaking.

Some things are not as easy to find here that are available everywhere back home. It took me two months to find a supermarket with spaghetti that wasn't ridiculously expensive.

I would also run into some difficulties using public transportation. Often I would take the bus or subway, and then realize I was going the wrong way.

I didn't realize that Netflix streaming and Hulu do not work here in Korea, so I am unable to stay updated on American television!

**How did your experiences at Marist help you in your new job in South Korea?**

I studied abroad in Marist's Florence program my spring semester junior year, which gave me experience in living away from home for a long time. Learning from my professors and classmates how to work as a team and act like a professional is paying off immensely.

The best advice I got was from band director Art Himmelberger who said "Whatever you're going to be, be great at it." While as of now, I do not plan on teaching English as a foreign language for the rest of my life, but I am committed to doing my best to ensure my students are learning and having fun.



**Wendy Baron** (2008) was recently promoted to Audio Operator I at ESPN.

**Caryn Shatraw** (2009) is a Financial Counselor for e-Learning Programs at Utica College.

**Catherine Becker** (2009) ran her first marathon in October 2011.

**Erica Pires** (2009) is a studio technician at the New England Sports Network.

**Emily Panasci** (2009) is the Talent Coordinator at The Miss Universe Organization.

**Erik Sassone** (2009) is an Assistant Account Executive at Sudler & Hennessy.

**Kevin Rich** (2009) is a Financial Analyst at EMC.

**Kimberly Lyons** (2009) returned from India where she volunteered for Rising Star Outreach of India.

**Megan Curran** (2009) is a Senior Strategic Planner at Media Storm.

**Michael Veneziano** (2009) is a Statistics Analyst at ESPN.

**Robert McNicholas** (2009) was promoted to Associate Content Editor at ESPN.

**Sara Gretschel** (2009) is an Office Manager at The Advertising Research Foundation.

**Colin Walker** (2010) is a graduate teaching assistant at Central Michigan University.

**Daniella Matias** (2010) is a broadcast coordinator at Media Storm.

**Deanna Rodriguez** (2010) was promoted to Junior Account Executive at DeVries Public Relations.

**Kait Smith** (2010) is a Coordinator of First Year Programs at Marist College.

**Matt Spillane** (2010) is a Reporter at The Lewisboro Ledger.

**Michael Steier** (2010) is enrolled in the Public Relations and Corporate Communication Master's Program at New York University.

**Renee Rumpf** (2010) is a Graduate Teaching Assistant at San Diego State University.

**Sarah Foster** (2010) is the Director of Group Sales for Oneida County Tourism.

**Deanna Gillen** (2011) is a Political Reporter for Internet startup PolicyMic.

**Allison Burke** (2011) is a Production Assistant at PlayON! Sports.

**Alyssa Bronander** (2011) is an Associate Manager of Social Media at Toys "R" Us Inc.

**Amanda Huggins** (2011) will be traveling to Ghana for her job as Communications Coordinator at The Health and Humanitarian Aid Foundation.

**Courtney Davis** (2011) is an Account Coordinator at Litzky Public Relations.

**Elizabeth Trizano** (2011) has been named Public Relations Coordinator at W.J. Deutsch & Sons.

**Jaclyn Fitzgerald** (2011) is an Admission Counselor at Pace University.

**Jennifer Hill** (2011) is an Account Coordinator at Chamberlain Healthcare Public Relations.

**Michael Walsh** (2011) is a Marketing Associate at Red Hat.

**Rachel Maleady** (2011) is a Copywriter and Online Marketing Assistant for Green Mountain Information Technology.

**Cynthia Dagenais** (2011) is an Assistant Media Planner for Media Contacts, a global interactive media network.



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# And the Silver Fox

A few sights and moments from the exub





# goes to ...

erant end-of-year awards ceremony



## INSIDE THE ENVELOPE:

DATE: MAY 8, 2011

BEST SCREENPLAY: MICHAEL WALSH  
BEST DOCUMENTARY: MATTHEW WILK  
BEST MUSIC VIDEO: MATT SCUTERI  
BEST CINEMATOGRAPHY: NICK SORTINO  
BEST SCREENPLAY: YELESAH HASELEY  
BEST SOUND: CHRISTOPHER RUMORE  
BEST EDITING: ALITALIA ANDERSON  
BEST ACTOR: TJ RIORDAN  
BEST ACTRESS: NATALIE FOUCHE  
BEST FILM: MIKE CAIOLA  
DISTINGUISHED SERVICE: BRIAN SMITH



# Forming the Foundation

Professor Kathleen Boyle-Labarbera considers the future of advertising and how our students figure in

If I was to be completely honest I would have to admit that I am a little envious of our advertising and public relations students. And it is not for the obvious reasons, like the fact that these twentysomethings get to see a wrinkle-free smile in the mirror or can jump out of bed without fear of pulling a muscle.

It is because they are entering into the industry at the perfect time to be the creators of its future. This industry is expanding and evolving. The disciplines are mixing and merging. The handful of experts has become an assembly of people with both knowledge and an opinion about where this advertising/public relations/marketing phenomenon is headed. The thing of it is though, right now, no one knows. It is a wide open road that can be driven on by anyone. If you are smart, hardworking and have a vision, you can be one of the people leading the caravan. This idea is both incredibly exciting and slightly frightening.

In my early days as a lowly advertising executive, things were much simpler. I was working for Ogilvy—one of the big guys—in their direct marketing company, OgilvyOne. My job was pretty clear. I was responsible for managing the development of the direct response advertising elements for my client, IBM software. While it wasn't easy work, it was fairly straightforward. Ogilvy & Mather, the brand agency, came up with the "Big Idea" that drove the brand strategy. Then they picked up the phone, called us and said, "We need a couple of direct mail pieces, a few banners and a landing page to go with our grand campaign." And we cranked out the work. We all knew our place in the advertising hierarchy. There was structure, boundaries and clearly defined roles. We worked in our own little silos and didn't venture outside them.

It wasn't long though before things began to change. Our clients became increasingly unhappy with this old advertising model. They didn't want to deal with a bunch of different agency people working in silos, all with different agendas and objectives. It made them feel like we were pushing our own disciplines as opposed to helping them solve their business and marketing problems. We were also unhappy with the old model. It kept us from producing the best work and really partnering with our clients to

grow their businesses.

It was at this point you started hearing phrases like "integrated marketing," "customer relationships," "360-degree branding." We were challenged to step out of our silos and work together to create campaigns that incorporated every touchpoint between the brand and its customers. This meant all the marketing elements were involved—advertising, public relations, direct marketing, sales promotion and many others. We even heard rumblings that the ever elusive "big idea" did not solely belong in the purview

of the general Brand Agency. Anyone and everyone has the right, opportunity and potential to come up with the one monster idea that will move the client's business forward.

At first change happened slowly. But as the digital world exploded, so did the marketing model. And it exploded in many pieces. Media fragmented and became a huge player because that is where all things new and exciting are happening. Social media in particular completely altered the landscape and elevated the importance of public relations in the new marketing mix. And the biggest change was the consumers themselves. The old model of advertisers pushing our well-crafted promotional messages to a passive mass audience was over. Consumers now control when, where and how they will interact with their favorite brands.

With the enormous amount of change came an enormous amount of complexity. The once clearly defined advertising world has become blurred and messy. And it is not over yet. As new media and technology enter the scene, the new model evolves even further. As this new model evolves, new questions emerge. And it is our students who will be answering them. It is our Marist advertising and public relations graduates along with other bright, young, industry professionals who will be not only solving the problems this new model presents, but crafting the model as they go.

As I said, I am a little jealous that my students will be the ones who get live and breathe and work in this new advertising world. But I am also excited, because I get to be one of the few people who help them form the foundation that they will need to be those innovators, creators and builders of an industry I love.





## What is the most valuable skill you learned during your four years at Marist?

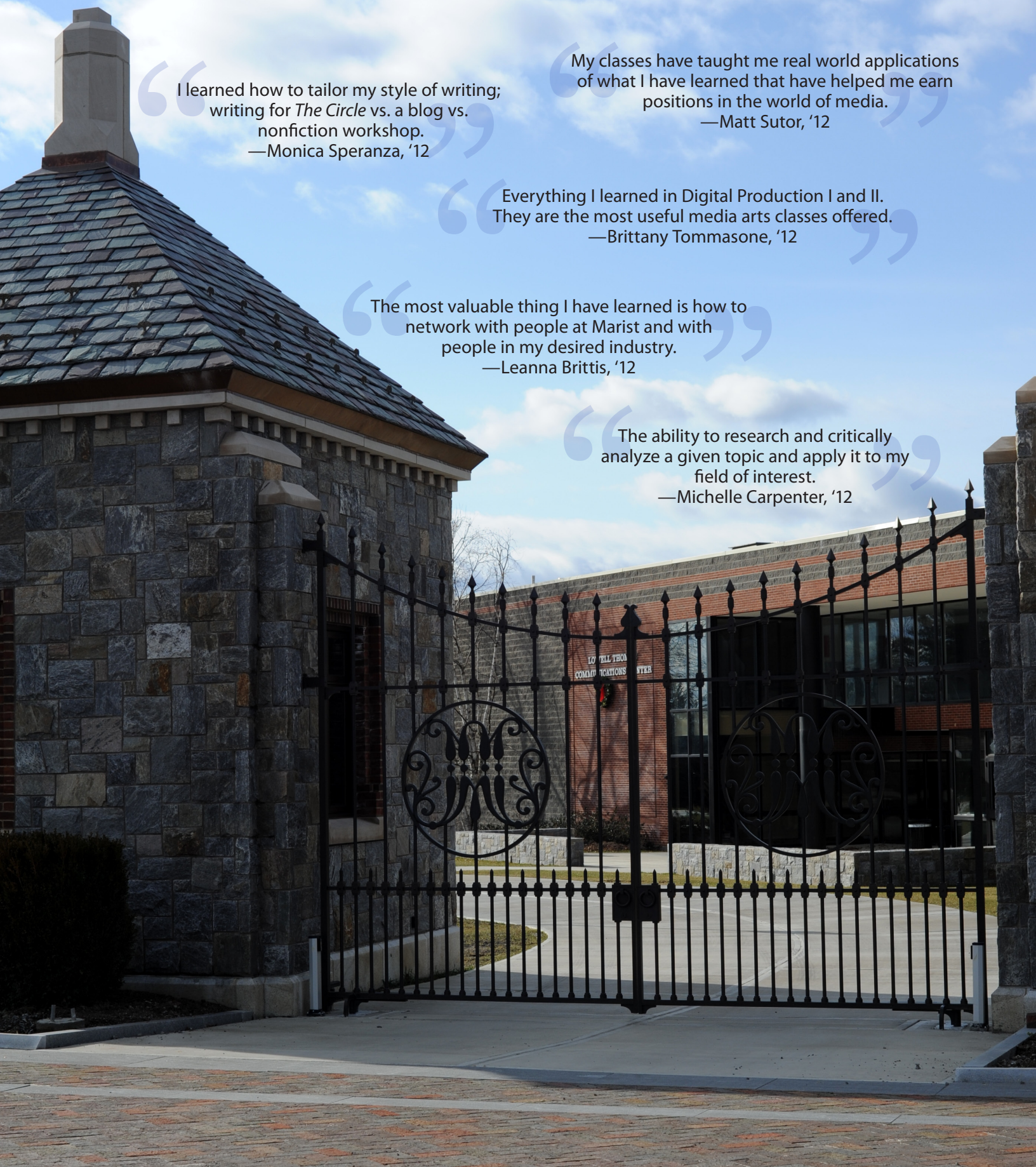
I learned how to tailor my style of writing; writing for *The Circle* vs. a blog vs. nonfiction workshop.  
—Monica Speranza, '12

My classes have taught me real world applications of what I have learned that have helped me earn positions in the world of media.  
—Matt Sutor, '12

Everything I learned in Digital Production I and II. They are the most useful media arts classes offered.  
—Brittany Tommasone, '12

The most valuable thing I have learned is how to network with people at Marist and with people in my desired industry.  
—Leanna Brittis, '12

The ability to research and critically analyze a given topic and apply it to my field of interest.  
—Michelle Carpenter, '12







# Think MARIST

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