

C/J NEWS

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Published Faculty

Dr. Jack Rosenberry has recently been published in *Newspaper Research Journal*. The article, "Few Papers Use Online Techniques to Improve Public Communication," is a piece he developed from his dissertation research.

Congratulations,
Dr. Rosenberry!



PALVINO SCHOLARSHIPS

The Jack Palvino "Excellence in Communication" Awards will be given to two students within the C/J Department at St. John Fisher College. The applications are open to first, second, and third year students who have declared their major as Communication/Journalism. Applications are due to Dr. Seward (Basil 131) no later than **3:00 pm on Monday, April 3, 2006.**

Mr. Palvino is a member of the first graduating class of St. John Fisher, and sits on the Board of Trustees of the College. In the 60s and 70s, Palvino was Rochester's #1 morning personality at top-40 formatted WBBF-AM. With his business partners, he formed *The Lincoln Group*, and began to acquire radio

stations in Buffalo, Northwestern Ohio, and Rochester. Locally, his company eventually owned WHAM, WVOR, WPXY, and WHTK, until he sold the stations to CBS/Infinity and Clear Channel Communications.

Mr. Palvino has established these awards to recognize demonstrated excellence by our students. One award will be made to a student with a declared interest in print media and/or advertising and public relations. A second award will be given to a student with a declared interest in broadcasting, new media, and/or media production. Each award is a **one-time grant** of \$1000.

The recipients will be chosen on the basis of the following criteria:

1. A clear, demonstrated desire to pursue a career in mass communication, with coursework focused in one of the academic areas listed

above.

2. Demonstrated financial need, to be determined through documents on file in the financial aid office.
3. Grade point average within the Department of Communication/Journalism.
4. Evaluation of two writing samples. The student is expected to provide samples of work completed within Communication/Journalism courses (term papers, news stories/scripts from *The Cardinal Courier* or Cardinal TV, critical analyses, and/or research based on theoretical inquiry and analysis are especially encouraged).
5. Evaluation of an essay of no more than four single-spaced pages.

For more information or to obtain an application and essay question, see Dr. Seward in Basil 131.



Fisher alum promoted with Bills

St. John Fisher and C/J alum **Russ Brandon** ('89) has been promoted to executive vice president of business operations for the Buffalo Bills. When he arrived in Buffalo in 1997, Brandon was the youngest vice-president in the NFL. He previously worked for the Florida Marlins. In the past decade, he has revital-

ized the franchise and helped to sell out every home game of the 2005 season. This C/J alum was a vital link to bringing the Bills' training camp to Fisher.



Special Thanks to the following students for helping Dr. Rosenberry with the Open House on Saturday, Feb. 4:

- Lisa Famiglietti** ('08)
- Bill Kuchman** ('08)
- Seth Pohorence** ('08)

And to all the students who helped with the C/J Spend-A-Day on Feb.16.

Where Have All the Interns Gone?

Jenna Andrews
13 Wham TV

Krista Byfield
St. John Fisher Admissions Office

Gina Capellazzi
Rochester City School District

Kaitlyn Conboy
National MS Society

Matt Cook
After Image Magazine

Erin Dorney
RIT Libraries

Emily Engle
Clear Channel Radio

Laura Friedland
Dixon Schwabl Advertising

Jessica Gaspar
Democrat and Chronicle

Melissa Gonzáles
Dixon Schwabl Advertising

Amanda Guzzo
Unity Health System

Rachel Henderson
AIDS Community Health Center of Rochester

Colleen Kiser
Highland Hospital

Claire Marren
AIDS Rochester

Anne Mulley
Quality Recruiting

Vincenzo Musolino
Clear Channel Radio/ Communications

Stephani Newman
Unity Health System

Reid Nolte
Clear Channel Radio

John Peters
Messenger Post Newspapers

Lauren Richmond
National Kidney

Mark Robinson
WROC-TV

Zaineb Salem
R-News

Shaun Seufert
Seneca Park Zoo Society

Lindsay Taliento
Workfit Medical, LLC

Carrie Tshetter
Archer Communications

William Vaughn
Clear Channel Radio

PR Event a Success

The Public Relations Club held its first speaker event of the year on February 9. Jo Natale, director of media relations for Wegmans was the featured guest. Ms. Natale spoke on several topics, including qualifications needed to enter the field of public relations, her career path, her greatest challenges in her career, and the rewards of working in public relations. She also showed a video featuring the high quality news coverage Wegmans received during a recent store grand opening near Baltimore. Ms. Natale left time at the end to answer some interesting questions from the nearly 50 students in attendance.



Magazine Class wins award

Professor Mary Loporcaro's Magazine Writing class just received confirmation of their receipt of a first place award given from the American Scholastic Press Association for the 2005 year.

This is the second year they have entered the competition and the second year they won a first place award. For the coming year, our class will put out a magazine online rather than in print. It will be a new experience for everyone.

Cardinal Television begins new season

Cardinal Television has started its Spring '06 season. They will still be airing the three regular programs (Fisher News, Last Resort, Personal Foul), plus they will begin airing four Fisher basketball games and the program "Queer Eye for Fisher," in conjunction with Fisher Pride.

"C/J News" is a monthly publication of the Communication/Journalism Department at St. John Fisher College. Dr. Lauren Vicker is supervising editor. Ashley Nier, class of 2008, is writer/editor. Send news items and articles of interest to vicker@sjfc.edu or call x8205, or drop stories by C-138.

Spring Break is March 6-12... enjoy the nice weather!!!

