



# C/J NEWS

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## Professors' New Book Garner's Rave Reviews

Congratulations to Dr. Jack Rosenberry and Dr. Lauren Vicker for their new book *Applied Mass Communication Theory: A guide for Media Practitioners*. Published by Pearson/Allyn&Bacon, the book offers a comprehensive look at three units, "Theory and Research," "Mass Communication Theories," and "Bridge to the Real World." A draft of the book has been used for two years in the Senior Seminar class, and the authors actually dedicated the book to their students. "We couldn't find a book suitable for our course, so we decided to write one ourselves," said Dr. Rosenberry.

Aimed at undergraduate mass communications students, it provides the tools students need to begin work in the mass communication field. *Applied Mass Communication Theory* has also received some great reviews. According to [www.amazon.com](http://www.amazon.com):

"The strength of this (text) is its coverage of mass communication theory. Clearly evident is the wealth of knowledge on media theory emblazoned by the authors. In pursuing the manuscript, it was impossible not to be impressed with the authors' command of this subject."

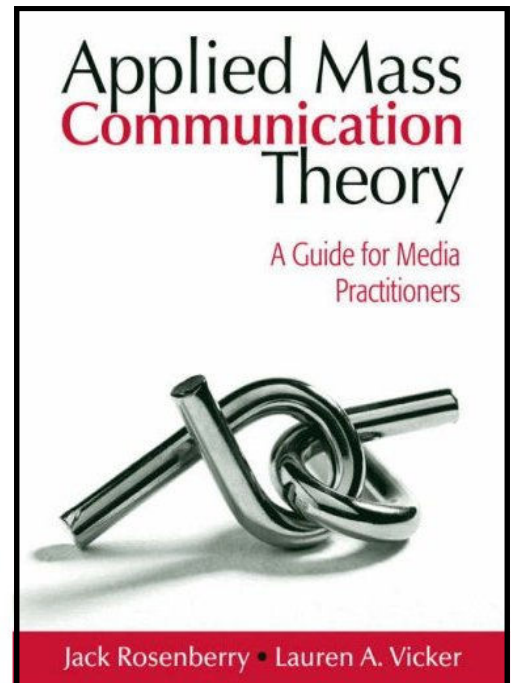
*Craig Allen, PhD, Arizona State University*

"... I would definitely recommend the text to colleagues in mass communication programs as I think it is well written and would be very helpful to students in a mass communication capstone course."

*W. Bradford Mello, PhD, Trinity-Washington University*

"The concepts are clearly explained and use contemporary examples that the students can relate to... It provides an excellent overview of theory and research methods."

*Monica Brasted, PhD, SUNY Brockport*



Congratulations to Susan Pedrotti, one of the broadcasting students and Producer of Fisher News, has produced a news package for CNN.com. It is online now, and you can see it at <http://www.cnn.com/video/#/video/living/2008/01/16/cnnu.staying.healthy.on.campus.cnn>



Congratulations to Kory Andrieu, another C/J student and one of the winning St. John Fisher student playwrights. His work was submitted to the "2 Pages/ 2Voices Playwriting Contest," and will be preformed live onstage by local actors.

## Alumni Update

- 2005 Fisher graduate **Ashley Hoey** was hired at Welch Allyn in Skaneateles Falls, NY as a marketing communications specialist in the Global Marketing and Corporate Communications department. Ashley also holds a position as a PR chair and Secretary of the Board of Directors at the Matthew House. She hopes to attend graduate school at Syracuse University.
- **Kara E Race** is now a Research Marketing Specialist for the Social Science Research Network ([www.ssrn.com](http://www.ssrn.com)).

## Reminder

Seniors may request a "Senior Audit" from the Registrar's Office according to the following schedule:

Students expecting to be eligible for this year's ceremony (within six credits of completion of all degree requirements) – NOW, if they have not already requested an audit.

Students not eligible for this year's ceremony, who plan to finish in August or December, 2008 – beginning March 17<sup>th</sup>

Students not eligible for this year's ceremony, who plan to finish in May, 2009 – beginning May 19<sup>th</sup>

## Where are the Spring Interns?

- Kory Andrieu– Roberts Communications
- Cassandra Dean– K2 Communications
- Courtney Dickerson– American Red Cross
- Christina Duerr– RocLoop.com
- Lisa Famiglietti– WXXI Public Broadcasting
- Matthew Futter– National Kidney Foundation
- Lisa Galletto– Jazz90.1 WGMC
- Sarah Gaylord– March of Dimes
- Brendan Giusti– City Newspaper
- Sherry Jackson– WHEC-TV
- Katherine List– Partners & Napier
- Ethan Lyon– Partners & Napier
- Kathryn Maloney– Unity Health
- Carlos Martinez– Toshiba Business Solutions
- Sandra Mead– WROC-TV
- Thomas Menkes– Nazareth College
- Philip Mohr– Toshiba Business Solutions
- Karen Perry– WXXI Public Broadcasting
- Seth Pohorence– WHTK 1280
- Vassana Praseutsinh– The Loop
- Amy Reed– Rochester General Hospital
- Dawn Rosensteel– Unity Health
- Stephanie Schroedl– The Loop
- Mike Spier– Rochester Red Wings
- Giorgio Varlaro– SJFC Athletics
- Katherine Welker– March of Dimes
- Kelly Weyer– Eric Mower and Associates
- Candice Woodin– WROC-TV
- Paula Zimmer– Partners & Napier
- John Zinni– Rochester Sports Group

### C/J Clips:

\*The C/J Department thanks **Amanda Lehman** and **Amanda Nasso** for helping Dr. Bicket and Dr. Trammell with the Open House on Saturday, January 26. Our students are always our best ambassadors.

\*If you would like to help with the CJ Spend-a-Day on March 6, please let Dr. Vicker know.

\*\*\*Don't forget to Save the Date:

**Friday, April 4: Alumni Reunion!!!**