

C/J News...C/J News...C/J News

The monthly newsletter of the Communication/Journalism Department at St. John Fisher College

C/J Welcomes New Students, Faculty

The Communication/Journalism Department is pleased to welcome our new first-year and transfer students to our campus and our program. We hope you will find warm welcomes from our faculty and returning students.



The C/J Department also welcomes **Professor Michael Ginestre**,

who will be teaching the Public Relations courses and advising the PR Club this year. Professor Ginestre is no stranger to Fisher. He is a graduate of our program and has been an adjunct instructor in PR and Advertising for almost five years. Professor Ginestre has years of

experience working for Public Relations firms in Boston and Rochester.

We also welcome **Prof. Jim Trammell**, who will be teaching the TV production courses. Prof. Trammell is a Ph.D. candidate at the University of Iowa. He and his wife Anne Marie moved to Rochester this August. They are both originally from Georgia.

In addition, we welcome six new adjunct faculty this semester:

Comm 100: **Steve Dawe**, Fisher alum and Promotions Director at Channel 13.

Comm 250: **Bob Shea**, Fisher alum and Manager of Internal Communications at Xerox Corpora-

tion.

Comm 253: **Carol Shuherk**, who recently relocated to Rochester after teaching at the University of Arizona and USC.

Comm 264: **Pat McGonigle**, Morning Anchor at Channel 10.

Comm 281: **Matt Conn**, copywriter at Martino Flynn.

Comm 301: **Diana Louise Carter**, who is a reporter at the Democrat & Chronicle.

In addition, **Kathy Driscoll**, who has taught Comm 301, will be joining our Business Communication team.

Best wishes to all for a successful fall semester!

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Get involved n your major:

- *Cardinal Courier*, our award-winning campus newspaper. Stop by the Courier office or contact advisor Lisa Murphy at lmurphy or x8360.
- Cardinal TV, our best new club on campus, producing three new programs each week. Stop by the C/J Media Center, Basil 202, or contact Mike Burke at mburke or x7226.
- Ad Club: contact advisor Prof. Mary Loporcaro.
- PR club: contact advisor Prof. Michael Ginestre.

Congratulations, DR. Rosenberry!!!

The C/J Department congratulates Professor Jack Rosenberry on the successful defense of his Ph.D. dissertation this summer. As of September 1, he should be addressed

as **Dr. Jack Rosenberry**. Dr. Rosenberry had a busy summer, which included travel to two conferences to present original research papers, the publication of a research

paper in a major mass communication journal, and work at the *Democrat and Chronicle*, in addition to completing his dissertation.



Did you know???

*The C/J Department had five students completing internships this summer:

***Kaitlyn Conboy** interned at FOX News in Washington, DC.

***Laura Friedland** interned at Infinity Broadcasting, WZNE.

***Carlet Cleare** interned at Rochester Insider at the D&C.

***Tabita Torres** interned at WXXI, Channel 21.

***Katie Valvano** interned at Post Central.

*Two of our entering freshmen were

on the D&C's Teen Council. **Daniel Gallis and Nicole Russo** had several opinion pieces published in the paper this summer.

*Junior **Mark Robinson** was named the 2005 Preseason D-III Offensive Player of the Year by Lindy's football magazine. Mark is also a Dean's List student and Dr. Seward's work-study student.

***Dr. Seward** spent the summer traveling in Canada doing research as part of a grant he received from the Canadian government. While there, his work was featured in both print and broadcast media.

***Professor Loporcaro** traveled to New York City to produce a video about Messner, Vetere, Berger, Schmetterer, Euro/RSCG. It is the world's fifth largest ad agency and Tom Messner, the main subject of the film, is a founding partner. His column appears weekly in *AdWeek*.

* **Dr. Vicker's** book, *The Complete Academic Search Manual: A Systematic Guide to Successful and Inclusive Hiring*, which she completed during her sabbatical in the spring, will be published this fall. The book launch date is October 17.

Mike Burke Named Media Technical Specialist

Michael Burke, a 2005 graduate of the C/J Department, began work as the Technical Specialist in the C/J Media Center on June 1. Mike replaced Joe Loporcaro, who left to attend graduate school at Syracuse University. Mike is responsible for

supporting the C/J courses and the student organizations. This summer he oversaw the renovations in the Center and worked on special projects. Stop in the Media Center and welcome a familiar face back to Fisher.



PR Conference in Town

The area chapter of the Public Relations Society of America is holding their annual convention in Rochester this October. Prof. Ginestre plans to have members of the PR Club take advantage of this excellent opportunity to learn and to network. See him in Basil 022 for more info!!

Alumni Update

Caroline Cottet has accepted a one-year internship in the Sports Information office at Boston College

Michael Leaver has been appointed Director of Annual Giving at the National Rehab Center in Washington, DC, one of the preeminent physical rehabilitation facilities on the East Coast.

Jennifer Frame is the Communications Coordinator at the March of Dimes.

Michelle Girardi is an Associate Producer with NFL Films in Mt. Laurel, New Jersey, and lives in Philadelphia.

Steve Jaynes is the Sports Information Director at Rochester Institute of Technology.

Stacy Roth Nobles is a Management Supervisor at Peppercom in NYC. She had an op-ed piece on women in public relations published this summer in *PR Week*.

About C/J News

C/J News is a monthly publication for the majors and minors of the Communication/Journalism Department at St. John Fisher College. Send your news items and story ideas to Dr. Vicker at lvicker@jsfc.edu. Also read our newsletter on our web site.

<http://home.sjfc.edu/CommunicationJournalism/>