



C/J NEWS

Welcome...Welcome Back

The Communication/Journalism Department welcomes all our new first-year and transfer students and welcomes back all our returning students and faculty. We are excited to begin our first full year in our new building.

The C/J Department also welcomes two new full-time faculty members:

***Dr. Miri Pardo** will be teaching Speech Communication and Business Communication courses. Someone who has lived in almost every corner of the world, Dr. Pardo hails most recently from Los Angeles. In addition to college teaching, her most recent professional experience is in publishing. She has plans to form a speech club for students to practice their presentation skills in a setting beyond the classroom.



***Prof. Todd Sodano** joins the C/J faculty from his doctoral program at the Newhouse School at Syracuse University. A native of New Jersey, he will

be teaching digital television production courses as well as Broadcasting History and Development. Prof. Sodano is finishing his Ph.D. dissertation on the HBO series *The Wire*, and is happy to talk TV to anyone who shares his passion.



During the summer, **Janet Gallagher**, Circulation Manager of Lavery Library, created a C/J department display for the Fay Building lobby. The artifacts in the case are a collection of old and new media donated by the C/J department. Thank you, Janet!

Congratulations to the staff of the **Cardinal Courier** for their first-ever orientation issue of the paper. The *Courier* print edition was available to new students on the first day they moved on to campus.



Where can I find the C/J Faculty???

- Dr. Lauren Vicker, Department Chair, Fay 203, x8205
- Dr. Jim Seward, Fay 212, x8191
- Dr. Jack Rosenberry, Fay 204, x 8206
- Dr. Dougie Bicket, Fay 208, x3822
- Prof. Jeremy Sarachan, Fay 211, x7277
- Prof. Kyle Reinson, Fay 210, x3836
- Dr. Miri Pardo, Fay 209, x7293
- Prof. Todd Sodano, Fay 205, x3724
- Cecil Felton, Director, Media Arts Center, Basil 202, x7226
- Steve Boerner, Media Advisor, Cardinal Courier Media, EWP 202, x8360
- Prof. Mary Loporcaro is on sabbatical leave this semester. Her office is Fay 109, x8234. Her advisees should check Fishernet for their fall advisor assignment.

PRIMA Connections Launches First Full Year

St. John Fisher College and the students involved in the Public Relations Student Society of America (PRSSA) have a lot to look forward to in the upcoming school year. This Chapter, which is in its second year, plans to hold a number of activities to increase membership and promote PRSSA within the community.

The Chapter recently formed its first-ever public relations/marketing firm, PRIMA Connections, which will connect St. John Fisher student-professionals with the community. PRIMA Connections will offer its public relations and integrated marketing communications services to non-profit and small business clients and to those

that may not have the means to hire a large agency.

Stop by Fay 207 to see the PRIMA Connections office. And see Prof. Reinson or any of the PRIMA officers for information about becoming a part of this exciting marketing communications venture.

(Thanks to Lauren Ianuzzi for the press release to the PRSSA web site!).





ALUMNI UPDATE: CLASS OF 2008

SUMMER INTERNS:

Shana King: Slam High at Writers & Books

Ben Rawdon: Game Day Production, Rochester Red Wings Baseball

Jinelle Shengulette: Design Intern, Rochester Democrat and Chronicle

Janet Aronica: Public Relations, Eric Mower & Associates (working with '08 grad Shannon Lappin below)



- *Jillian Stevenson, News Editor, Genesee Valley Sun
- *Shannon Lappin, Assistant Account Executive, Eric Mower & Associates
- *Phil Galletto, Assistant Account Manager/Copywriter, MSM Marketing Communications
- *Lindsay Croop, Service Team Leader, Wegmans
- *Erin Brooks, Document Specialist, Central Services, SJFC
- *Ashley Nier, Data and Mailing Coordinator, Freshmen Admissions, University of Rochester
- *Paula Zimmer, Account Coordinator, Spoon Exhibit Services
- *Wes Juliano, Marketing Associate, CGI Communications
- *Alaina Houseknecht, Recreation Coordinator, Transitional Services

In graduate school:

- *Craig Kanalley: DePaul University College of Communication (Online journalism)
- *Nic Violette: Syracuse University Newhouse School (Advertising)
- *Kristin Dvorsky: University at Buffalo (Student Affairs Administration)
- *Kristina Aylward: SJFC (Adolescent and Special Education)

C/J Clips

Professor Kelly

McCormick-Sullivan has taken a job as Manager of Internal Communications with Carestream Health, an international provider of medical and dental imaging as well as IT solutions. She is responsible for all global, internal communications— for 8,100 employees, in 46 countries. This entails working with global leaders to develop strategic employee communication plans— based on the language, culture, and job function of each region/business unit. She will continue teaching Speech Communication as an adjunct professor.



students are invited to attend this event to gain advice from media professionals. There will be an opportunity for networking after the panel presentation. Thanks to Kristy Guerra and Dave Baker of PRSSA for organizing the panel. Guests include Paul Stella of University News Service at RIT, Cristina Dominques of R News, and Rachel Henderson of the Rochester Hearing and Speech Center.

All new freshmen and transfer students are welcome to join any of the C/J media organizations. We will be distributing interest questionnaires at the New Student Orientation meeting on Tuesday, September 2, at 11:30 am in Basil 119, or see Dr. Vicker in Fay 203 (email lvicker@sjfc.edu) for more information. You don't have to have experience to get involved—that's how you will get the experience.

Media Professional Panel: PRSSA will be sponsoring a career panel of media professionals on Wednesday, September 17, from 2:30-4 pm in Basil 135. All



The C/J Faculty held their Welcome Back picnic on Monday, August 25. The cake featured a photo of the new Fay Building to celebrate our first full year in the new building.

