

# C/J News

Volume 8, Issue 4

April 2007

## On the Class of 2007

- **Marie Heberger** has accepted a position as a copy editor at the Democrat and Chronicle. Marie did her internship at the D&C on the copy desk in the fall, so internships do work!
- **Lindsay McCluskey** has been accepted into the Public Relations graduate program at Newhouse School at Syracuse University and will begin in July. Lindsay also received the only TA position in PR!

## C/J Student Presents at RIT

C/J Senior Lindsey Byam, '07, presented her paper, "The Moose, the Puma, and the Eagle—Clothing Logos: The New Tool for Advertisers" at the Undergraduate Research Conference at RIT on March 22.

The culmination of her original research project in Dr. Vicker's Senior Seminar class in the fall, the paper included a study of 200 teenagers and young adults surveyed to measure their knowledge and impression of clothing logos.

The fourth annual conference offered students a chance to spotlight

their undergraduate search. Participants represented 11 colleges and universities from across New York. Dr. Rosenberry attended Lindsey's presentation.



Lindsey Byam, '07

Students not only got the opportunity to show off their work, but also be published. All 31 papers will be in print in a book that is available on-line.

## C/J to offer New Non-profit PR Course this Fall

Executive director of the National Kidney Foundation of Upstate New York Jan Miller will teach a new 1-credit C/J class this fall.

"Non-profit Development" will focus on teaching students the essential components of non-profit fundraising, and will spotlight the history and current status of American philanthropy and non-profits.

The curriculum will include critical reading, speaking, listening and writing on a professional level. The non-profit environment will be mimicked in individual and group course work.

## Cardinal Courier Staff Visits Big Apple

Members of the Cardinal Courier Senior Staff attended the College Media Advisers Conference in New York City March 14-17. Despite the winter storm and an extended stay thanks to JetBlue, the staff, which included Bill Kuchman, Kyle Hayes, Lyz Mancini, Mike Spier, Nicole Russo, Scott Pukos, Adam Leahy, Marie Heberger and Craig Kanalley, took in several days of seminars from media professionals, as well as the St. Patrick's Day Parade.

While in New York City, the Courier staff along with Media Adviser Steve Boerner, reunited with Lisa Murphy, the former adviser to the Cardinal Courier. Murphy was there with her new newspaper staff from Medaille College. The Courier students returned to Rochester and Fisher with several new ideas that they hope to implement in the Courier over the next few semesters.

## Don't Forget...

- **April 10:** Registration begins. See your advisor!
- **April 12:** Final Evaluation Meeting for Spring Interns.

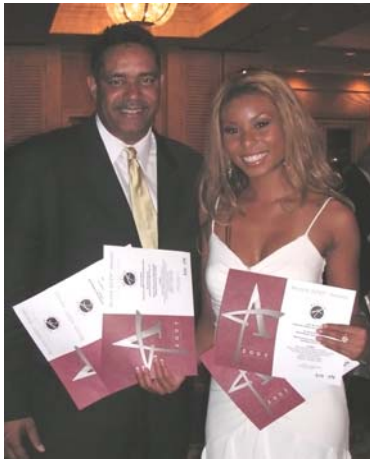
## Thank you...

C/J thanks Bill Kuchman, Megan Baker, Craig Kanalley, and Seth Pohorence for helping Dr. Seward with the Accepted Student Open House on Saturday, March 31.



## Congratulations!

We welcome the newest addition to the C/J Department. Kyle Tippet Reinson, son of our new PR faculty member, Kyle Reinson, and his wife Tiffany, was born on March 20, 2007. "Tip" already has a Fisher outfit to wear when the family relocates from Florida to Pittsford this summer. The C/J Department sends the Reinsons best wishes.



### Alumni Update

C/J Alum **Africah Harrigan** won three ADDY Awards of the Advertising Club of the US Virgin Islands. Africah

was recognized for her television show "What to Wear in the Virgin Islands" and for editing the documentary on the Hebrew Congregation of St. Thomas called, "Sands of Time." Here she is with Governor John Dejongh. Africah recently called the C/J faculty looking for interns for the summer and hopes to visit Fisher this fall.

## Media in the UK



MCC and SJFC Professor Tom Proietti teaches a course in London in early January through Cayuga Community College. It is a two-week course that includes a number of cultural trips as well as media events. Students attend the tapings of TV and radio programs and have a number of guest speakers from the British media. The trip also includes day trips to area attractions.

Prof. Proietti will be holding a brief informational session on the course in the Cyber Cafe on Wednesday, 11 April 2007 at 5 PM. He'll be discussing costs, credits, travel arrangements, etc.

If you can't attend the meeting or have questions, you can send Prof. Proietti an email (tpmedia@rochester.rr.com). Or visit the course website: <http://www.telcomcayuga.com/london.html>.

## MCC Hosts Annual News Conference

The News Conference is a spring tradition, coordinated by Fisher's Professor Mary Loporcaro and MCC's Tom Proietti, to expose students to some real-life testimony from those who actually work in the field of communications.

Each year, a panel that comprises some of Rochester's most well-known media personalities and revered experts is invited to address a group of students from both schools.

This year, MCC hosted the affair on March 27, with the help of Doug Emblidge, news anchor, WHAM-13;

Jennifer Johnson, news anchor, WHEC-TV; Bob Matson, executive editor and vice president of news, Messenger Post; Randy Gorbman, news director, WHAM-1180; and Laura Jeane Hammond, vice president and editor-in-chief, nextSTEP Magazine. Over 300 students had the opportunity to get career advice and ask the experts questions about the state of the media.

Special thanks go to Dr. David Pate's office for sponsoring a bus to take Fisher students to MCC. The event, as usual, was a great success.



*C/J News is a monthly publication for the Communication/Journalism majors and minors at St. John Fisher College. Jillian Stevenson, '07, is writer/editor. Submit your news to Dr. Vicker, at [lvicker@sjfc.edu](mailto:lvicker@sjfc.edu).*