



C/J NEWS

Volume 11, Issue 7

April, 2009

C/J Students on the Road

Comm. 472 Takes Manhattan

Students in Professor Reinson's Advanced PR Programs class went to New York City to learn about real world public relations. Meetings included visits with Fisher alum Stacy Nobles (Sr. Manager of Corporate Communications at [Wolters Kluwer](#)), Hill & Knowlton, Madison Square Garden and with Executive Vice President Bruce Bobbins of [Dan Klores Communications](#), one of New York's largest, independently-owned public relations and integrated marketing firms.



Garrett Falk , John Kowalski,
and Jeff Guarino



Jeff Guarino, Emily Urbanski,
Alyssa Galiney,
Courtney Dickerson

Comm. 367 Class *Crosses Borders*

Dr. Seward's Introduction to New Media class attended *Crossing Borders* on March 26 and 27 at Brock University in St. Catharine's, Ontario. In addition to attending sessions and networking with students from across the country, each of the four teams presented the projects they had worked on throughout the semester. Groups focused on the ways that new media is being used in education, advertising, and even on Facebook!



More
Photos on
p. 2

Brenden Hobbs Receives RAVA Scholarship



C/J sophomore Brenden Hobbs was awarded the RAVA Scholarship from the Rochester AudioVisual Association for his outstanding work in media communication. Cecil Felton nominated him for his reporting work on Cardinal Television-Brenden received the award during a dinner on April 14, when he presented his work along with students from other area colleges. Drs. Sodano and Seward accompanied Brenden and Cecil to the dinner.



More scenes from Crossing Borders



Congratulations to the 2009-2010 PRSSA E-board

President: **Matt Schwert**
 Vice president: **Rachel James**
 Secretary: **Kerri Bubar**
 Treasurer: **Breanna Erck**



Congratulations to the 2009-2010 CTV E-board

General Manager/President - **Emily Flanders**
 Assistant G.M./Vice President - **Pete Hawryschuk**
 Secretarial and Financial Manager - **Christa Woityra**
 Sports Broadcasting Coordinator - **Sloane Martin**
 Programming Director & Special Events Coordinator - **Patrick Crozier**



Summer Internships

- **Emily Urbanski** has been offered an internship with Chanel (yes, THAT Chanel) in New York City this summer.
- **Janet Aronica** has been offered an internship with Shift Communications in Boston this summer. Shift pioneered the [Social Media News Release](#). This is the direction PR is headed, and this was a prized post for her to secure.

David Baker and Prof. Reinson were featured in the March online edition of [Platform Magazine](#), which is one of the most respected publications dedicated to leadership in public relations, and is affiliated with [The Plank Center](#) at the University of Alabama. Dave was interviewed by Prof. Reinson, an innovative twist for the genre. Usually the expert professionals are interviewed by students.

Visit the C/J Website:

<http://home.sjfc.edu/communicationjournalism/index.asp>

Follow us on Twitter:

<http://twitter.com/FisherCJ/>

Find us on Facebook:

<http://www.facebook.com/home.php?#/pages/CommunicationJournalism-at-St-John-Fisher-College/39945614331>