



C/J NEWS

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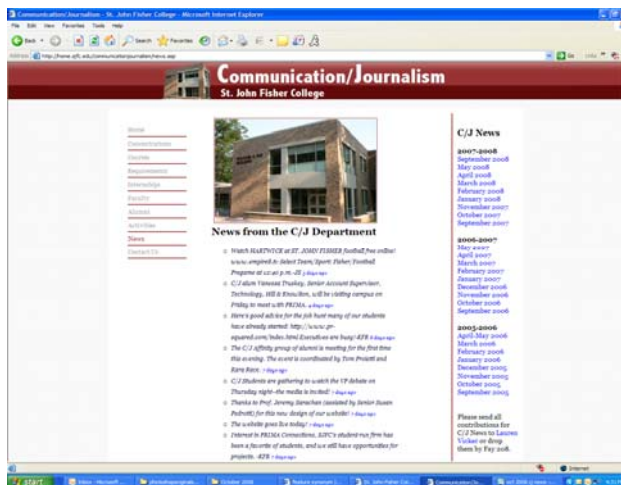
October, 2008

C/J Department Launches New Website

The brand new C/J department page is up and running thanks to Professor Sarachan’s hard work throughout the summer, and Senior Assistant Susan Pedrotti. The C/J page features a new “Web 2.0” look and is far more interactive than the previous page. In addition to general information about the department, concentrations, and faculty, the new website includes videos of students sharing their experiences with Communication/Journalism at Fisher. There is also a very useful “requirements” page informing students of the courses they must take to graduate, as well as descriptions of those courses. The “alumni” section updates information on C/J graduates, and the “News” button will take users to a list of upcoming events and happenings in the department. For those who want to know more about how to get involved with C/J clubs, the “Activities” heading outlines each club, while those interested in Internships will find all they need to know about the program via the new site. Users can

also follow updates on Twitter at www.twitter.com/FisherCJ.

The C/J Department would like to thank Professor Sarachan and Susan Pedrotti for all their hard work on a fantastic new website!



The Communication/Journalism News page, as it appears on Internet Explorer.



Students watch the VP debate in the Cyber Café.

Fisher’s Debate Viewing Makes Headlines

C/J students gathered in the Cyber Café on Thursday October 3rd to view the Vice Presidential Debate between Governor Sarah Palin and Senator Joe Biden. The viewing was the lead story on R News, Channel 8, FOX Rochester, and Channel 13, and students were interviewed by the stations.



Alumni Update

- Since graduating in May 2008, Paula Zimmer is attending graduate school at Roberts Wesleyan College in the Strategic Marketing Program. After resigning as Account Manager with SPOON Exhibits and Events, Paula accepted a position at Toshiba Business Solutions as a Marketing Coordinator.
- Another 2008 graduate, Bill Kuchman was hired as a full-time page designer at the *Democrat and Chronicle*.
- 2006 graduate Matthew Mendolera was promoted at Matter Communications, a PR agency in Newburyport, Massachusetts.
- Sarah Alexander, a 2004 grad, was promoted to Account Executive at Public Strategy Group, Inc.
- Colleen (Stack) Lynch, class of 1990, was hired as an Associate Manager, Communications at ESPN, Inc.
- Sean McNamara, another 1990 graduate, was named News Director of Central Florida News 13, a 24-hour news channel in Orlando.
- Nancy (Cooper) Ryan was named the Director of Alumni Relations and Annual Giving at Bishop Kearney High School in Rochester, New York.
- Deanna Figiel-Friedman joined Booz Allen Hamilton, a strategy and consulting firm, as a Senior Consultant.
- Rebecca (Johnson) Menendez is the Secretary for the Rochester Chapter, American Marketing Association.

PRIMA Connections Answers Phones for WXXI

On September 10, Fisher's student-run Public Relations firm, PRIMA Connections went to WXXI, Rochester's PBS station, to help with their annual membership drive. Students answered phones and took donations for the station until 11 o'clock. Not only was this a great way to volunteer for the community, but PRIMA also received free advertising from the event when the organization and its activities were mentioned numerous times throughout the event.



Fisher Launches Audio Network



Students interested in the radio aspect of communications now have a chance to be involved with the C/J department's newest club, the Fisher Audio Network.

For more information e-mail club advisor Dr. Seward at jseward@sjfc.edu or contact the club directly through e-mail.

Fisher Audio Network

fan@sjfc.edu

General Manager - Taryn Mullen

Assistant G.M. - Ethan Gawel

Treasurer - John Kowalski

Secretary - Garrett Falk

Advisor - Dr. James Seward

Congratulations to Brendan Hobbs who is serving as an SGA Senator from the School of Arts and Sciences.