



www.sbu.edu/admissions • admissions@sbu.edu • (800) 462-5050

B.A. in Journalism

www.sbu.edu/journalism • Dr. Pauline Hoffmann, Dean • hoffmann@sbu.edu • 716-375-2520

About the Jandoli School

Our faculty have had successful careers in all fields of communication, including social media. We teach our students how to gather, analyze, and communicate information in an ethical manner. Students learn to write effectively for varied media, purposes, and audiences.

As exceptional communicators, our graduates excel in many fields, such as print, online and broadcast journalism; public relations as members of corporate teams or agencies; and creative and account executives in advertising firms. Our graduates are well prepared for study for advanced degrees, such as law degrees. Students also apply for our five-year program in Integrated Marketing Communications.

What our students do

Our students participate in professionally supervised internships and on-campus student media, giving them the opportunity to practice what they learn in the classroom. Students run a highly ranked student radio station and produce a weekly newspaper, the oldest consecutively published student literary magazine in the country, and the student yearbook. Students who concentrate in public relations and advertising compete each spring in a national competition. Students produce a weekly newscast in a professionally equipped and supervised broadcast studio as well as produce live sports programming from a 48-foot remote television broadcast facility. Graduates have won Pulitzer Prizes and Emmys and more scholarships than any other university in a national sportswriting contest.

The careers our graduates discover

- Director of internal communication for MTV networks
- Anchor and managing editor of Fox News
- Producer for ESPN's Outside the Lines program
- Coordinator for Freedom of Information Act requests for the Department of Homeland Security
- First woman assigned as beat reporter for the University of Florida's football program
- Founder and director of an organization to raise awareness of cancer among college-age youth
- Reporters for metropolitan daily newspapers across the country
- A Franciscan brother
- Senior account executive for New York state's premier crisis communication PR firm
- Members of the global communications unit of a Fortune 500 corporation
- Lawyers
- Editors
- Filmmakers
- Television anchors, reporters and producers
- Food, nutrition, and fitness columnists
- Authors of fiction and non-fiction

Our graduates have bright futures because they are versatile and ethical communicators. The firm foundation provided by five required writing courses and the creativity afforded by a suite of varied elective choices make our graduates employable in a variety of fields. They become part of a family of 2,695 Jandoli graduates.



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A Sampling of Success

Lois Arbogast – 2006, social media manager, Vistage International Inc.

Richard Adamonis – 1977, communications VP, NY Stock Exchange

Daniel Barry – 1980, columnist, New York Times, Pulitzer Prize; co-winner of George Polk Award for investigative reporting

Lisa Barnard – 2005, senior community manager/account supervisor, Social Media Ink, LLC

Kerry (Donovan) Byrnes – 1993, producer/writer, NBC “Today Show,” MSNBC News

Torre Catalano – 2004, director of video production, EMI Music North America

Neil Cavuto – 1980, managing editor, Fox News

Justin Craig – 1997, producer, “Mike and Mike Show,” ESPN

Jeff D’Alessio – 1991, editor, Sporting News

Shannon (O’Connell) Dan – 2001, Sr. director of digital media, Intersport

Robert A. Dubill – 1958, retired executive editor, USA Today; Pulitzer Prize

John M. Hanchette – 1964, retired national correspondent, Gannett News Service; associate professor, St. Bonaventure University; Pulitzer Prize

Charles Hanley – 1968, special correspondent for international issues, The Associated Press; Pulitzer Prize; George Polk Award

Kelly Hayes – 2005, executive producer, YNN Buffalo

Deborah Henretta – 1983, president, Procter & Gamble, Asia, Australia, India

Catherine (Valentini) Kauder – 1991, producer, ABC News.com

Christopher LaPlaca – 1979, senior VP of communications, ESPN

Elizabeth Licamele – 2000, public affairs officer (web content), CIA

Andrea Michnik – 2006, executive assistant, The George Washington University

James A. Marchiony – 1976, associate athletic director/external relations, University of Kansas

Brian McNamee – 1978, director of human resources, Amgen Inc.

Michael T. Ryan – 1977, general manager, Arizona Republic

Shaun Sheehan – 1966, VP, Tribune Broadcasting Co.

Carol A. Schumacher – 1978, senior VP investor relations, Wal-Mart

Laura Tucker – 2007, PR coordinator, Conde Nast Publications

Michael Vaccaro – 1989, sports columnist, New York Post

Adrian Wojnarowski – 1991, NBA columnist, ESPN