



INNOVATION FALL 2021

The Year of Resilience

JANDOLI SCHOOL OF COMMUNICATION

**ST BONAVENTURE
UNIVERSITY**

02 Dean's Letter



Dear friends of the Jandoli School,

I enjoyed seeing many of you at the Hellinger Award luncheon in October. After a year and a half of virtual events and missed reunions, it was nice to reconnect in person.

The Hellinger luncheon was most memorable. PBS anchor Judy Woodruff's keynote address brilliantly captured the moment, and the Duke alumna pointed out that our Bonnies are undefeated all-time against her Blue Devils in men's basketball at 1-0.

I gave Judy a framed jersey signed by coach Mark Schmidt as a thank you gift.

Coincidentally, the jersey was number 23, same as the Bonnies ranking in the preseason Associated Press poll.

We honored 2020 and 2021 award recipients and our two most recent inductees on our Wall of Distinguished Graduates, Jackie Trescott, '68, and Joan Licursi, '65.

This semester, we welcomed nearly 30 students in our new online master's programs in sports journalism and digital journalism. Dr. Brian Moritz, '99, joined our faculty to lead both programs and we are conducting a search for another full-time faculty member to teach in the programs as our faculty grows. Throughout this magazine you can read more about the exciting work our students, faculty and alumni are up to. Their productivity always inspires me and reinforces the idea that, especially in terms of top (and accredited) communication schools, we may be small, but we are definitely mighty.

The Jandoli School has a busy spring planned. We will launch a podcasting space thanks to grant support and will host our Mary A. Hamilton Woman of Promise (March 15), Dick Joyce Sports Symposium (April 7), John Domino Award (April 7) and Communications Day (April 8) events, making up for lost time.

Soon after graduation in May, we will participate in events during the reunions organized by the alumni office. There are lots of good excuses to make a trip to campus and we hope to see you here soon!

Thank you for your support of the Jandoli School.

Sincerely,
Aaron Chimbel
Dean

03 New, but Familiar Faces



Dr. Brian Moritz, '99, joined the Jandoli School faculty in the fall as an associate professor and director of our new master's programs in sports journalism and digital journalism.

He is an internationally acclaimed sports media scholar and researcher whose work focuses on the sociological, organizational, and economic models of digital journalism.

He was the chair of the Association for Education in Journalism and Mass Communication's Sports Communication Interest Group in 2020-21 and previously taught at SUNY Oswego. He is also the host of the literary podcast "The Other 51" and the author of the "Sport Media Guy" website. He is a contributor to the Nieman Lab's yearly prediction package.

Dr. Moritz worked as an award-winning sportswriter and columnist prior to working in higher education. He covered St. Bonaventure athletics for The Olean Times Herald for five years, winning many NYS Associated Press Association writing honors for his work.

In 2004, his coverage of the St. Bonaventure men's basketball team's player eligibility scandal won him a top-10 national finish in the APSE national writing contest.

Danny Bush, '13 '15, an award-winning multimedia journalist and videographer, now also serves as a professional-in-residence in the Jandoli School, working with video production and broadcast journalism students.

He received the Buffalo Ad Club Award for Crossroads of the Southern Tier: Allegany and Cattaraugus Counties, as well as the Buffalo Broadcasters Association's Tim Russert Medal Award.

Since September 2013, Mr. Bush has worked as a senior multimedia producer at St. Bonaventure. He worked in many multimedia jobs, including cinematographer, videographer, and technical adviser, while serving multiple freelancing clients in the Western New York area and beyond.

The BBC, NPR, Upper Allegheny Health System, Iroquois Group, 43 North, Siemens, and the Shults Auto Group are among the companies that have relied on his skills.

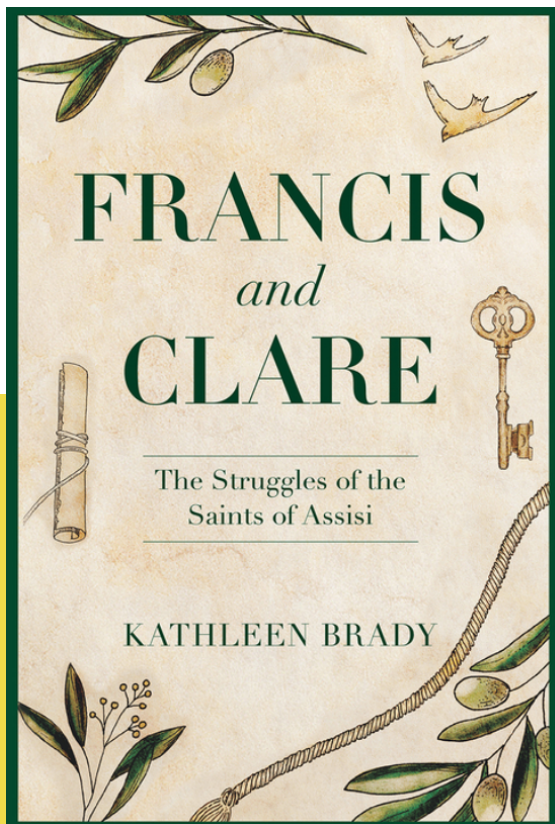


04 Alumni News

New Book by Kathy Brady

Kathy Brady, '68, recently released a new book, "Francis and Clare: The Struggles of the Saints of Assisi." She describes the book as a portrait for the 21st century, offering new reasons to respect Francis and Clare, a female saint who in the 13th century led a resistance movement against a pope. It is a tale of two individuals confronting overwhelming power.

**To learn more and read an excerpt, you can visit
www.francisandclarethestrugglesofthesaintsofassisi.com.**



Jocelyn Thomas Retirement

Jocelyn Thomas, '77, retired this fall from her position as director of communications for Holy Name Province. She says she enjoyed her 15 years with the Franciscans, sharing news about the Province's friars and ministries.

05 Alumni News

Brielynn Bell Wins 49th Black Achievers Award

Brielynn Bell, '19, a master's in leadership graduate, was a recent recipient of the 49th Black Achievers Award.

The Black Achievers Award honors individuals who enlighten, educate, motivate, and inspire the Buffalo community by elevating the thoughts and expectations to the many possibilities and opportunities that are obtainable. Bell's award was sponsored and given by Wegmans Food Markets, where she has worked for over six years and where she is currently the diversity and inclusion champion.

Upon receiving this award, Bell said that being an advocate in her community is something she is passionate about and she is grateful to be able to look for opportunities to make a difference each day. She says she is blessed that her division leaders nominated her for this award.



06 Graduate Awards

The Deborah A. Henretta Graduate Award for Outstanding Achievement in Integrated Marketing Communications

Late in the spring of 2021, we had a strong class of 18 graduating students whose plans were considered for the Deborah A. Henretta Graduate Award for Outstanding Achievement in Integrated Marketing Communications.

This award honors a graduate who has demonstrated outstanding achievement in the Integrated Marketing Communications master's program based on the excellence of the student's IMC plans book and defense presentation. Students work hard to try and have their plan be the one to take home the award.

These students represented summer 2020, fall 2020 and spring 2021 graduates. The faculty had a dilemma because of the exceptional professional quality of the students' work. After faculty voting for the winner and runner-up, we had our first tie for runner-up. So, we recognized three excellent students whose strong work was as professional as any industry work we have seen.

Winner: Ally Tatum - Master Thesis Plan: Flytographer, an Integrated Marketing Communication Plan

Runner Up: Christian Gaddis - Master Thesis Plan: Boys and Girls Club Collaborative of Western NY

Runner Up: Alexander Morales - Master Thesis Plan: Charting the Lifecourse Nexus, an Integrated Marketing Communication Plan

07 Hellinger Awards Ceremony in D.C.



Dean Aaron Chimbel presenting keynote speaker Judy Woodruff of PBS with the gift of a framed St. Bonaventure basketball jersey signed by coach Mark Schmidt.

October's Hellinger Award Ceremony honored top graduates and alumni for 2020 and 2021

Broadcast journalist Judy Woodruff, anchor and managing editor of the PBS NewsHour, gave the keynote talk at the Jandoli School's 61st annual Mark Hellinger Award luncheon, held Oct. 11, 2021, at the National Press Club in Washington, D.C.

Honored at the luncheon were:

2021 Hellinger Award recipient Michael Hogan and honorable mention Jeffrey Uveino;
2020 Hellinger Award recipient Cameron Hurst and honorable mention Layne Dowdall;
2021 Alumna of the Year Danica Roem, '06;
2020 Alumnus of the Year Charlie Specht, '10;

Two recent additions to the Jandoli School's Wall of Distinguished Graduates: Jackie Trescott, '68, and Joan Roeben Licursi, '65.

The Hellinger Award honors the top graduate of the Jandoli School and is named for Mark Hellinger, an American journalist, theater columnist and film producer. It was established in 1960 by Jim Bishop, who worked with Hellinger at the New York Daily News and considered him his mentor.

08 Hellinger Ceremony Photos



St. Bonaventure journalism students before the Hellinger Award ceremony



Jeff Uveino chatting with senior John Pullano



2021 Hellinger honorable mention Jeff Uveino



2020 Hellinger Award recipient Cameron Hurst



Charlie Specht (left), 2020 Alumnus of the Year, shaking hands with Dean Aaron Chimbel



A group of St. Bonaventure alums celebrating the 2021 Hellinger Awards



Dr. Chris Mackowski with 2020 Hellinger recipient Cameron Hurst and senior Meghan Hall



Judy Woodruff presenting her Keynote address



Acting University President Dr. Joseph Zimmer and his wife, Lauren

09 Hellinger Ceremony Photos



2020 Hellinger Award recipient Cameron Hurst with Christian Gravius, '19, and 2021 Hellinger Award recipient Mike Hogan



The awards presented to the 2021 honorees and distinguished graduates



Joan Roeben Licursi accepting her Distinguished Graduate Award from Dean Aaron Chimbel



Del. Danica Roem presenting her acceptance speech as 2021 Alumna of the Year



2021 Hellinger Award recipient Mike Hogan accepting his award from Dean Aaron Chimbel



Dean Aaron Chimbel presenting Jacqueline Trescott with her Distinguished Graduate Award

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Olean Football Finds Home on SBU-TV Sports



SBU-TV Sports quietly became the Home of Olean Huskies football this fall. There is nothing quite like high school football to bring a community together and the SBU-TV Sports department saw this as the perfect opportunity to bring Huskies football to those who couldn't attend.

The Olean Huskies play home games at Bradner Stadium. Each Friday home game, students from St. Bonaventure University's Broadcast Sports Reporting class provided livestreaming coverage on Facebook along with big-play Instagram and Twitter posts for anyone catching the game at home. The 2021 season brought Dunkirk, West Seneca, Iroquois and East Aurora to Olean.

The livestream was a huge success, maintaining over 400 views and impressions per game with a peak of 1,026 views for the September game versus Dunkirk. Several fans engaged in conversations through the comments section of the SBU-TV Sports Facebook stream, showing devoted interest in the game.

"Providing coverage of the Huskies this semester was an awesome experience," said Ryan Bowlin, SBU-TV. "Making the type of impact in the community that we were able to this fall was a definite high point of the semester for me personally."

SBU-TV Sports looks to expand on its coverage of local high school sports in the spring semester with varsity basketball, baseball and softball.



LIVE with Your Local Weather



Watch the Full Clip Here: https://bonaventureedu-my.sharepoint.com/:v:/g/personal/chittell18_bonaventure_edu/EdLN6dWdEOJKtqB_24xzDlkBfarbQywCtFLkwZBvghYCjA?e=TrMzbC

The Jandoli School of Communication and SBU-TV would like to thank WKBW-TV meteorologists Autumn Lewandowski and Aaron Mentkowski.

The Buffalo-based Channel 7 forecasters produce customized weather segments for the student-run SBU-TV broadcast, which airs LIVE on Friday mornings at 10 on Facebook and YouTube during the semester.

A special thank you to senior Kurt Martone for extending the idea to WKBW executives.

Watch SBU-TV weekly on:

Facebook: <https://www.facebook.com/SBUTV9/>

YouTube: <https://www.youtube.com/channel/UCi6cjtKwqw31n-MCVEyznMA>

12 Star Students



Kurt Martone

Kurt Martone, a senior theology and media studies double major, is known as one of the “hardest working” students Ms. Anna Bulszewicz, broadcast journalism lecturer, has ever encountered. Mr. Martone has a three-year theology degree and decided to take a communication elective, On-Air Announcing, just for fun. He immediately fell in love with the course and on-air announcing in general and has completely devoted himself to it.

He also writes for the BV newspaper. He reached out to Dr. Chris Mackowski, professor and associate dean for undergraduate programs, for guidance as to how he could incorporate his love for media into his St. Bonaventure career and ended up creating his own course path that made him a media studies major.

Mr. Martone previously had an internship at WENY in Elmira and has accepted a full-time job there as a reporter, which he will begin in May 2022 as a reporter.



Gina LaDelfa

Our IMC/COM students continue to impress us with their excellence and professionalism.

This past summer, IMC student Gina LaDelfa did the impossible when she defended her master's thesis plan for the Yellow Elephant Eatery after the restaurant went out of business during COVID.

While this has happened — a business closing up halfway through the student's master's thesis work — Ms. LaDelfa's work was so well done that when she presented it to her client, they were so impressed that they are now considering reopening their restaurant and are pursuing a pop-up shop as their start. The pop-up shop was an idea of Ms. LaDelfa's and part of her plan!



Richard Williams

Richard Williams, a sophomore broadcast journalism major, is deeply devoted to SBU-TV.

He says he is “technically an intern at SBU-TV, meaning I’m not registered for the class,” but loves it so much that he has made it a part of his daily life. He is a co-executive producer with another start student, Mr. Kurt Martone, and is also a reporter.

“Before I came to St. Bonaventure, I had a lot of previous experience in leadership and that is something that I try to bring to SBU-TV,” said Mr. Williams. “With the program, I am invested in trying to get SBU-TV more involved in the community,” he said. “We want to become the go-to news station in our area.”

Mr. Williams has an “innate ability to be a broadcast journalist,” said Ms. Anna Bulszewicz, broadcast journalism lecturer.

“This is what happens when you self-start and when you acknowledge your purpose and interests and find joy in your work,” she said.



Karolina Dombaxi

Karoline Dombaxi, a junior journalism major, shows her passion for inclusion.

She impressed Dr. Pauline Hoffmann, associate professor, “once a week for 50 minutes” in her Intro to Contemporary Diversity class two years ago. Dombaxi reached out to Dean Aaron Chimbel about the George Floyd killing during the summer between her freshman and sophomore year. Dr. Hoffmann was “impressed that she thought to do that.”

Dr. Hoffmann also recommended Ms. Dombaxi for an internship with Ascension Worldwide LLC – a global DEI consulting firm. A principal of the organization is a Jandoli leadership master’s student.

Ms. Dombaxi also runs the Her Campus club, which is a writing club for college women, and is a feature writer for the BV newspaper. She works with SBU-TV to help put out videos and edit them, as well. “I love my major and wouldn’t want to change it because I think I’m learning a lot,” she said.

Dr. Hoffmann applauds her “ambition, skill, intuition, and knowledge” and says “she is also just a wonderful young woman.”

14 Faculty Awards

Harris Wins Best Paper Award for Research Into Disney Messaging

Heather Harris, assistant professor and director of the Master of Arts in Communication program, won a Best Paper award at the Fall Academy of Business Research Conference, held Oct. 28 in San Antonio, Texas.

The paper, "Unintended Influence of Disney Media Messaging on the Youngest of Audiences," won Best Paper in the Marketing Track.

The research study provides an alternative look at the influence and authority of Disney media in the lives of the youngest audiences through an extensive examination of the evolution of Disney animated film music. The study utilized a grounded theory approach and extensive content analysis to investigate messaging contained in the top Disney animated film songs from the 1930s through 2020.

Harris's paper served to create corporate awareness of unintended messaging in content intended for young audiences.



DeSimone Wins Best Paper Award for Gender Equity Research

Dr. Kimberly DeSimone, associate professor in the Jandoli School of Communication and director of the Master of Arts in Leadership program, also won a Best Paper award at the international Fall Academy of Business Research conference, in San Antonio.

Her research paper, "Trust in Organizational Diversity Initiatives and Reinforced Gender Binaries," won Best Paper: Management Track.



15 Faculty Podcasts

Several Jandoli School professors produce podcasts that tie directly to their teaching and scholarship. More proof that our professors can do serious work and make it fun!



Dr. Kimberly DeSimone, associate professor and director of master's in leadership, is the creator and host of the Advancing Women Podcast "where ambitious women come together to challenge the status quo, advance their careers, and up-level their lives." As a gender equity scholar, Dr. DeSimone brings research to each episode, integrating evidence-based theories aligned with the professional advancement of women and underrepresented groups grounded in the lived experience of women and persons of color in the workforce including the biases and barriers they face. You can find the Advancing Women Podcast wherever you listen to podcasts or at <https://advancingwomenpodcast.com/>



Dr. Chris Mackowski, professor and associate dean for undergraduate programs, has a podcast called "The Emerging Civil War," which gives people a fresh perspective and great insight on America's defining events from various historians. He co-founded this podcast to provide opportunities for new historians to view their work, mentor new voices, and help people connect with the story of the Civil War. You can find Dr. Mackowski's podcast at <https://emergingcivilwar.com/the-emerging-civil-war-podcast/>



Dr. Pauline Hoffmann, associate professor, has a podcast called "Data Doyenne." The podcast topics range from serious topics like COVID and cryptocurrency to humorous ones like National Dairy Month. As Dr. Hoffmann has described, "Data needn't be dull with the Doyenne." Dr. Hoffmann says she started "Data Doyenne" in response to the seeming lack of reason that has permeated our country – and the globe. She wanted to be able to present data and science in an educational and entertaining way. You can find Dr. Hofmann's podcast at <http://www.datadoyenne.com>



Dr. Brian Moritz, associate professor and director of the master's program in journalism, has a podcast called "The Other 51." In the podcast, which he started in 2016, he talks to various writers of all genres – sports journalists, news reporters, authors, comic-book artists, songwriters, Broadway composers, and anyone that strings words together for a living. Dr. Moritz says he started the podcast because he loves talking to writers about writing, and writers love talking about writing. He wanted to talk to writers about their process. He focuses less on "tell me about your new book" and more on "how did you organize your research to write this book?" You can find Dr. Moritz's podcast at <https://www.sportsmediaguy.com/the-other-51>



Grant for New Podcast Room

The Jandoli School of Communication received a \$10,000 grant from Manley Trust for a professional podcasting studio to be built within the Bob Koop Broadcast Lab.

The new state-of-the-art studio will feature three microphone stations to allow for complete shows as well as Zoom and phone recording capabilities. Construction is expected to begin at the conclusion of the fall semester with its opening dated for mid-January in anticipation of the upcoming spring semester.

Students will have the ability to do professional voice recordings for their own digital portfolios and learn modern software and equipment to develop and produce professional-level podcasts. Our broadcast students will also benefit by having a soundproof room to record tracks for their television news packages.

17 Media & Mental Health

Dr. Tara Walker, assistant professor, has an interest in the influence of media on one's mental health. The question that drives her research is "What are the discrepancies between the images of mental health and illness shaped by the media, and the experiences of individual patients and consumers?"

Through past and future research, she wishes to expose the gaps between persuasive messages about mental health and actual practices and lived realities. The focus for her studies is direct-to-consumer advertising (DTCA) for psychiatric drugs, specifically antidepressants.

"Studying direct-to-consumer advertising is a wild web of regulation and deregulation, a gray ethical and legal area with a multitude of unanswered questions," she said.

Dr. Walker's research contributes to an understanding of how change may be created: through developing a more nuanced, patient-centric understanding of mental illness causality and treatment, in the interest of working toward a less stigmatizing communication environment.



18 Female Empowerment



Professor Anna Bulszewicz Creates the Women in Communication Group to Empower Female Jandoli Students

As an educator, Ms. Anna Bulszewicz, broadcast journalism lecturer, noticed that female enrollment in the J-school was low and fewer women students than men were speaking up in the classroom, and she wasn't sure why. Ms. Bulszewicz pulled aside a few female students to see if they would be interested in a Women in Communication group for female Jandoli students.

She received an astounding yes from these students and decided to create the club. There have been three meetings so far this semester with a fabulous turnout. Nearly half of the female students in the J-school are now members.

The club discusses topics such as charging forward with networking, future careers, females and body image in society, and, overall, is a way to make the female J-school students feel more empowered.

Ms. Bulszewicz states that the "intention of this group is not to defame the characters of good men, it is to empower us as professional communicators and the professional duties that come with it, to inspire and support one another and strive to work to the best of our potentials."

"I have been so impressed with the initiative from Ms. Bulszewicz and her students to create this Women in Communication group," said Aaron Chimbel, dean of the Jandoli School. "This group provides deep and meaningful experiences for our students."

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Keep in Touch!

Alumni, how do you want to remain involved with the Jandoli School?

Let Kathy Boser know at kboser@sbu.edu

FOLLOW ALONG WITH US
@BONASJSCHOOL

