

A SEMESTER OF
INNOVATION

FALL 2020



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**ST BONAVENTURE
UNIVERSITY**

Jandoli School of Communication

DEAN'S UPDATE

The malaise of COVID-19 made the fall semester a difficult one. There's no way around that. The second floor halls of the Murphy Building were often eerily quiet. Like you, we simply had to make do as best we could. Our faculty, unsurprisingly, again passed the test of dealing with another unprecedented semester.

There were many bright spots, though. Our student journalists solidified themselves as vital news sources, not just for Bona's, but for the wider community in the Olean and Allegany area. The timely and dogged coverage of the pandemic makes our TAPInto Greater Olean site a go-to for the community, as SBU-TV and The Bona Venture are for campus.

Our alumni amazed us with more national recognition for their professional accomplishments. We honored two of our very best, Jacqueline Trescott and Joan Licursi, with induction on our Wall of Distinguished Graduates.

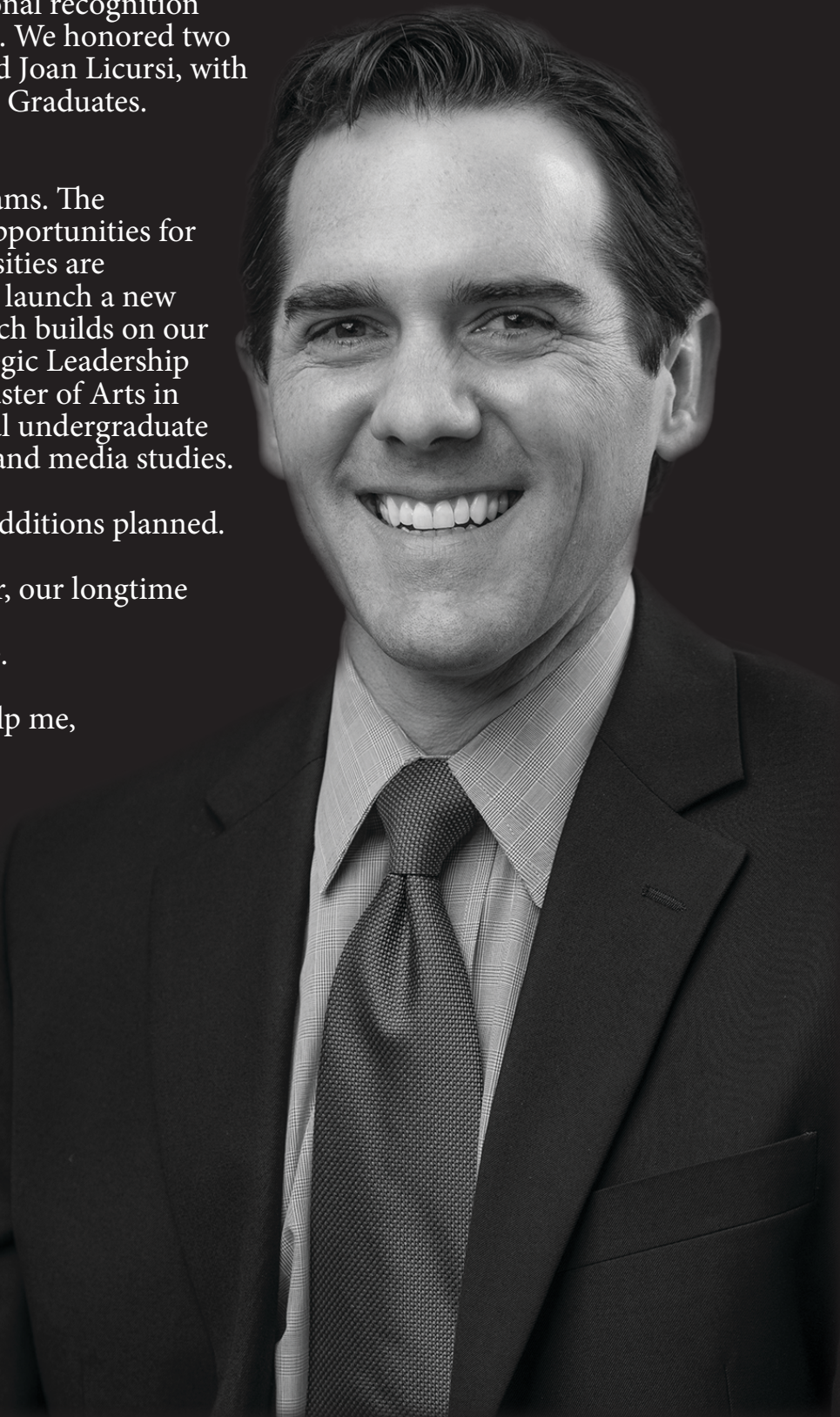
Despite the pandemic, our faculty continue to evolve our academic programs. The present challenges also present many opportunities for our school at a time when other universities are making drastic cuts. In January, we will launch a new Master of Arts in Communication, which builds on our long-standing IMC master's. Our Strategic Leadership master's program has a new name – Master of Arts in Leadership. We launched two additional undergraduate programs in the fall: video production and media studies.

We have more curricular updates and additions planned.

Finally, I want to recognize Kathy Boser, our longtime administrative assistant, on her 35th anniversary working at St. Bonaventure. Kathy is a valuable part of this school and I am thankful for all she does to help me, our faculty and students.

I hope you and your family and friends are well. Thank you again for your support of St. Bonaventure and the Jandoli School!

Aaron Chimbél
Jandoli School Dean



PIVOTING IN A PANDEMIC

“The pandemic changed the marketing landscape,” Jerry Nieves, a recent IMC graduate, said. “Nothing is how it used to be.”

As a student in the Integrated Marketing Communications master’s program working on his final thesis project amid the pandemic’s inception, Nieves’ client, ShirazCreative, needed to quickly transition its marketing model from in-person events to delivering messages fully online.

“Today, more than ever, marketing materials need to be more engaging,” Nieves said. “When I think of social media, I know I am speaking to an audience that only sees my content when and if they want to.”

To humanize the social media experience, Nieves said marketers need to master the art of storytelling.

“We have to create the ecosystem we want our audience to live in,” he said. “If COVID is still happening a year from now and we haven’t found a way to create a space where people feel like they have found a community, found a connection, it is going to make marketing a lot harder.”

Nieves said his experiences with the IMC program helped him to navigate not only COVID, but the realities of the evolving marketplace.

“The fact that I was going through the program actually helped me to conceptualize how we should pivot,” he said. “There was real world application there.”

Jerry Nieves, '20
GoldenSnow



RESHAPING OUR ONLINE M.A.

The Jandoli School will begin offering a fully online Master of Arts in Communication program this January. The university is accepting applications for the spring 2021 start.

The program expands upon the university's master's program in integrated marketing communications, which will be folded into the new program as one of three specializations that students can choose. The other two tracks students can concentrate in are content marketing and public relations. It is both a creative and analytical endeavor.

"The program is designed for people with a desire to master and lead the broad spectrum of contemporary marketing communication," said Heather Harris, assistant professor and program director.

The degree will serve a wide range of communication professionals, such as marketing specialists, content creators, and public relations professionals, while also being accessible to career changers.

The program's core curriculum offers courses such as branding, audience empathy, strategy, market research and analysis, while the specializations provide the option to tailor professional interests in public relations, integrated marketing communication and content marketing.

"This new communication degree builds upon our legacy of communication leadership, while also adapting to an ever-evolving communication landscape," said Aaron Chimbel, dean of the Jandoli School.

To learn more or apply, click the link here: <https://online.sbu.edu/programs/master/communication>.

Heather Harris
Program Director



ELECTION COVERAGE

PULLANO LIVE FROM CAMPUS

On Nov. 3, most students in America sat in their living rooms, monitoring their phones and televisions for election results.

I, however, had the incredible opportunity to experience election night coverage firsthand with the Jandoli School of Communication.

In collaboration with SBU-TV, TAPinto Greater Olean and the Jandoli Institute, I, along with several colleagues, broadcast live to Facebook, bringing local, state, federal and national election results to the Olean and Allegany communities.

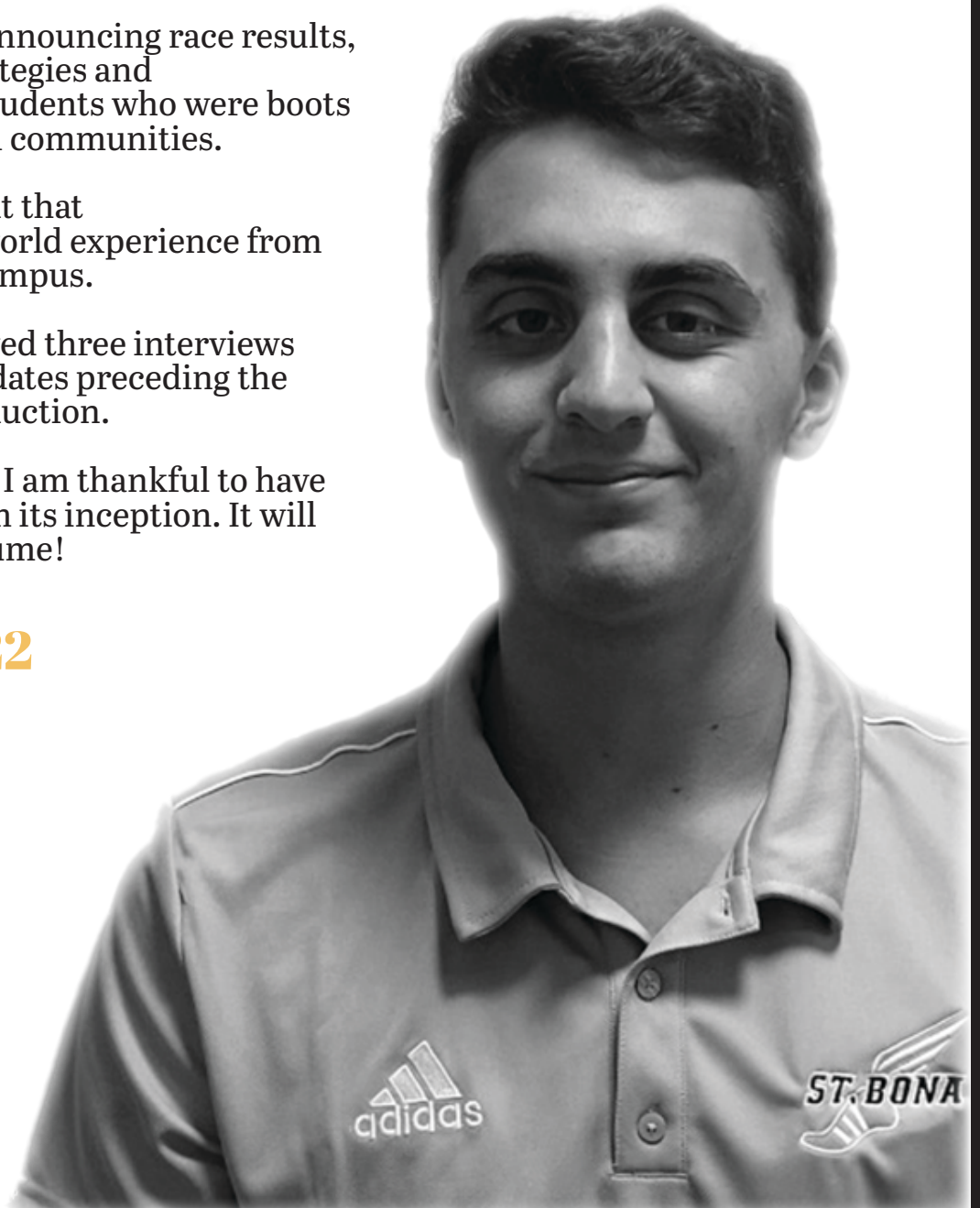
I was the program host, announcing race results, discussing campaign strategies and cooperating with other students who were boots on the ground in the local communities.

It was a professional event that allowed me to gain real-world experience from the comfort of my own campus.

This election show followed three interviews with local political candidates preceding the election; a full circle production.

As an aspiring journalist, I am thankful to have had this opportunity from its inception. It will certainly exist on my resume!

John Pullano, '22
Journalism major



HELLINGER AWARDS 2020

The Jandoli School of Communication virtually honored 2020 Mark Hellinger Award winner **Cameron Hurst**, honorable mention **Layne Dowdall** and Alumnus of the Year **Charlie Specht**. Hurst is a staff reporter for The Post-Journal in his hometown of Jamestown, New York. Hurst graduated in December 2019 with majors in journalism and music. He worked extensively with the athletics department, TAPinto Greater Olean and the Robert H. Jackson Center.

Specht, the chief investigative reporter for WKBW-TV in Buffalo, New York, is best known for his award-winning reports that led to the resignation of Buffalo's bishop and changes to New York state law.

Charlie Specht, '10
Keynote Speaker

Cameron Hurst, '19
Hellinger Winner



ALUMNI NEWS

DISTINGUISHED GRADUATES

The Jandoli School added two alumnae to the Wall of Distinguished Graduates.



Jackie Trescott, '68

Trescott's career is highlighted by her 36 years of writing for the Washington Post's Style section. Trescott often interviewed musical and literary personalities who helped define their craft, including Stevie Wonder, Quincy Jones, Denzel Washington, Oprah Winfrey, and Alice Walker. She also is a member of the National Association of Black Journalists Hall of Fame.



Joan Roeben Licursi, '65

Licursi spent time working in communications for the Boys Club of America and as a managing director at Burson-Marsteller, a global public relations and communications firm. The 1965 Hellinger Award winner, she has been a longtime supporter of the university, and served on the Board of Trustees from 1994 to 2003.

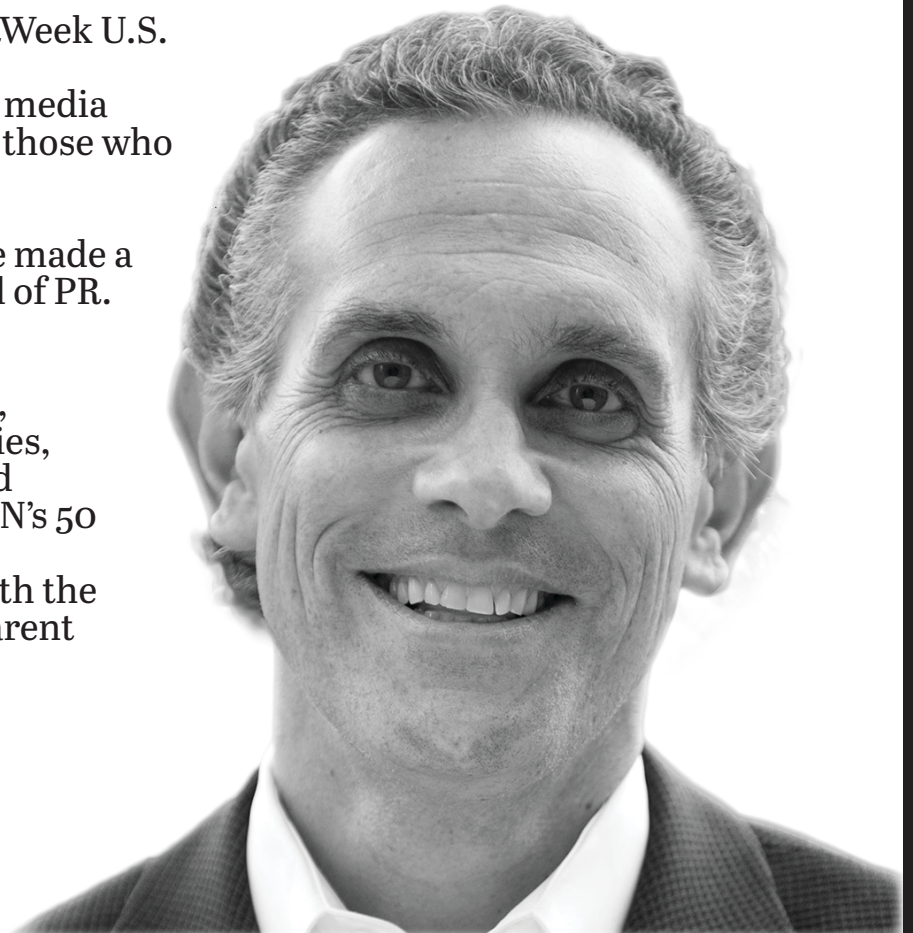
LAPLACA NAMED TO HALL OF FAME

Chris LaPlaca was named to the PRWeek U.S. 2020 Hall of Fame class for his continued excellence in public and media relations. The organization honors those who have made outstanding contributions to the growth of the communications industry and have made a lasting impact in the modern world of PR.

A 40-year veteran of ESPN, he is responsible for worldwide internal, public, and media relations strategies, including consumer, corporate, and employee communications for ESPN's 50 business units. He also handles the day-to-day working relationship with the communications team of ESPN's parent company, Walt Disney Company.

Chris LaPlaca, '79

Hall of Fame Inductee



ALUMNI NEWS

2020 EMMY RECOGNITION

Joe Enoch, a producer for NBC's National Investigative Unit, won his first Emmy for his work and contributions to the "TODAY" show.

Kerry Byrnes, longtime "TODAY" show producer is also part of the Emmy-winning team. This is the latest Emmy in her decorated career.

Dan Barry, an award winning columnist and reporter for The New York Times, contributed to three episodes of the Emmy award-winning series from The New York Times, The Weekly. The author of numerous books, he covers myriad topics, including sports, culture, New York City and the nation.

Joe Enoch, '06

Emmy Winner

Kerry Byrnes, '93

Emmy Winner

Dan Barry, '80

Series Emmy Winner



ALUMNI NEWS

2020 AWARDS RECOGNITION

Kate Welshofer, an anchor for Channel 2 WGRZ News in Buffalo, New York, has been awarded the prestigious national Edward R. Murrow Award for excellence in writing for small broadcast markets. Additionally, Welshofer was honored by the trade publication Broadcasting & Cable as the top anchor in the mid-sized to small market in 2020

Megan Wagner, a master's in Integrated Marketing Communications graduate and adjunct faculty member, was awarded the "Best Mover and Shaker" award in the Tampa Bay area. Wagner's digital advertising agency, Hoover Digital, won six "Best of the Bay" awards.

Kate Welshofer, '96

Edward R. Murrow Award Winner

Megan Wagner, '11

Best Mover and Shaker Award Winner



SIGNING ON

BONNIES ACCEPT NEW POSITIONS

Quinton Clay, a master's in Integrated Marketing Communications student, was named vice president for Enrollment Management and Marketing at Fontbonne University, where he will oversee admissions, international affairs, financial aid and marketing and communications. Previously, Clay led admissions efforts for Cornell University, the University of Illinois at Urbana-Champaign, Grinnell College and DePaul University.

Deb Henretta was selected to be a part of the Advisory Board for Samya.ai, an enterprise revenue growth AI SaaS company. She joins an elite list of 10 other board members to form the company's newest strategic committee of trusted advisors. A current partner for G100 Companies, her work experience includes a 30-year career at Procter & Gamble, culminating in becoming one of only two top-level women executives for the consumer goods organization. She also serves as the Board vice chair for the University's Board of Trustees.

Quinton Clay

VP for Enrollment Management and Marketing at Fontbonne University

Deb Henretta, '83

Board Representative of Samya.ai



SIGNING OFF

ALUMNI ANNOUNCE RETIREMENT

After 39 years at WBFO-FM, **Mark Scott** retired from the station in July. A 1977 graduate, his work helped the WBFO News Department win more awards from the New York State Associated Press Broadcasters Association than any other Buffalo radio station.

After a distinguished 43-year career in journalism, **Dave Bohrer** has announced his retirement. He has worked for numerous news outlets over his career that include The Ithaca Journal, Star-Gazette in Elmira, New York, and most recently as editor of The Meridian Star in Mississippi. During his time there, the paper's journalists were recognized more than 125 times in state and national journalism competitions, including winning 39 awards in 2019.

Mark Scott, '77

WBFO-FM

Dave Bohrer, '77

The Meridian Star

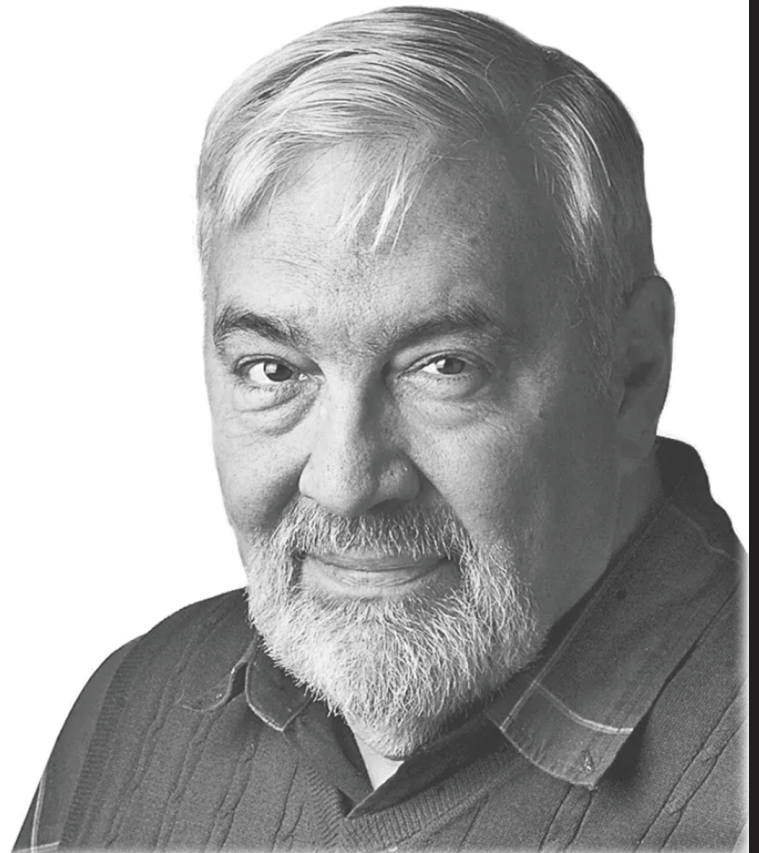


SPECIAL RECOGNITION

IN MEMORY OF JACK GARNER

Jack Garner, the iconic film critic, and a Rochester institution, passed away at the age of 75 this year. Serving as the film critic for Gannett News Service, he was a fixture in the Rochester arts community for decades. He began reviewing films for the Democrat and Chronicle in 1977, with the first film being “Star Wars.”

A decade later, he was chosen as the chief film critic for Gannett newspapers and provided reviews for more than 100 newspapers. Throughout his career, he typically reviewed three films per week, which resulted in roughly 4,600 films in total. His movie reviews reflected his opportunistic outlook on life for his thousands of fans that relied on his opinions. His beloved wife, Bonnie, echoed these sentiments: “The glass was always half full with him. It was never half empty.”



Jack Garner, '67

THANK YOU, KATHY BOSER

We are proud to recognize Kathy Boser for her 35 years of continued service as the administrative assistant for the Jandoli School of Communication. The only individual to serve our program longer than Boser was Dr. Russell Jandoli himself.

Kathy Boser

Administrative Assistant
Jandoli School of Communication



FOLLOW ALONG WITH US

@BONASJSCHOOL



Please update your job and contact info with the Jandoli School using this form:
<https://forms.gle/LavDWHPzZdeD2nqFA> or by emailing Kathy Boser at kboser@sbu.edu.