A Letter From
Dean Aaron Chimbel
An overview of a successful semester at the Jandoli School of Communication.

Alumni and supporters of the Jandoli School,

It has been a busy past few months at the Jandoli School of Communication. It is fitting as the program celebrates its 70th anniversary that we are not slowing down. Seventy is the new 40, right?

On April 26, the Jandoli School received prestigious accreditation from the Accrediting Council on Education in Journalism and Mass Communications. The Jandoli School is now among just 110 accredited journalism and mass communication programs out of nearly 500 in the United States. ACEJMC accredits fewer than 20 domestic private school programs.

While the school has been among the best in the country at producing ethical journalists and communicators for decades, this recognition lets prospective students, parents, professionals and educators from across the country and beyond know the excellence of the Jandoli School.

We are building on two long-standing areas of strength for the school, sports media and broadcast journalism, with new bachelor’s degrees in both. Beginning in the fall students can choose from four majors in our school: journalism, broadcast journalism, strategic communication or sports media. Students who are unsure of their paths can come in as undeclared communication majors.

Our faculty is always evaluating our programs to serve students in these dynamic and rapidly changing fields, while keeping Dr. Jandoli’s principles at the heart of our program.

All of the success this semester was tempered by the loss of a treasured colleague, Dr. Kimberly Young, a professor and director of the strategic leadership master’s program in the Jandoli School.

Kimberly faced cancer with grace and dedication to her students. We will miss her very much, but I am pleased to say future students will always know her name.

In her will, Kimberly established an endowed scholarship in her name, meaning students will benefit from her generosity in perpetuity.

Our amazing faculty and students continue to do work that will make you proud. I hope you enjoy reading about some of it in the pages that follow.

Thank you again for your commitment to St. Bonaventure and the Jandoli School!

Sincerely,
The biennial Dick Joyce Sports Symposium took place on April 9 in the John J. Murphy Professional Building’s Dresser Auditorium. The program featured four esteemed guests, all with a background in sports media, and a theme of “Stick to Sports? Covering Social Issues On and Off the Field.”

Keri Potts, ESPN PR senior director; Jane McManus, Marist College’s director of the Center for Sports Communication; and Kimberley A. Martin, Yahoo Sports senior NFL reporter, served as panelists. Rachel Axon, ’06, USA Today sports investigative reporter, moderated the panel.

Over the course of the program, the panel addressed hot-button national issues regarding fair and unbiased reporting, social issues’ place in the world or sports, as well as the role of journalists and players alike to use their platforms for social good.

Much of the conversation surrounded the specific struggles of women in the sports media industry who are devoted to uncovering the unfortunate truths of the “other,” as well as inadequate on- and-off field conduct. It’s of the utmost importance to be well-rounded in the field, the group consistently said.

“As sports reporters, you have to know how to reach out to cops, you have to know how to be a business reporter, and you have to know how to be an investigative reporter because it all blends together,” Martin elaborated. “I think that’s the world we live in. If you’re going to get in this business, you have to understand that we don’t just cover what happens in the white lines. It extends beyond that.”

The group also put a major focus on the importance of well-chosen words in reporting. “In that guide, we say ‘the woman.’ And, we don’t say ‘the woman alleged,’ we say ‘the woman said’ because people say things,” said Potts, a survivor of sexual assault. “We don’t allege things. We say ‘this is what happened.’ We started to get rid of some of these words that are in there because we’re just lazy in general, and I think in journalism there is still a lot of laziness and a discomfort.”

The Dick Joyce Sports Symposium will return to campus in 2021, with panelist information and dates to be announced.

On Monday, April 8, Tom McElroy, ’74, received the John Domino Award at a recognition dinner at St. Bonaventure University in the Hall of Fame Room. McElroy is an esteemed athletic administrator and media professional with a career of more than four decades.

Photos by David Kassnoff, Jandoli School of Communication.
Senior strategic communication major Tierney McGilvray was awarded the 2019 Mary A. Hamilton Woman of Promise at a recent event after four years of outstanding performance in communications.

McGilvray, who is from Buffalo, is president of the university’s American Advertising Federation chapter and president of Her Campus SBU. Her passions for creativity and leadership have led her to pursue a career in the realm of advertising post-graduation.

McGilvray was recently hired as a full-time media strategist by IPG MediaBrands at Universal McCann, where she will begin work following graduation.

“T’im so incredibly honored to be named a Woman of Promise by my J-School professors and mentors,” said McGilvray. “I’ve always believed everything I do is a reflection of how I was raised. I owe this award to the people that raised me — my parents, my brother, and my J-School professors.”

McGilvray is grateful for the wisdom and confidence she’s gained from her McGilvray and Bonaventure families.

“Accepting this award is a promise to them. I promise to be a reflection of their undying support and encouragement in my next unwritten chapter,” she said.

St. Bonaventure alumna Mary Jo Polidore, ’78, a communications executive and consultant in Roanoke, Texas, delivered the keynote address at the Mary A. Hamilton Woman of Promise event.

Polidore has led strategic communications for nonprofits and Fortune 500 companies for more than 40 years. Graduating with a B.A. in journalism and mass communication from St. Bonaventure, she began her career in banking, then broadened her experience to industry, leading corporate communications for organizations.

McGilvray is the 17th student to receive this honor from the Jandoli School.
Starting in the 2019-20 academic year, the Jandoli School of Communication will begin offering a bachelor's in sports media. The addition of this new major comes from student requests and industry demand.

A recent EAB study shows strong student interest in sports communication programs. “Administrators at profiled institutions reporting steady or rising enrollments in bachelor’s-level sports communications programs [and] national demand for bachelor’s-level sports communication professionals grew 29 percent from 2013 to 2017,” according to the study.

Students enrolled in the major will learn the same communication fundamentals as in the Jandoli School’s existing majors in journalism and strategic communication through the core Jandoli School curriculum, and then focus on sports-related classes, Dean Aaron Chimbel said. The combined course of study prepares them for communication careers in a variety of sports-related fields, including sports writing, sports broadcasting, public relations, marketing communications and sports information.

Presently, a host of Jandoli School graduates are working in the sports media field. Some of these distinguished alumni include Adrian Wojnarowski ('91), Chris LaPlaca ('79) and Tim Bentems ('07) at ESPN; Mike Vaccaro ('89) at the New York Post; Rachel Axon ('06) at USA Today; Todd Dybas ('99) at NBC Sports Washington; Donna Ditota ('83) at the Syracuse Post-Standard; and Shannon Shepherd ('12) at Fox Sports West.

“Almost all of our alumni come to us saying that a focus on writing was particularly crucial,” Chimbel added. “One thing they all stressed — that a focus on writing was particularly crucial.”

Students interested in learning more about this new major are encouraged to visit our new sports media website. Students interested in learning more about this new major are encouraged to visit our new sports media website.
Students in Kwerkworks, the Jandoli School’s on-campus chapter of the American Advertising Federation (AAF), headed to NYC on April 25 for the annual NSAC Student Advertising Competition. Competing at Pace University, this year’s client assigned to participating schools was Wienerschnitzel. Participating universities were charged with creating a full-fledged advertising plan that established hot dogs as more than a summer food among consumers, but rather a category.

Students, under the leadership of Mike Jones-Kelley, a lecturer in the Jandoli School, and Kristen Ryan, a lecturer in marketing, worked on this campaign for nearly a year, undertaking consumer research, developing creative strategies and practicing their pitches for their arrival to the competition stage in Manhattan.

While in the Big Apple, the group also toured a number of advertising agencies, including Mother New York, Rauxa, Havas, Miami Ad School and Undertone. While at the latter, students on the pitch team had the opportunity to practice in the World Trade Center.

Traditionally, students in Kwerkworks have exemplary job placement in the marketing/advertising industry, both in corporate and agency roles. Of last year’s group, 90 percent of participants had full-time internship and job offers by graduation. These students are placed at prestigious international organizations, such as Mother New York, Havas, Sapient Razorfish, as well as a slew of other industry giants.

A Year Later...

After being named one of the top 50 Most Promising Multicultural Students in Advertising in his senior year, Brandon Fields, ’18, went on to work in a full-time account management role at Sapient Razorfish in NYC.
Graduation

Congratulations!

Our 2019 bachelor’s degree recipients:

Amelia Bailey
Natalie BeCoats
Emily Berwick
Fraser Breon
William Briand
Meghan Burke
Amber Canbek
Mya Cappellino
Kaitlin Caringi
Jenna Cosentino
Anastasia Cottone
Sarah Deizio
Samantha Drees
Colden Dwailebe
Tristram Forster
Joseph Fulmore
Leo Gamble
Samantha Gier
Amina Golden-Arabaty
Ivan Gomez
Andy Gonzalez
Christian Gravius
Ladarien Griffin
Tyler Grudi
Kelly Haberstroh
Andrew Hayn
Daija Jones
Kiera Keane
Sydni Kreitzburg
Dominic LoVallo
Olivia Macdonald
Ethan MacKrell
Tierney McGilvray
Clare Mannion
Sarah Negron
Michael Nelson
Shannon Nichols
Madelyn Parrinello
Yoselin Person
Alexandra Piergustavo
Peter Routsis
Brooke Saffire
Ryan Signorino
Jenna Speck
Jordan Vollmer
Nicholas Youngs

We wish you all the best in this next chapter of your lives!

#BonasJSchool goes global

Professor Anna Bulszewicz, '07, returned to campus last year as a full-time faculty member with two goals: to bring her 10-years of industry experience in broadcast and love of global travel to students.

This year, Bulszewicz pioneered the first study abroad program to Sorrento, Italy at the university. In late June, she will be heading to the Amalfi Coast with eight students and Assistant Program Director Liam McGurl, '17, '19.

For five weeks, participating students will live, study and work in the historic town - focusing on both international relations and digital media abroad.

The group’s summer journey can be followed on Instagram and the university website.