

**SPRING 2023**

# **INNOVATION MAGAZINE**



**ST BONAVENTURE  
UNIVERSITY**

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**Jandoli School of Communication**

# Dean's Update

# 01

Dear alumni and friends of the Jandoli School,

Every time we thought we had all of the accomplishments of our students, faculty, staff and alumni in this magazine, there was another exciting new achievement to brag about. So, please forgive the lack of brevity in this edition. There is much to be proud of in the Jandoli School!

Here are some highlights: Our AAF team won districts for the first time, SBU-TV students shined in broadcast competitions, faculty raked in awards and delivered numerous presentations and alumni continue to impress in their careers. We were able to celebrate on campus with numerous events and honors. It's been a busy and energizing semester.

As grateful as I am for the success of the people involved with the Jandoli School, the reality is we have important work ahead to ensure our students will have the best possible journalism and communication education in the future.

I hope you are inspired by what you will read in this magazine to contribute to the university's fundraising campaign, "[A Bolder Bonaventure: Ignite. Inspire. Invest.](#)" with a gift designated for the Jandoli School and the expansion and renovation of our facilities. We start the project next year, which means we need your support now.

Finally, some news I wish I didn't have to share: Kathy Boser, our longtime administrative assistant, has decided to retire. Kathy is irreplaceable. She has worked here since 1985. In fact, the only person who has worked in the program longer is Russell Jandoli himself. We will miss Kathy's kindness, dedication and good humor. Her last day will be Aug. 25. Please join me in celebrating Kathy on a remarkable career.

I look forward to seeing you at the reunion this summer and at the Hellinger luncheon in New York City Oct. 9.

Sincerely,

Aaron Chimbel  
Dean



# Grace Foley Named 2023 Woman of Promise

02

Senior strategic communication major Grace Foley was recognized March 14 as the Jandoli School of Communication's 2023 Woman of Promise.

The Dr. Mary A. Hamilton Woman of Promise Award is presented to a female senior who possesses all the skills necessary to not only succeed but also thrive in her post-graduate career. The award's namesake, Dr. Mary Hamilton, is a 1959 alumna and professor emerita of journalism and mass communication.

"I have had the great pleasure to get to know Grace the past few years," said Aaron Chimbel, dean of the Jandoli School. "She is a remarkable young woman, who perfectly represents what the Dr. Mary A. Hamilton Woman of Promise Award is all about. I know in her career and life that Grace will do work that benefits others because she's spent the past four years doing just that here and is determined to do so in the future."

"The main takeaway from my experience at Bonaventure is to keep pushing and fighting," said Foley. "While we're taking steps to create equal opportunities for everyone, we are not quite there yet. No matter what professional field you're in, I have learned to keep pushing for greatness until you reach your dream."

To experience a business environment, Foley has spent hours in the Koop Lab working as the sports director of SBU-TV and more recently as a global talent acquisition operations and university relations intern at International Gaming and Technology (IGT).

"Grace Foley is the future. Grace embodies the brilliance, confidence, and emotional quotient required of the modern-day female trailblazer," said Anna Bulszewicz, a lecturer in the Jandoli School and director of the SBU-TV program. "In many ways she's ahead of her time. But most important of all, she's resilient and doesn't let anything get in her way. Now that's power."

Foley is grateful for the faculty and students in the Jandoli School, who have become important mentors and role models, encouraging her in her field of study and empowering her to go beyond her comfort zone.



Pictured: Grace Foley with Dr. Mary Hamilton and Elizabeth Ortega, '02, the first Woman of Promise, who gave the keynote speech at the event.

# 03

# Speak on Sistas

In honor of Black History Month and Women’s History Month, the Jandoli School of Communication presented “Speak on Sistas” at the Regina A. Quick Center for the Arts March 14.

Presented by the Jandoli School’s Diversity, Equity, and Inclusion Committee in partnership with the university’s Black Student Union, and produced by JAB Unlimited Productions, LLC, “Speak on Sistas” was a Harlem Renaissance salon-style showcase featuring music, poetry, and spoken word performances from several female African-American artists from the Buffalo-Niagara region and Los Angeles.

These powerful performances shed light on African-American women’s unique experiences and often overlooked perspectives. As authors, poets, musicians, public speakers, and therapists, these women had a powerful message to share that resonated with women from all backgrounds.

Dr. Kimberly DeSimone, leadership professor and chair of the Jandoli Diversity, Equity, and Inclusion Committee, highlighted the importance of this showcase and recalled last semester’s Election Day showcase, “Hear the Brothas,” which featured male Black American artists.

“Building on the success of ‘Hear the Brothas’ and our commitment to diversity, equity and inclusion, we could not wait to bring ‘Speak on Sistas’ to our campus this spring,” DeSimone said. “It was a continuation of our efforts to amplify the voices of traditionally underrepresented groups and provide a platform to share their experiences. ‘Hear the Brothas’ and ‘Speak on Sistas’ were spectacular, entertaining and meaningful events.”



# Mike Vaccaro, '89, Wins Fourth New York Sportswriter of the Year Award

04

The National Sports Media Association announced that Mike Vaccaro, lead sports columnist for The New York Post, was awarded the title of New York Sportswriter of the Year for the fourth time.

Vaccaro has been a writer at The New York Post since 2002 and has previously won the award in 2013, 2014, and 2019. He graduated from St. Bonaventure University in 1989 and lives in Hillsdale, New Jersey.

Apart from covering local and national sports, Vaccaro also contributes a weekly column titled "Open Mike." He has authored three books, including "Emperors and Idiots," which delves into the Yankees-Red Sox rivalry, "1941 - The Greatest Year In Sports," and "The First Fall Classic," which chronicles the 1912 World Series between the Red Sox and Giants.

With this fourth win, Vaccaro joins a select group of individuals who have won the award four times or more, including former Post columnist Dick Young (12), George Vecsey (12), Dave Anderson (seven), and current Post columnist Phil Mushnick (six). Vaccaro follows fellow Jandoli alum Donna Ditota, who received the award last year.



# 05

## Women's Sports Focus of Symposium



The 2023 Dick Joyce Sports Symposium, April 20, focused on women's sports and featured an impressive roster of alumni speakers.

The panelists for "Her Game: The Rise of Women's Sports" included Shannon Dan, '01, executive vice president, innovation at Intersport; Charlie Creme, '92, women's basketball bracketologist, ESPN; Amy Moritz, '95, public relations manager at The Martin Group; and Diana Sabau, '91, deputy commissioner and chief sports officer at the Big Ten Conference. Donna Ditota, '83, a sportswriter for the Syracuse Media Group, served as moderator.

You can watch a recording of the symposium at <https://video.ibm.com/recorded/132728162>.

The biennial symposium will return in 2025.

# Jim Engelhardt, '79, Awarded 2023 John Domino Award for Excellence in Sports Media

06

Jim Engelhardt, '79, was honored April 20 with the John Domino Award, given biennially to a Jandoli School alumnus who has excelled in sports media.

“Jim Engelhardt represents the best of Bonaventure,” said Aaron Chimbel, dean of the Jandoli School of Communication. “He has been so giving of his time and talents to others since he was a student, and he does it all with deep faith, passion and a sense of humor.”

Engelhardt was chosen because of his long association with St. Bonaventure, including 15 years as sports information director and his legacy of mentoring so many fellow Bonnies.

Engelhardt began his career in sports information at Colgate and St. Francis (Pa.) before coming home in 1981 to St. Bonaventure to serve as sports information director. In 1996, he moved to George Mason University as assistant athletic director/media relations and publications and was later promoted to associate athletic director.

Engelhardt left college athletics in 2000 to become the director of communications for the Manufacturers Alliance for Productivity and Innovation, an economics think tank and trade association for multinational manufacturers. He joined the Catholic Diocese of Arlington (Virginia) as a communications strategist in 2017.

Domino graduated from St. Bonaventure in 1984 and helped usher in the video era while an undergraduate, successfully lobbying the administration to acquire a truckload of professional video equipment being sold by a local school district.

Domino worked for NBC Sports before joining ESPN. He was regarded as one of the growing sports network's best and brightest personalities when he left to return to the Buffalo area and join the Empire Sports Network. He told friends he was coming back because someone in the family was battling cancer.



Domino himself was diagnosed with cancer; he died in 1994. The Jandoli School of Communication celebrates his courage, skills and humanity by presenting the John Domino Award to a St. Bonaventure graduate who has excelled in his or her sports media position.

Along with Chimbel, the Domino Award alumni selection committee included Chris LaPlaca, Adrian Wojnarowski, Rachel Axon, Mike Vaccaro, Brian Moritz, Donna Ditota, Isiah Blakely and Tim Bontemps.

Dozens of students and advisers from 12 area high schools attended the Jandoli School of Communication's 2023 Communications Day April 21.

"We could not have had a better day for CommDay with beautiful weather to welcome nearly 200 students and teachers to campus," said Aaron Chimbel, dean of the Jandoli School. "I hope they enjoyed this fantastic day as much as I did, and, more importantly, I hope they learned how exciting it is to explore the field of communication."

CommDay, originally called Press Day, has a long history at St. Bonaventure dating back to 1936. Since 1987, it has been known as Communications Day.

This year, students participated in workshops on writing, disinformation, photography, public relations, media ethics, local news, sports writing, sports broadcasting and a special live broadcast journalism experience with SBU-TV, the student news station.

SBU alumna Shannon Dan, '01, executive vice president of innovation at Intersport, a media and marketing company in Chicago, delivered the keynote address.

Students had the opportunity to submit their best work for the CommDay competition in video, photography and writing categories.

The winners will be granted scholarships if they attend St. Bonaventure. The scholarships will be continued each year up to four years for students who major in one of the Jandoli School undergrad programs.





# 2023 Senior Awards

## The 2023 Mark Hellinger Award

A senior who has demonstrated academic excellence and genuine promise in the Jandoli School of Communication.

### Deandre Allen



## The Koop Award

This award goes to a senior who has excelled in broadcast.

### Anthony Goss



## The Paul Wieland Award

This award goes to a senior who has excelled in sports media.

### Tom Seipp



## The Jandoli Award

This award goes to a senior who has excelled in journalism.

### Marnique Olivieri-Panepento



# 2023 Senior Awards

## Fr. Cornelius Welch Award

This award goes to a senior who has excelled in photography.

### Elizabeth Egan



## The Mosser Award

This award goes to a senior who has excelled in strategic communication.

### Deandre Allen



## Fr. Cornelius Welch Award Honorable Mention

This award goes to a senior who has excelled in photography.

### Jordan Mejia



## The Paul Wieland Award Honorable Mention

This award goes to a senior who has excelled in sports media.

### Anthony Goss



# 2023 Senior Awards

## The Koop Award Honorable Mention

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### Jordan Mejia



## The Mosser Award Honorable Mention

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### Ella Knaak



## The 2023 Mark Hellinger Award Honorable Mention

A senior who has demonstrated academic excellence and genuine promise in the Jandoli School of Communication.

### Marnique Olivieri-Panepento



## The Jandoli Award Honorable Mention

This award goes to a senior who has excelled in journalism.

### Elizabeth Egan



# The Tapestry Diversity Award

This award goes to a Jandoli School student or group of students for excellent original work and/or significant efforts that address social justice, belonging, multiculturalism, diversity, bias, equity, or inclusion.



**Schonte  
Hamilton**

Graduate Honoree  
M.A. in Digital Journalism



**Jah'Neyce  
Washington**

Undergraduate Honoree  
B.A. in Broadcast Journalism



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**ST. BONAVENTURE  
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Jandoli School of Communication

# AAF Team Takes First Place in District Advertising Competition

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St. Bonaventure students won their district in a national advertising competition for the first time.

The group, composed of students in an advertising course in the Jandoli School of Communication and a marketing course in the School of Business, spent months creating an advertising campaign to present before a panel of industry executives in New York City.

The American Advertising Federation's National Student Advertising Competition began in 1973 and St. Bonaventure students have been competing since the 1980s. The District 2 title by Kwerkworks – as the student ad agency is known – represents the school's first win.

Known as the World Series of Advertising, the competition includes more than 2,000 college students who design strategic advertising and media campaigns for real corporate sponsors. This year's client is Indeed, the job search website.

“The whole student agency worked consistently and hard the entire semester to get this thing together. As with all good advertising, our campaign told a truth. We took chances and the chances paid off,” said Mike Jones-Kelley, lecturer in the Jandoli School who advises the student ad agency with Dr. Liu Lu, assistant professor of marketing and Jones-Kelley's counterpart in the School of Business.

For senior Deandre Allen, creating the campaign served as a perfect simulation for producing a campaign in the advertising industry.

“Our whole class was laid out like a real advertising agency. We had a planning department, a media department, a social media department, an events department, and a creative department. As the agency's account executive, I was able to oversee all these different departments and how they come together to make a campaign, a great one at that,” said Allen, a strategic communication major from Queens, New York.

He believes his experiences in AAF have prepared him and his peers well to enter the advertising industry. “AAF has given us a leverage that other students won't have going into an interview. As a bonus, we now have the ability to discuss our award-winning work,” he said.

The competition consists of 15 geographical regions.

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# **Jandoli School Welcomes New Faculty Members**



**Christopher Gross**

DEI Leader in Residence

**Jazmín López**

Lecturer, Video Production



**Welcome!**

# Rest In Peace

## Alan Mackenzie

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Alan Mackenzie, a former journalism professor at St. Bonaventure, passed away on Jan. 30.

He and his wife, Barbara, who also taught at the university, regularly visited students and guest lectured in the Francis E. Kelley Oxford Program.

Mackenzie was remembered by his colleagues and friends as a man of ferocious journalistic integrity, unshakable Old Labor idealism, and a fervent faith in the basic decency of journalism and journalists. He was described as a man who, if you cut a vein, would bleed black ink, and he was central to the experiences of many students and colleagues.

His legacy will live on in the many lives he impacted through his inspirational teaching and mentoring.

You can read more remembrances at TAPinto Greater Olean, where this story first ran: <https://www.tapinto.net/towns/greater-olean/articles/journalist-former-sbu-teacher-alan-mackenzie-dies-jan-30>

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## Remembering Paul Wieland, '59



Jandoli School legend Paul Wieland, '59, died Feb. 16. In his distinguished and varied career, he was an award-winning reporter, public relations executive, sports broadcaster and public television operator. Wieland was a founding member of the Buffalo Sabres staff.

He returned home as a faculty member in the Jandoli School in 2002 and taught full-time for 15 years, teaching broadcasting courses, developing the sports production program and acquiring "The Truck" to broadcast games.

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Anna Bulszewicz, a lecturer in the Jandoli School and one of Paul's former students, shared some of her memories of her mentor:

*Paul and I were roughly 50 years apart. He was my academic advisor and broadcast journalism professor. Paul was also the first person in my life, aside from family, to see my quirks, oddities, and spontaneity, as professional capital. He believed in me. He actually thought I was a good storyteller. A few published reports and life talks later, he started calling me "Elaine," as in Elaine from Seinfeld.*

*Naturally he was my Jerry. An odd pair we were, but we were both odd to begin with.*

*After graduation, I became a "fancy" broadcast newswoman. We never lost touch. He was proud of me. This pride held me accountable. I respected the hell out of him. The kind of respect that forces you to work your ass off. There were frequent phone calls and monthly email exchanges. The context? We talked about life, news, God, the pursuit of happiness, jazz, Manitoba fishing, our mutual interest in saddle shoes, my lack of interest in securing a life partner, etc.*

*Occasionally, I made the trip to Western New York for alumni weekends. We'd have lunch and a glass of white. He gave the best advice. He didn't sugar coat anything. In return, I didn't either. It was true.*

*We were true friends. He was a true friend that turned into family. We didn't talk about it. It just happened. Before we knew it, 10 years went by.*

*When the news business began to tug at my heart and draw bags under my eyes, Paul tossed me the ultimate life raft. He said it was time for his retirement and time for me to return to the Enchanted Mountains. He asked if I'd interview for his job, to take his place. There it was again, that tungsten-esque belief he had, in a quirky chick he called Elaine. "GET OUT!" Elaine says to Jerry.*

*There are no words to describe what that meant, so I won't try. There isn't enough time. But my God, am I lucky. Clearly, I took the job. Yes, Paul Wieland convinced me to move from the Carolina Coast, back to the mountains of Western New York. It's been worth every minute. I even got to babble with him, over coffee and toast and eggs, every month. Priceless.*

Paul was remembered during a memorial service March 4 at St. Bonaventure. You can watch it here: <https://www.facebook.com/SBUTV9/videos/762637404996213>.



# Paul Wieland Added to Jandoli School Wall of Distinguished Graduates

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# Bob McCarthy

## Reflects on a Long and Plentiful Career



For Bob McCarthy, '76, 41 years as a reporter seemed to end too quickly. Starting at the Olean Times Herald and then moving to the Buffalo News, McCarthy learned the ins and outs of journalism and politics. "I probably got the best foundation of political reporting in Western New York especially after 30 years of doing that exclusively," McCarthy said.

Writing and reporting came naturally to McCarthy starting in his high school days at Notre Dame-Bishop Gibbons high school in Schenectady. His English teacher gave an assignment to group facts about then-President Nixon into a story. "As it turned out, I knew how to put nouns, verbs, semicolons and periods together a lot better than I ever would in some type of mathematical equation," he said. McCarthy did not declare his journalism major until his sophomore year at Bonaventure.

"When I worked for The Bona Venture, the first story I ever wrote ended up on the front page and I started to delve into journalism and I said, 'I want to do this. I like it.'" he said. "I found that I love being at the center of stuff. That's what I'm missing right now. I'm in a little bit of a withdrawal."

When McCarthy first started his journalism career he struggled approaching people for interviews, but now he misses receiving calls from mayors, county executives and the governor. "It's just the realization, 'You want me to call up a professor at his home tonight and ask questions?' Once I got over that, and I learned that people are either going to be very nice to you and cooperate or tell you to go chomping away. You just do it," he said. "But once I learned that its part of the process, that was the part I enjoyed the most."

One of the most important projects that McCarthy worked on included following the judicial elections in New York. He found that eight judicial districts were controlled by the Republican and Democratic chairmen of Erie County through their cross endorsements. While these endorsements guaranteed an election, the candidates continued raising money and giving their funds to the chairmen, organizations or candidacies.

McCarthy has always enjoyed Election Day. His long history of working Election Day actually started as an 11-year-old Boy Scout. "I'm really going to miss it," he said. "The Schenectady Gazette used to pay troops to bring in early results to their newsrooms."

For McCarthy, election night was always the hardest but most rewarding night of the year. "I'll definitely feel withdrawal," he said. "That was one of the hardest nights due to deadline pressure and you were constantly in motion. I was always the last guy to file because I would write the lead story."

That pressure and adrenaline is one of the things McCarthy will miss. "Deadline pressure is one of the hard things about the job, but it's also one of the most exciting things. I thrived on it," he said. McCarthy, like most journalists, won't slow down in retirement. "I would love to continue in my field," he said. "I really haven't begun to pursue it."

# Jandoli School Partners with Siena on Sports Survey

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At the beginning of the spring semester, the Jandoli School, in conjunction with the Siena College Research Institute, launched a nationwide “American Sports Fanship Survey.”

This survey had three parts: (1) sports fanship and football; (2) all things Super Bowl; and (3) societal and cultural issues (football).

“Sports are a dominant cultural force, and this survey reveals numerous important insights,” said Aaron Chimbel, dean of the Jandoli School. “I am so glad we were able to partner with Siena to use the many strengths of both institutions to help the public better understand sports and its role in our society.”

Chimbel, along with Jandoli school professors Dr. Brian Moritz, ’99, and Dr. Richard Lee, ’75, and David Yuan, ’85, a strategic communications consultant, helped put this survey together.

Jack Milko, MA ’23, shared the results and data via social media.

It took months of planning, which included weekly Zoom meetings with the Siena College team, but in the end, the survey was a tremendous success.

The two Franciscan schools released these findings in early February to align with the Super Bowl, which always dominates the sports media landscape at that time of year.

In doing so, dozens of outlets nationwide, such as The Buffalo News, Sports Business Journal, and Fox Business, highlighted the survey’s results in digital, print, and broadcast mediums.

Seventy-two percent of Americans identified themselves as football fans, with Dean Chimbel’s Dallas Cowboys voted as the most popular team in the country. The Cowboys, known as “America’s Team,” happened to be the most disliked NFL franchise, too.

And yet, 75% of Americans planned on watching the Super Bowl this year.

Nonetheless, seven out of 10 Americans support rule changes to make football safer for players. That same number wants to have independent doctors on the sidelines too.

Concussions, head injuries and commotio cordis dominated the NFL news cycle during the 2022 season. So, it is no surprise that our survey revealed that most Americans want to make the sport safer.

More than 3,200 people participated in the survey, which was conducted between Jan. 3 and 8. You can read the results of the survey at <https://www.sbu.edu/academics/schools-at-sbu/jandoli-school-of-communication#survey>.

By Jack Milko, MA ’23

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# Alumni Updates

## Tierney McGilvray, '19

Tierney McGilvray, '19, was recognized with a Creative Media Award in the print category.

McGilvray was the manager for the campaign to support nurses, "Lifting Up Nurses, Lifts Up Us All."

She works for Universal McCann, and her client for the project was Johnson & Johnson. McGilvray works on the Corporate Equity team.

In December 2021, the client wanted to launch a paid media campaign in support of nurses, so her team developed a COVID index to understand what markets had the highest COVID death rates to learn where the nurses needed support the most. That led to them publishing a full page color ad across national newspapers in dozens of markets.



## Jerry Nieves, MA '20



Pictured: Adam Gold and Jerry Nieves, '20

Graphic Design USA named Jerry Nieves and Adam Gold of GoldenSnow marketing and branding house to 2023's People to Watch list. GoldenSnow is a marketing and branding agency, founded by Nieves and Gold. Nieves, a United States Navy veteran with an M.A. in communications from the Jandoli School, has crafted a creative approach that combines "Northern intensity, Southern affability" to deliver bulletproof strategies and head-turning, flawless executions. Their extensive menu of services encompasses all aspects of the brand and campaign development process, making them a one-stop-shop for businesses looking to grow their brand.

## Sean Mickey, '21

Sean Mickey, '21, is an investigative producer on the I-Team at WKBW-TV in Buffalo.

Sean's work at WKBW includes a months-long investigation into the state of Erie County's bridges, which revealed a lack of maintenance and led to the early replacement of a bridge on Grand Island. This investigation earned him a New York State Broadcasters Association Award in 2022. He also obtained thousands of internal New York State Police disciplinary records that the agency had previously refused to turn over, which led to further investigation and the stripping of certification from deputies who had broken the law. These investigations earned Sean, pictured left below, and his team a 2023 E.W. Scripps Company "Give Light Award" for upholding the First Amendment.

Before joining WKBW, Sean worked as an assignment editor at WHAM in Rochester, where he contributed to two Regional Edward R. Murrow Awards for continuing coverage. During his time as a student at St. Bonaventure, Sean's reporting on sexual abuse by priests drew widespread attention, leading to the renaming of the university's administration building.



## Dan Collins, '73

Dan Collins, '73, has been named as one of two Alumni of the Year by St. Bonaventure University. Collins will be recognized, along with Marianne (Letro) Laine, '68, with the William P. "Stax" McCarthy Alumnus of the Year Award on June 17 during Alumni Reunion Weekend. Collins has been an active alumnus of the university, serving twice on the Board of Trustees, and being a member of the National Alumni Association Board and Jandoli School Advisory Council. Collins was awarded the Journalism Alumnus of the Year award in 2003, and in 2010 he was added to the Jandoli School's Wall of Distinguished Graduates. He has also volunteered with various university offices and initiatives, including the Bonaventure Fund, Career & Professional Readiness Center, Office of Admissions, 150th Anniversary Capital Campaign, and Athletics Campaign Steering Committee. He is a senior communications consultant at Brodeur Partners, having spent his entire career in the communications field. Collins is also the founder and manager of Bona Venture Stables, Inc.



## Janet Bodnar, '71



Janet Bodnar, '71, is one of three of Bona's best who will be honored for their influential work May 18 during the university's Gaudete Medal Celebration at The National Press Club Ballroom in Washington, D.C. The Gaudete Medal is one of the university's highest honors. Awarded every year since 1996, the recipients are chosen through their demonstration of joy and service that exemplify the life of St. Francis of Assisi. This year's honorees include Bodnar, editor-at-large, Kiplinger's Personal Finance; Kevin C. O'Connor, '88, physician to the president of the United States; and Mark H. Tuohey III, '68, senior counsel, BakerHostetler. Bodnar has had an impressive career as an expert in finance and journalism. Her accomplishments, such as being honored as one of Folio's Top Women in Media and serving as a Knight-Bagehot Fellow in Business and Economics Journalism at Columbia University, demonstrate her skill and dedication to her field. Additionally, her nine years of service on St. Bonaventure's Board of Trustees and induction into the Steel Valley Hall of Fame speak to her commitment to service and leadership.

# Jandoli School Professor Honored by Colleagues with Award of Excellence for the 2022-23 Academic Year

# 22



Dr. Pauline Hoffmann, associate professor of communication, was awarded the university's Professional Excellence in Community Service Award.

Hoffmann has an extensive history of community service, both locally and globally. Her colleagues praised her dedication to helping others, citing her involvement in various organizations, such as the National Public Health Information Coalition, the international Society for Infodemic Management, and the Healthy Community Alliance Board. Hoffmann is also a founding member of Embrace it Africa, an organization that aims to promote sustainable economic growth in Uganda, and March Into Women's History, a group that raises awareness of issues facing women.

Hoffmann served as dean of the Jandoli School of Communication from 2012 to 2017 and is a former dean of the university's School of Graduate Studies. She is also a member of the American Association of University Women and the International Communication Association.

Hoffmann earned her bachelor's degree from St. Bonaventure, majoring in biology and minoring in communication. She then went on to obtain her master's and Ph.D. in communication from the University at Buffalo. Hoffmann has been teaching at St. Bonaventure since 2006, and her colleagues recognized her with the Professional Excellence in Community Service Award for her long-held commitment to helping others.

# 23 Faculty Accomplishments

## Dr. Kimberly DeSimone and Heather Harris



Dr. Kimberly DeSimone and Heather Harris presented their research paper titled “Move Over Scholar-Practitioners; Make Way for the Scholar-Creator” at the 2023 Academy of Business Research Conference in New Orleans. Their paper won the Best Paper in the Marketing/Management Track, sponsored by the Journal of Marketing Perspectives. Additionally, Harris presented her original research on the “Influence of Disney Media’s Use of Visuals & Shape Language on Young Audiences,” which found messages of power, attitude, and defiance through body language, shape, and scale of objects/characters, as well as new attitudes of selfishness, anger, smugness, and defiance exhibited through facial expressions.

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## Dr. Tammy Rae Matthews



Dr. Tammy Rae Matthews has recently published multiple research papers, including two book chapters, “Pushing Back: Empowering Birthing Bodies Online. How Blogs and Podcasts are Challenging Biocertified Discourses of Pregnancy and Birth” and “Publicity maven, social justice defender and former altar boy: Mr. Gay Namibia decolonizes the gay beauty pageant and the World,” and an article, “But Do They Care? The Effectiveness of Interactive Storytelling,” in the Interactive Film & Media Journal.

In addition, Matthews presented “Queering Namibian Sport: A Summary” at the annual meeting of the Oral History Association.

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## Dean Aaron Chimbel and Anna Bulszewicz



Dean Aaron Chimbel moderated a panel at the Broadcast Education Association conference titled “Building Trust: an ethical discussion about journalism in local communities.” The panel included Anna Bulszewicz, a lecturer in the Jandoli School, and junior broadcast journalism majors Jah’Neyce Washington and Richard Williams and focused on a project Bulszewicz did with the students to connect with the community. The panel took place April 15 in Las Vegas. At the same conference, Chimbel served as a panelist for “Challenges for Student Media and Curriculum at Small Colleges” on April 16.



# Faculty Accomplishments 24

## Dr. Brian Moritz

Dr. Brian Moritz presented a paper at the International Association for Communication and Sport's 2023 summit, in March. Moritz's paper looked at the portrayal of sports journalist Trent Crimm in the Apple TV+ show "Ted Lasso" from a sociological and ethical perspective.



## Dr. Richard Lee

An op-ed written by Dr. Richard Lee, a professor in the Jandoli School of Communication, was published in The Buffalo News on Feb. 4. The article, "A press secretary's job is challenging and important," examined recent criticism of White House Press Secretary Karine Jean-Pierre. It was based upon Lee's experience as a press secretary, as well as his time as a journalist.



## Dr. Tara Walker

Dr. Tara Walker's paper presented at a recent conference analyzes the media coverage of selective serotonin reuptake inhibitor (SSRI) drugs between 1995 and 2015. While media coverage of SSRIs in the 1990s and 2000s is credited with destigmatizing mental illnesses, Walker argues that implicit forms of stigma are still present in the media. Specifically, her analysis found that topics discussed alongside SSRIs perpetuated two implicit forms of stigma: association with crime and hysteria around over-prescription. Despite the popularization of biomedical explanations of mental illness, attitudes towards people with mental illness have not improved. The paper was presented at the 48th Annual Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium in Murfreesboro, Tennessee.



# Save the Date!

## 2023 Hellinger Award

### 2023 Hellinger Recipient

Deandre Allen

### 2023 Hellinger Honorable Mention

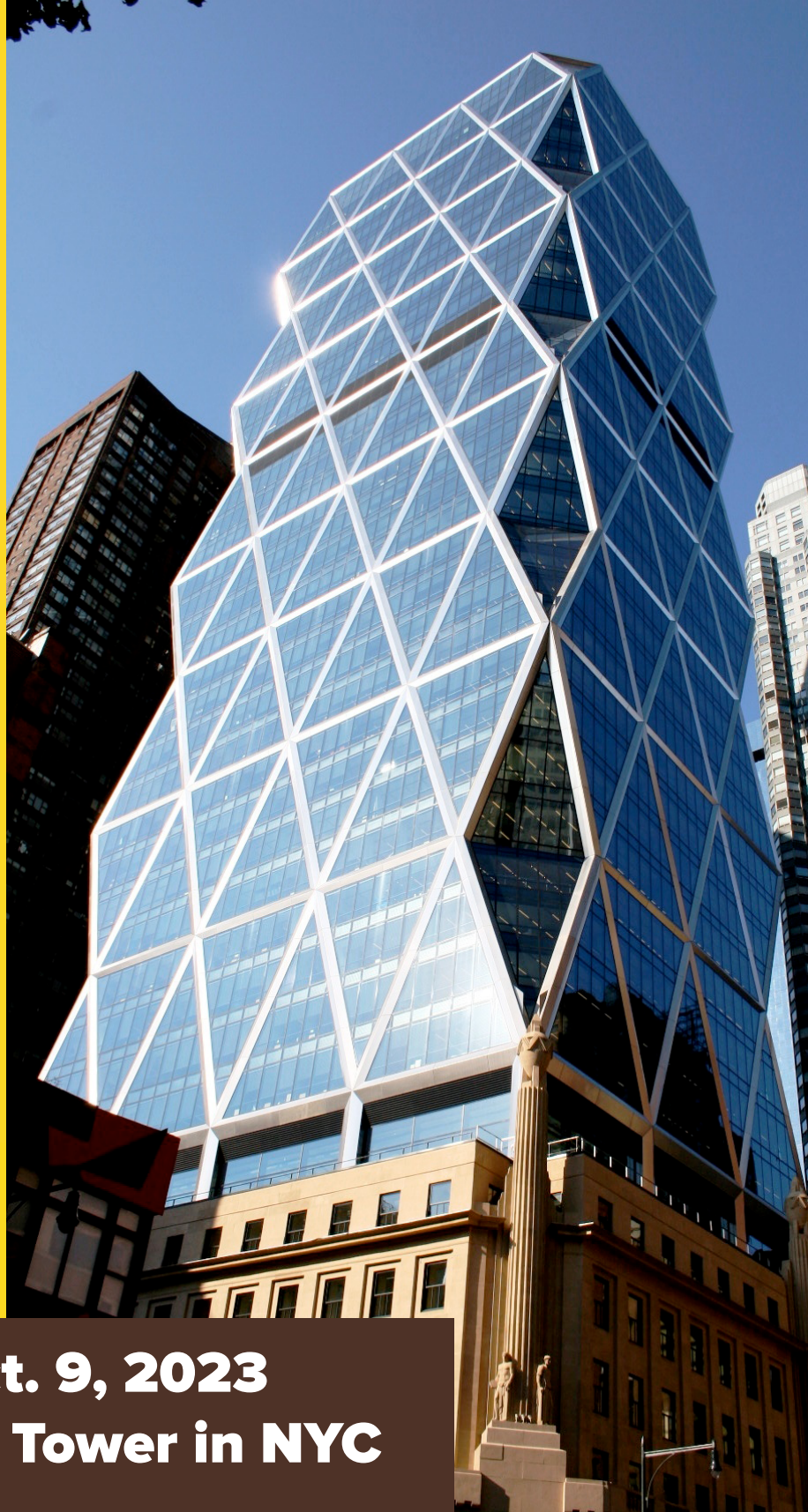
Marnique Olivieri-Panepento

### 2023 Alumnus of the Year

David Yaun, '85

### Distinguished Graduate

Cynthia D'Aprix Sweeney, '82



**Oct. 9, 2023**  
**Hearst Tower in NYC**

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