

A SEMESTER OF... **IN**

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ON**

JANUARY 2019

JANDOLI SCHOOL OF COMMUNICATION
ST. BONAVENTURE
UNIVERSITY

THE DEAN

I want to thank you for graciously welcoming me to the Jandoli School and St. Bonaventure.

As I look to the school's future, I know one thing will not change: our commitment to producing communicators in the mold of Dr. Russell Jandoli. Strong writing skills and a commitment to ethical work in the Franciscan tradition are pillars of this school.

At the same time, the faculty and I know media is changing rapidly and we need to ensure our students are leaders in that evolution.

We are working on new offerings at the undergraduate and graduate levels and are envisioning the future of the Murphy Building in an anticipated multi-million-dollar renovation of our facilities.

We have collaborated with the athletic department on a new HD sports production facility. You will be able to see Jandoli School students' work on the ESPN+ broadcasts of the Bonnies more vividly than ever before.

There is a lot more going on in the school and you will get to read about some of the amazing people doing it in the pages that follow.

*Aaron Chimbel.
Jandoli School Dean*

GRADUATE

UATE

During the fall semester, Graduate Assistant Beth Moore helped with a host of internal and external initiatives, starting with early-semester event planning for the annual Hellinger Awards at Manhattan's Hearst Tower, as well as Comm Day – where she led a seminar on effective social media use.

From there, Moore worked alongside Professor Heather Harris on a major update of the Integrated Marketing Communications (IMC) Master's Program. In doing so, she worked with professors revising syllabi in order to provide a more cohesive and robust learning experience. Moore also aided in scheduling fall IMC defenses for graduating students.

Throughout the semester, Moore worked alongside Dr. Kimberly DeSimone and a faculty committee to plan and implement new diversity initiatives in the Jandoli School.

Moore hopes to pursue a career in the advertising industry in either media planning or project management.

*Beth Moore,
IMC Student &
Graduate Assistant*



DIVER SITY

To provide a more robust, inclusive experience for our Jandoli School students, Dr. Kimberly DeSimone led a committee to curate and roll out a five-year diversity and inclusion plan for the Jandoli School. The goal of the plan was to “create and encourage an intentional and overt departmental, strategic focus on diversity and inclusion.”

In doing so, the group developed four overarching strategies: (1) the committee analyzed and revised all curriculum to meet diversity goals and accreditation standards, (2) increased diversity resources and training, (3) identified and incorporated diversity into the physical and digital space and (4) established the Jandoli School as a university-wide influencer going forward.

The committee consists of DeSimone, Professors Anne Lee and David Kassnoff and Dr. Denny Wilkins, as well as Graduate Assistant Beth Moore.

*Dr. Kimberly DeSimone,
Assistant Professor &
Diversity Advocate*



III

REP ORT

Senior Christian Gravius is the recipient of the annual Murray Scholarship, as well as an upcoming summer fellowship with Arizona State University's News21. While working with News21, Gravius will be investigating how the government responds to natural disasters.

As the 14th Murray Scholar at St. Bonaventure, Gravius traveled with his family to accept the honor in Los Angeles in late September. Programming for this event included a reception held in a suite at a Los Angeles Kings hockey game, where Gravius was recognized as the "Judges' Choice Award" winner, among other activities.

"I've done some things in my short four years [at the Jandoli School] that some people never get to accomplish in their entire lives, and for that I'll forever be in debt to this school," Gravius shared. "I've covered the Bonnies in March Madness in Dallas, Texas for TAPinto Greater Olean, won awards and scholarships for my communications experiences..."

Over the course of his time in the Jandoli School, Gravius has served as a reporter for TAPinto Greater Olean and covered sports for the Olean Times Herald.

Gravius hopes to work in a collegiate athletic communications department at a Division I university.

*Christian Gravius,
News21 Intern &
Murray Scholarship Winner*

OUR PROMISE

At the Jandoli School, you will become
a teller of truth.

Two important words in that statement: "truth" and "tell."

You will find within yourself

the wonder of knowing,
liberation of freedom of expression,
your personal and social responsibility
to be faithful to the truth.

You will come to revel in your own wisdom,
your own sense of ethics,
your own ability to affect the world
far beyond the campus.

Through dynamic classes, many of which mirror the
entrepreneurial communication of the real world.

Through close and constant mentorship from your professors.

Through professional internships.

Through all of these, you will become a true
communicator and a communicator of truth,
no matter the medium you make your own.

==== And that's the =====

truth.

HELLINGER

2018

"THE ROLE OF A JOURNALIST IS NOT TO WIN A POPULARITY CONTEST. OUR JOB AS JOURNALISTS IS TO SPEAK TRUTH TO POWER, TO AFFLICT THE COMFORTABLE AND COMFORT THE AFFLICTED - TO GIVE VOICE TO THE VOICELESS."

ABC News Nightline Co-Anchor
Byron Pitts, Keynote Speaker

"IF YOU SPEND YOUR DAYS WITH PEOPLE WHO INSPIRE YOU, WHO CARE FOR YOU, WHO LOOK OUT FOR YOU, NO MATTER WHAT AWARDS OR ACCOLADES YOU RECEIVE FOR THE REST OF YOUR LIVES, YOU'RE ALREADY SUCCESSFUL AND YOU ALWAYS WILL BE."

Ethan Kibbe, '18,
Hellinger Winner



ALU MNA

Anna Bulszewicz, '07, oversees SBU-TV, a student-led television station. Since the start of her time in this role in 2017, she has grown the program into a joint internship opportunity for students, put an added focus on personal branding and digital content curation, as well as instituted Facebook Live broadcasts.

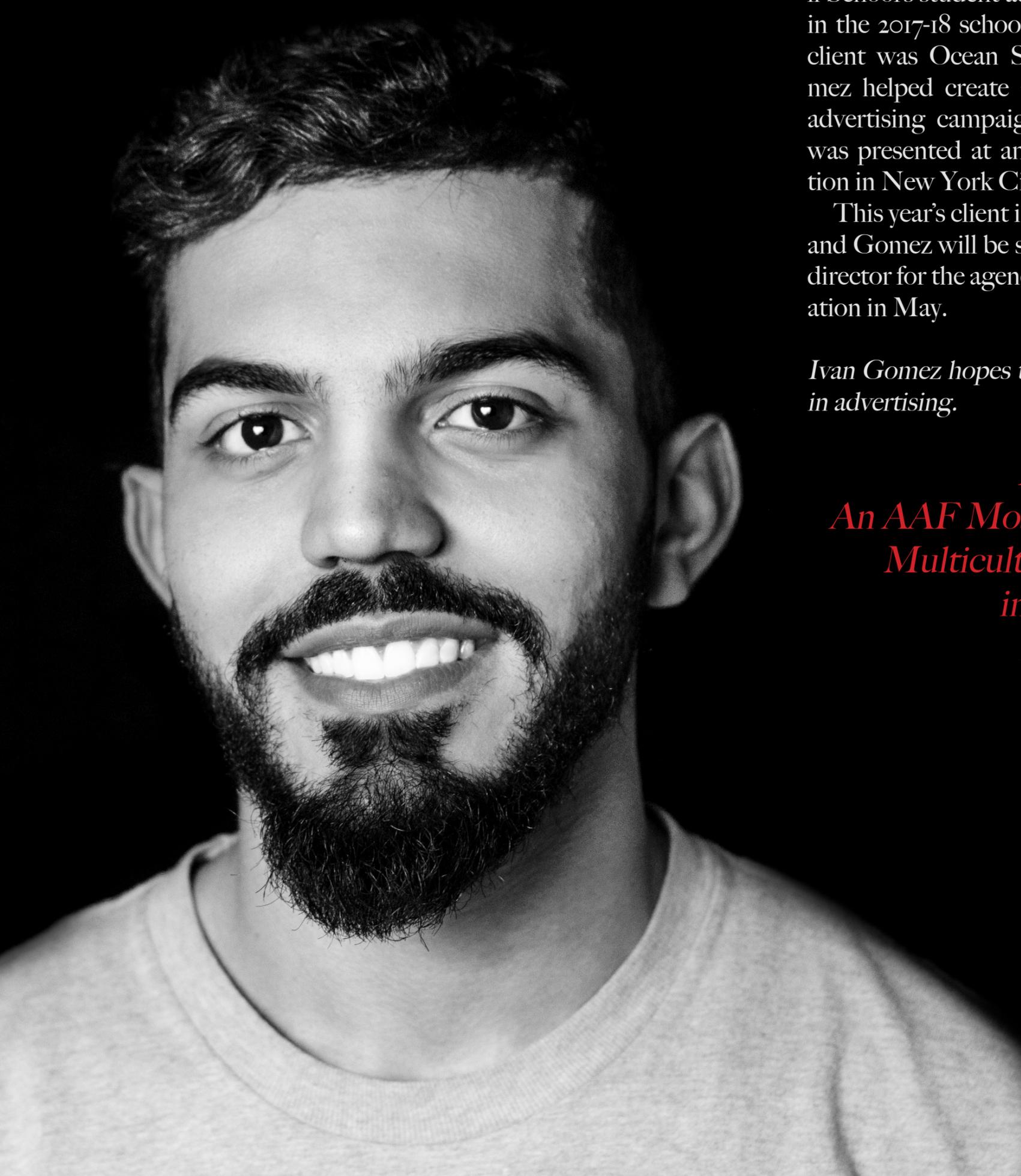
Bulszewicz began her broadcast journalism career as a reporter and anchor at WBKB, a TV news station located in northern Michigan. Eventually her career led her to a Coastal North Carolina TV news station, WCTI/WFXI in New Bern. There, she started as a bureau reporter, and quickly became a top-rated weekday morning news anchor/executive producer.

According to Bulszewicz, she made the decision to return to campus as a professor due to an undying desire to bring her career experience to those finding their footing in the industry and to do so in a personal way.

"I'm not looking at a lens anymore," Bulszewicz said. "I can give a gift to the students who are hungry for what I once wanted to be. They're going to glide gracefully; they're not going to fall down."

*Anna Bulszewicz, '07,
Broadcast Journalism Lecturer*

ADV ERT ISE



Ivan Gomez, a senior strategic communication major, was recently named one of the American Advertising Federation's Most Promising Multicultural Students in Advertising. This prestigious award is given to students nationally each year, recognizing outstanding performance in the field of advertising.

"This really means a lot to me. To think that I could be one of the 50 most promising multicultural students in the whole nation is really impactful," said Gomez. "It inspires me and motivates me to keep going on this journey I've been on. It hasn't always been easy."

Gomez served on the public relations team for Kwerkwerks, the Jandoli School's student advertising agency, in the 2017-18 school year. Last year's client was Ocean Spray, which Gomez helped create a fully developed advertising campaign for. This plan was presented at an annual competition in New York City this past April.

This year's client is Wienerschnitzel and Gomez will be serving as creative director for the agency through graduation in May.

Ivan Gomez hopes to pursue a career in advertising.

*Ivan Gomez,
An AAF Most Promising
Multicultural Student
in Advertising*

VIII

I M C

Looking at changes in the marketplace and employer demands, the IMC faculty created a new framework on which to develop and deliver our master's program going forward.

This framework is grounded in the idea of "design thinking" and helps to foster in-demand creative and analytical skills in our students. This new approach emphasizes the importance of both left and right brain thinking in the development of communications and makes sure students are versed in both ideation and creative development, as well as strategy and analytics.

In a world where everyone has data, making meaning from the data has become the differentiator for all brands. Creative elements such as story, content, design and consumer touch points are aligned with strategy and analytics to deliver communications that drive significance.

*Heather Harris,
Assistant Professor &
IMC Director*



BRO ADC AST

Yoselin Person, a senior journalism and mass communication major, has been an active student in the Jandoli School throughout her college career.

First serving as a staff writer for *The Bona Venture* newspaper, and then with SBU-TV, where she serves as an executive producer and reporter.

Person was attracted to the field of broadcast journalism due to the visible exposure it affords and the ability to give a voice to the voiceless, something she said was highly stressed in her broadcast courses with Professor Anna Bulsiewicz, '07.

"SBU-TV is the place where I felt I honed my work ethic," Person explained. "I've learned I had to go the extra mile not only when it came to covering a story, but when I had multiple roadblocks and found ways around those roadblocks. The station taught me how to be more creative with storytelling and fact-checking."

Person hopes to pursue a career in broadcast journalism as a multimedia journalist.

*Yoselin Person,
SBU-TV Reporter*



QUESTIONS? COMMENTS? CONTACT US AT [JMC@SBU.EDU](mailto:jmc@sbu.edu).

@BONASJSCHOOL



THIS UPDATE WAS CREATED BY GRADUATE ASSISTANT LIAM MCGURL