



[www.sbu.edu/admissions](http://www.sbu.edu/admissions) • [admissions@sbu.edu](mailto:admissions@sbu.edu) • (800) 462-5050

## Journalism & Mass Communication

[www.sbu.edu/journalism](http://www.sbu.edu/journalism) • Dr. Pauline Hoffmann, Dean • [hoffmann@sbu.edu](mailto:hoffmann@sbu.edu) • 716-375-2520

### About the Jandoli School

Our faculty have had successful careers in all fields of communication, including social media. We teach our students how to gather, analyze, and communicate information in an ethical manner. Students learn to write effectively for varied media, purposes, and audiences.

As exceptional communicators, our graduates excel in many fields, such as print, online and broadcast journalism; public relations as members of corporate teams or agencies; and creative and account executives in advertising firms. Our graduates are well prepared for study for advanced degrees, such as law degrees. Students also apply for our five-year program in Integrated Marketing Communications.

### What our students do

Our students participate in professionally supervised internships and on-campus student media, giving them the opportunity to practice what they learn in the classroom. Students run a highly ranked student radio station and produce a weekly newspaper, the oldest consecutively published student literary magazine in the country, and the student yearbook. Students who concentrate in public relations and advertising compete each spring in a national competition. Students produce a weekly newscast in a professionally equipped and supervised broadcast studio as well as produce live sports programming from a 48-foot remote television broadcast facility. Graduates have won Pulitzer Prizes and Emmys and more scholarships than any other university in a national sportswriting contest.

### The careers our graduates discover

- Director of internal communication for MTV networks
- Anchor and managing editor of Fox News
- Producer for ESPN's Outside the Lines program
- Coordinator for Freedom of Information Act requests for the Department of Homeland Security
- First woman assigned as beat reporter for the University of Florida's football program
- Founder and director of an organization to raise awareness of cancer among college-age youth
- Reporters for metropolitan daily newspapers across the country
- A Franciscan brother
- Senior account executive for New York state's premier crisis communication PR firm
- Members of the global communications unit of a Fortune 500 corporation
- Lawyers
- Editors
- Filmmakers
- Television anchors, reporters and producers
- Food, nutrition, and fitness columnists
- Authors of fiction and non-fiction

Our graduates have bright futures because they are versatile and ethical communicators. The firm foundation provided by five required writing courses and the creativity afforded by a suite of varied elective choices make our graduates employable in a variety of fields. They become part of a family of 2,695 Jandoli graduates.



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### A Sampling of Success

**Lois Arbogast** – 2006, social media manager, Vistage International Inc.

**Richard Adamonis** – 1977, communications VP, NY Stock Exchange

**Daniel Barry** – 1980, columnist, New York Times, Pulitzer Prize; co-winner of George Polk Award for investigative reporting

**Lisa Barnard** – 2005, senior community manager/account supervisor, Social Media Ink, LLC

**Kerry (Donovan) Byrnes** – 1993, producer/writer, NBC “Today Show,” MSNBC News

**Torre Catalano** – 2004, director of video production, EMI Music North America

**Neil Cavuto** – 1980, managing editor, Fox News

**Justin Craig** – 1997, producer, “Mike and Mike Show,” ESPN

**Jeff D’Alessio** – 1991, editor, Sporting News

**Shannon (O’Connell) Dan** – 2001, Sr. director of digital media, Intersport

**Robert A. Dubill** – 1958, retired executive editor, USA Today; Pulitzer Prize

**John M. Hanchette** – 1964, retired national correspondent, Gannett News Service; associate professor, St. Bonaventure University; Pulitzer Prize

**Charles Hanley** – 1968, special correspondent for international issues, The Associated Press; Pulitzer Prize; George Polk Award

**Kelly Hayes** – 2005, executive producer, YNN Buffalo

**Deborah Henretta** – 1983, president, Procter & Gamble, Asia, Australia, India

**Catherine (Valentini) Kauder** – 1991, producer, ABC News.com

**Christopher LaPlaca** – 1979, senior VP of communications, ESPN

**Elizabeth Licamele** – 2000, public affairs officer (web content), CIA

**Andrea Michnik** – 2006, executive assistant, The George Washington University

**James A. Marchiony** – 1976, associate athletic director/external relations, University of Kansas

**Brian McNamee** – 1978, director of human resources, Amgen Inc.

**Michael T. Ryan** – 1977, general manager, Arizona Republic

**Shaun Sheehan** – 1966, VP, Tribune Broadcasting Co.

**Carol A. Schumacher** – 1978, senior VP investor relations, Wal-Mart

**Laura Tucker** – 2007, PR coordinator, Conde Nast Publications

**Michael Vaccaro** – 1989, sports columnist, New York Post

**Adrian Wojnarowski** – 1991, NBA columnist, ESPN