



INNOVATION

SPRING 2019

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,

This semester, Dean Aaron Chimbel helped lead the Jandoli School to national accreditation through ACEJMC.



Dick Joyce Biennial Symposium

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.



Keri Potts (center) addresses attendees of the Dick Joyce Sports Symposium.

Photo Gallery John Domino Award



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.

Mary A. Hamilton Woman of Promise

Senior Tierney McGilvray is a promising student in advertising who's taken St. Bonaventure University by storm over her four years at the university.

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.

"I'm so incredibly honored to be named a Woman of Promise by my J-School professors and mentors," said McGilvray. "I've always be-



Tierney McGilvray, '19

lieved 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 undy-

ing 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.**



(Left to right) Mary A. Hamilton and Woman of Promise Award winner Tierney McGilvray pose for a photo after the award recognition

Introducing Sports Media at SBU

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 communications 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



ESPN's Chris LaPlaca, '79, poses with Jandoli School student reporters and seniors at Super Bowl LII.

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 Bon Temps ('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.

"We consulted with some of our alumni on the need for the major and also solicited their ideas about the content of the program," 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.

29% national demand for sports comm graduates from 2013-17.
increase

Graduate Student

Bonnie Walker, '19, MA

An interview with Bonnie Walker, the 2019 winner of the Deb Henretta Award for Excellence in Integrated Marketing Communications.



Could you share your professional background and how you came to choose the IMC program?

I've been in the workforce for some time since my undergraduate days, and in a series of industries and positions. One constant always seemed to be my "helping out" with web design, social media, logo development, overall branding etc. Despite the obvious, I never really thought of it as marketing! When I finally left my last position, I decided to reverse engineer my next career path by going online and seeing what jobs were out there. I would click on positions that interested me, and before long marketing came to the forefront as a common thread. That is when I began researching programs, and eventually came upon St. Bonaventure University's IMC curriculum. I'd had first-hand, in-industry experiences on the necessity of an integrated skill set, and so SBU quickly became my top choice.

When you first began the IMC program, what did you find difficult or intimidating, and how did you overcome it?

As I worked exclusively online throughout the program, discipline and time-management were my dominant concerns. As well, translating my "boot-strap" experience into a formal educational setting confounded me at times. My best work came when I let myself play with the materials, and allowed my creativity to take

me down paths I would not have otherwise considered. And lots of coffee.

What did you learn about yourself through your IMC journey?

At the beginning, I thought that I needed to become a "MARKETER" in order to succeed. By the end of my time in SBU's IMC program, I had discovered that it was when I was the most "myself" that I was the most successful. This lesson is one of the most important that I've learned.

Now that you are finished, what would you advise to those who are interested in pursuing a degree in IMC?

We are all endowed with different strengths. Allow the program to challenge you, so you might discover throughout your IMC journey what you, uniquely, might bring to your assignments, your IMC plan, and eventually your career.

Learn More.

Visit online.sbu.edu to find out more about St. Bonaventure's [Integrated Marketing Communications](#) and [Strategic Leadership](#) graduate programs.

Undergraduate Student Sean Mickey, '21

Sophomore Jandoli School student receives a job offer from Rochester's ABC affiliate, following an outstanding internship experience with the news station.

Sean Mickey is a sophomore journalism and mass communication major, who recently received a job offer from WHAM-TV, the ABC affiliate in Rochester, New York, following an internship with the station.

While continuing his undergraduate education, Mickey will serve as a weekend assignment editor for the station — dispatching news crews to story locations, contacting news sources, writing and posting web stories and videos, as well as updating the station's social media pages.

Over his past two years of undergraduate studies at St. Bonaventure, Mickey has been involved in [SBU-TV](#) — as a news director — and The Bona Venture — as the sports assignment editor. He joined both organizations during the first semester of his freshman year. He has also contributed to TAPInto Greater Olean, served as a senator-at-large for the Student Government Association and worked as a technical director for ESPN+

broadcasts of campus sporting events.



"I believe the best way to learn is by doing," Mickey said. "SBU-TV gave me the ability to work in a setting where I was getting professional hands-on training. The Jandoli school gives students the tools necessary to become successful journalists."

While Mickey's love for the craft blossomed at the Jandoli School, that's not to say it budded in college.

"I've always been a curious person and interested in news," Mickey shared. "Growing up, my family always watched NBC Nightly News

at dinner time. By the time I was in fourth grade I would religiously watch the local 10 p.m. news broadcast before bed, dreaming of living those reporters' lives and being a witness to history. When it came time to pick a college major, I knew journalism would be a tough career field, but I couldn't settle."

Mickey said he chose the Jandoli School due to the program's early-on, practical career experience offerings.

"When I began to look for a college, I knew that St. Bonaventure University would let me get involved right away, whereas other schools told me I wouldn't be able to until junior year," he explained.

Mickey added that the Jandoli School puts a focus on ethics, which, now more than ever, gives students a unique upper hand in the field.



Senior Success

Senior Yoselin Person, '19, accepted a job offer from **KMID-TV in Midland, Texas.**

Kwerkworks takes NYC

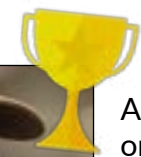


Students in Kwerkworks, the Jandoli School's on-campus chapter of the American Advertising Federation (AAF), headed to NYC on April 25 for the annual NSAC Student Advertising Competition. Competing at Pace University, this year's client assigned to participating schools was Wienerschnitzel.

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.



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.



#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](#).

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 Dezio

Samantha Drees
Colden Dwaileebe
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 Negrón
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!

SAVE THE DATE
HEARST TOWER • MANHATTAN

THE 59TH
HELLINGER AWARDS
10.7.19

CALL US AT
(716) 375-2521
FOR DETAILS

THE JANDOLI SCHOOL OF COMMUNICATION
ST. BONAVENTURE UNIVERSITY

◀ FEATURING
DAN BARRY, '80
NY TIMES

▶ HONORING
Hellinger Winner
Michael Clare Nelson, '19
Runner-Up
Christian Gravius, '19
Alumnus of the Year
Adrian Wojnarowski, '91