Annual Communication Alumni Reception on October 12, 2012

Attendance has been steadily growing, with over 60 alumni at the event last year! Come join in the fun, mingle with former professors and classmates, and do some networking. During Homecoming Weekend, the School of Communication will host a reception for alumni of its undergraduate and graduate programs on Friday, October 12, 2012 in the Rotunda of the Harry Jack Gray Center at 5:30-7:30 pm.

Mark your calendars and reply when you receive an invitation from the Office of Alumni Relations. Hope to see you on October 12!

Alumni Dynamic Duos

Sometimes in life it is whom you know and sometimes it is serendipity. These former School of Communication students found at least one fellow alum in the workplace so we asked them about their experiences of working together.

Andrew Klein ('05)
Manager of Social Experience

&

Jamie Glastein ('05)
Social Media Manager

Starcom MediaVest Group (Microsoft) NYC

How did you meet?
J & A: Our education and friendship began in elementary school and our destinies have been interwoven ever since. It's crazy!

How did your communication studies prepare you for your current job?
A: My classes within the School of Communication provided me with vital skills needed to work and manage the intricacies of corporate and public communication. Learning how to deal with client needs and expectations, crisis management, personal and group communications skills, as well as online publishing all helped to prepare me for this new role in social media management.
J: The close-knit environment of the School of Communication really helped to define the meaning of a “team.” In our work environment we truly cannot function without the help of all of our peers which brings me back to skills I learned while working on group projects back in the day. With those experiences I’ve been able to use communication skills to work with everyone no matter what role they may play on the team and more importantly become more confident to speak up in both small and large groups.

What’s it like working with a fellow alum?
A: We work really well together since we come from the same educational background. We certainly aren’t bashful when discussing new ideas and potential tactics as we know we can turn to each other for the right guidance and support. It’s also great to see a familiar face every day, but even more fun to rehash our crazy college days!

J: As Andrew mentioned, it’s great to see a familiar face every day. While working under tight deadlines it gives us the opportunity to still laugh, reminisce and even relate work situations back to college. It also is a major advantage on our part because Andrew and I learned each others’ work habits back in the days of Introduction to Public Relations while working on group projects. Together we’ve always made a great team!

Tell us something interesting you have done in your job in the last 6 months.
A: I’ve always had a love of technology and gadgets. Now I’m working for Microsoft, one of the most high-tech and exciting brands to possibly work for, in the world. Not only do I get to plan awesome social media experiences for Windows, Windows Phone, and Xbox, but I get to work closely with Facebook, Twitter, Foursquare, the list goes on and on. It’s truly a geek dream come true! One of the latest campaigns I worked on was for Windows Back to School. So if you’re still a student at UHA, lucky you! You can now buy a sweet new Windows laptop and you’ll get an Xbox for FREE! Now be a good Communication student and go like it on Facebook! http://bit.ly/PCXbox

J: I was fortunate enough to work on a launch of a new product for Microsoft just a few months back. Bing launched a new social search and I was able to be a part of the marketing brainstorming as well as how to execute all media to support it. Once the product launched I truly learned how rewarding it is to see work that you helped to launch from beginning to end make a statement in the marketplace with press releases and articles.

R.J. Allen (*10)
Digital Marketing Coordinator
&
Darren Duncan (*11)
Marketing Coordinator
Condé Nast, New York, NY

How did you meet?
RJ: I was recruiting for the Red Cap program and a friend mentioned that he would be a great candidate. Ironically, we became great friends and found ourselves connected through a few other organizations and programs at Hartford.

How did your communication studies prepare you for your current job?
D: The classes made me aware of common communication and marketing practices. Techniques such as the SWOT Analysis come in handy during brainstorming sessions and prove to your peers that you are an essential contributor in meetings.

RJ: There are two lessons I learned in my PR campaigns and Copywriting and Layout classes that I find myself referring back to on a daily basis: know the client inside and out so that I can always be two
steps ahead and providing content that's easy enough for an 8th grader to understand. Working on 6 different brands, it's my responsibility to comfortably know each and exactly what they want. Time is a scarce commodity in our building and whether I'm meeting with the rest of my team or with editorial it's important that I'm able to provide that information smoothly.

Tell us about a recent project.
D: The most involved project I have worked on is creating a 28-page booklet that will be used as marketing collateral to try to attract subscribers for Glamour magazine. It was time consuming, as I had to contact numerous celebrities in order to try to gain approval to use their images for this purpose (and quite a few denied rights to use their images). After all of the images were finalized, I also had to send the document to Glamour for their final approval as well. Although the project took months to complete, it was very rewarding knowing that I spearheaded creating a publication.

What's it like working with a fellow alum?
D: I enjoy working with a fellow University of Hartford graduate because you always have a resource that you can lean on in the office. During the slow times, you can even reminisce about good times shared during your undergraduate experience (though down time is hard to come by). RJ was instrumental in getting me acclimated to not only the office, but to New York City, as well.

Jessica Ruggles ('10)  
Marketing Specialist

&

Matt Cooke ('10)  
Marketing Specialist

Prudential Financial, Hartford, CT

How did you meet?
J & M: We met outside the Regents apartments during a fire alarm. A few months later we were both on the Public Relations Student Society's e-board.

How did your communication studies prepare you for your current job?
M: The coursework and connections helped me a lot in developing my communication capabilities. With the help of alumni I was able to intern at CNN in New York and got an interview for my first job at The Hartford.

J: I became a stronger writer and better presenter. The group projects in class prepared me for the work place-teamwork is everything. I think realizing that you’re only as good as the people around you is motivating, you want to do the best you can for the team and the client. Other classes emphasized the need to keep up-to-date with current events and introduced me to other communication functions such as design. I don’t work in design but I do work on the creative aspect of projects and I understand the amount of time and effort it takes.

What's it like working with a fellow alum?
J: It’s nice to work with a fellow alumnus to bounce ideas off of and to provide comic relief. We also know how to play upon each others’ strengths, which proves invaluable during challenging assignments.

M: Working with a fellow alumnus is an experience that’s hard to adequately put into words. Having someone who I have an existing relationship with at work has proven to be a very useful asset, both professionally and personally. Not only do we know each other’s strengths and weaknesses, which is
helpful in getting projects completed, but we also help each other get through the day with humor. So often at work many people forget to enjoy themselves, or “just show up;” working with Jess makes me want to come into work because of the environment we create. Rarely does a day go by that one or both of us aren’t brought to tears from laughing so hard.

J: I swear we work.

Tell us something interesting you have done in your job in the last 6 months.

J & M: After the Marketing Team off-site, we were stranded in Newark, NJ. (They’ll have to fill us in at our School of Communication Alumni Reception on October 12!).

Communication Students Land Exciting Internships

Spring 2012 Internships

Among the new internships occupied by our majors in Spring 2012 are placements in Pratt & Whitney’s Communications Division. Amanda Clarke (‘12) worked in corporate communications at the East Hartford facility.

Andrea Wojcik and Sarah Wilson (‘12) interned at The Hartford Courant. Andrea worked on the newspaper’s new publication Hartford Magazine and wrote and researched stories, while Sarah assisted the Editorial Department with research on state elections and wrote several editorials.

Before graduation, two interns were offered jobs as a direct result of their internships. Sydney Scott (‘12) began her new job in June in Dallas at ABC affiliate WFAA as a Digital Sales Jr. Manager. She interned at CTI/Hartford Courant with alum Mark Lukas (‘84), Retail Advertising Director, and he helped her to secure her new position.

Ellyn Puleio (‘12) interned at LIFE Marketing & Events in West Hartford, working with their largest client, LEGO Kids Fest. Among her other duties was a trip to Kids Fest in Cincinnati, where she helped coordinate media events and management of the sold-out crowds of kids and parents. Because of her skills she was offered a full time position at headquarters in West Hartford.

Students also played a role in internships long established by our alums. Kristie Borges (‘93), News Producer at NBC 30, supervised juniors Kristina Pallas and Ben Wilcox in the newsroom, where they worked to support reporters and also developed and shot their own stories. Thanks to the efforts of Susan Ducey (‘92), an Executive Producer at DDB New York, David Tucker (‘12) landed an internship at Napolean Group, an editing house in Manhattan where he had an opportunity to put his skills with Avid and After Effects to use and to learn new editing software. Lily Bodenlos (‘12) worked at WFSB Ch. 3 reporting news stories on assignment.

Important new internships in not-for-profit organizations were also a part of spring semester. Junior Kateyn O’Sullivan worked at The Mercy Community in the McAuley Home in West Hartford producing a resident handbook, which is a photograph and biography of each senior resident to help welcome newcomers to the home. Kevin Blohm (‘12) was a marketing intern at Mutual Housing Association of greater Hartford. The organization helps to secure rentals for persons in need, and trains first-time homebuyers on how to purchase a house. Scott Greenfeld (‘12) interned at the Connecticut Department of Energy and Environmental Protection (D.E.E.P.) helping to research barriers to waste recycling and how communication campaigns can help to overcome them. Nicholas Frogameni (‘12) interned in the University’s Office of Communication, where he produced social media to promote Community Day and wrote articles for UNotes, the university’s online newsletter.
Summer 2012 Internships

Sophomore Rachel Cisto was an intern in the news department at WMUR-ABC-9 in Manchester, New Hampshire, where she performed in a variety of news functions. She writes that her experience as a member of STN, the School of Communication’s student news team, was a great help in preparing her for the internship: “This internship was very useful. I got to experience a lot of things that are quite different from the smaller newsroom that is STN2. I definitely believe that the exposure I received from professional newscasters will help me expand my skills and really lead me to my dream career in television news. I was really lucky to get here, and I couldn’t say a bad thing about any part of my experience.”

Rachel was not the only student who spent the summer in a newsroom. Junior Brooke Tallinger was an intern at WHAM in Rochester, NY. Senior Ben Wilcox was at WJAR-TV NBC 10 in Providence, and Jashell Smith and Reyna Boucaud both interned at NBC Channel 30. Senior Christina Craig was the community outreach intern at Connecticut Public Broadcasting while Tim Rizzo, a junior, was a sports intern at the New Haven Register.

The world of print media was the place for several communication majors. Senior Kaitlyn Schroyer was an editorial intern at Hartford Magazine, published by the Hartford Courant. One of her articles “Why I Waited” about her decision to delay getting her driver’s license until she turned 20 was published July 25 in the Courant’s “On The Road” section.

She writes “Going into the internship, I had been asked what exactly I would like to focus on and that was writing. My internship definitely gave me a lot of clips and the experience of having a head editor and multiple changes to an article.”

Senior Natalie Yubas interned at National Geographic headquarters in Washington, D.C. where she worked on the magazine’s design and graphics. Her duties involved working with photographers and layout artists from Asia and Europe. Junior Rebecca Lazarus interned in New York for Clear Channel, promoting artists, concerts and events for their flagship radio stations.

Faculty Updates

Joining the faculty this academic year as Visiting Assistant Professors are Dr. Geoffrey Graybeal and Dr. Fang (Faye) Yang. Dr. Graybeal comes to us from the Grady College of Journalism & Mass Communication at the University of Georgia. Filling in for Dr. Jack Banks and Dr. Roger Desmond while they are on sabbatical in Fall and Spring semesters, respectively, Garybeal will teach journalism and media courses as well as research methods. Replacing Dr. Mark Cistulli, who has left the faculty to teach in the School of Business at Central Connecticut State University, Dr. Yang will teach courses in advertising and integrated communication.

Please consider a gift to the Communication Students Special Opportunities Fund to help us cover the costs of professional extracurricular activities such as students presenting projects at annual conventions like the Public Relations Society of America and the Eastern Communication Association, participating in the American Advertising Federation’s National Student Advertising Competition, attendance at lectures and events, field trips to media outlets, etc.

To make a contribution to the fund, you can send a check payable to the University of Hartford, and in the memo section indicate Communication Students Special Opportunities Fund, and mail to Institutional Advancement, University of Hartford, 200 Bloomfield Avenue, West Hartford, CT 06117.
you prefer to contribute to the fund online, go to www.hartford.edu, click on “Giving to U of H,” select “Make a Gift,” and where it asks for “Designation,” select “Other” and indicate Communication Students Special Opportunities Fund.

If you have any news you’d like to share, if you’d like to be a guest speaker, or if you have internship opportunities for our students, please let us know. We enjoy hearing from you. To keep up with School of Communication happenings, you can also visit our website at http://uhaweb.hartford.edu/cmm and follow us on Facebook at www.facebook.com/UofHSchoolofCommunication.