

Communication Alumni Newsletter

February 2010

Communication Alumni Receptions

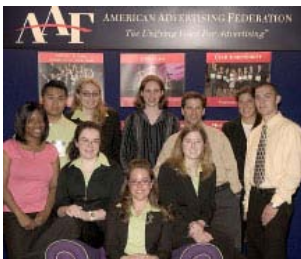
Upcoming Reception in Manhattan on March 25

Join your former professors and classmates from the School of Communication for a Happy Hour reception on **Thursday, March 25, 5:30-8:00 pm** at Croton Reservoir Tavern, 108 W 40th Street (between Avenue of The Americas and Broadway). Catch up with faculty like Roger Desmond, Bob Duran, Harvey Jassem, Lynne Kelly or faculty from the 1990s or later like Jack Banks, Branko Kovacic, Paul Siegel, Susan Grantham, Randy Jacobs, Elizabeth Burt, or our most recent hires, Mark Cistulli and Aimee Miller. There will be a cash bar with discounted drink prices and light refreshments. Alumna **Elite Rubin ('98)** has generously devoted her time to planning this event. Please rsvp to her at eliterubin@hotmail.com.

Fall Homecoming Communication Alumni Reception Enjoyed by Many



The Communication Alumni Reception on October 2nd 2009 was a great success. Many alumni attended including co-editors of the book, *Dedicated to the People of Darfur*, alumna Jennifer Reynolds (M '07) and her husband Luke. Copies of the book were available and all royalties from the sales went to benefit The Save Darfur Coalition. There was a slideshow of alumni and faculty photos across the years as well as a Jazz Trio that set the mood for the evening. All of the School of Communication faculty and staff attended. President Harrison even made an appearance.



New Special Opportunities Fund for Communication Students

In a tough job market, it is especially important for students graduating with degrees in Communication to distinguish themselves through internships and participation in special activities that develop their skills and help them network.

School of Communication students present projects or attend regional or national professional conventions like the Public Relations Society of America and the Eastern Communication Association. Some are participating in the American Advertising Federation's National Student Advertising Competition and many are doing internships. These activities, along with attendance at relevant lectures and events, field trips to media outlets, etc., vital to students' professional growth, have associated costs which can prevent students from participating.



That's why we are pleased to announce a new fund, the Communication Students Special Opportunities Fund, designed to cover some or all of the costs of these kinds of activities so students can participate regardless of their means. Faculty in the School of Communication initiated the fund through their donations, and now we are asking for your help to grow the fund.

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 c/o Crystal Waldo, Institutional Advancement, University of Hartford, 200 Bloomfield Avenue, West Hartford, CT 06117. If 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.

We appreciate your generosity in supporting our students.

Alumni News



Chris Petersen '89, a School of Communication alum, came back to the University on Thursday, Oct. 15, 2009 to speak to students about the startup company **Youth Sports Live Broadcasting, Inc.** Petersen is the Vice President of Sales and League Relations for the company, which was started by **Brian Bushwell ('89)** and **Greg Centrocchio ('90)**. His former Hartford baseball teammate and former Major League Baseball player **Jeff Bagwell** also became a co-owner of the company.

The company delivers live streaming broadcasts, accessed at www.youthsportslive.com, of over 200 Little League games. Their services also include Replay-on-Demand and DVDs of youth sports games. For a small monthly fee, family members can re-watch their player's first homerun or the first game in which they pitched, over and over again.

Petersen spoke about his time here at the University and his first jobs right out of college. He talked about his hesitancy when approached by his best friends to leave his career as a history teacher to help start the company, but told his audience that you "have to trust your partners in order to be successful. You have to trust your partners and believe in an idea."

The idea behind the company was a result of the men having to miss their children's baseball games. "It is heart-wrenching to miss your child's games and this website allows everyone from parents, to grandparents, to the players themselves to watch the games or re-watch the games," Petersen said. He said that the market for Little League was great, but coverage of the games was non-existent, creating a perfect opportunity for them to make their mark.

Students asked Petersen questions ranging from information about the company to his advice on how to achieve goals. Petersen concluded the lecture by giving an encouraging message to students on making the most out of their time here at the University of Hartford. The event was sponsored by the student group, **Hawk Sports Television**.

Lon Seidman ('98) is co-founder and C.E.O. of Local Online News.TV, a producer of news stories about the town of West Hartford and surrounding areas. Seidman's company covers politics, education and all major newsbeats with short video stories available on the Internet and a variety of newspapers and other media. According to Seidman, "LocalOnlineNews.TV goes further than traditional media with the option to view complete, uncut interviews with local officials and newsmakers attached to many of the stories we produce." See recent news at: <http://localonlinenews.tv/>

Brian Johnson ('94) is commemorating the eighth anniversary of *Marquee Magazine*, a monthly publication he founded and continues to publish in Boulder, Colorado. He describes it as "an independent, Colorado-based, FREE music magazine". With reviews, features and profiles of music and musicians of the vast music scene in Colorado, Marquee is also the

premiere information source for audiences and the music industry. According to Johnson, the recession of 2008-9 was difficult; "Last year was tough; we nearly went under. But now with the forthcoming anniversary issue, we have the highest gross ad revenue in our history, with a circulation of 27,000 readers." Read the latest on music at: <http://marqueemag.com>

Faculty News

Our newest faculty member, **Dr. Mark Cistulli**, who teaches courses in advertising and public relations, has recently published an article (with two co-authors) titled, "How Similar Are Real Estate Agents and Human-Service Workers? A Study of Real Estate Agents' Responses to Distressed Clients", in the *Journal of Business Communication*. He also presented his work, co-authored with colleagues, at two conferences. One study was called, "Let's Agree to Disagree: Social Dominance Orientation, Obama, and the 2008 Election," presented at the conference of the Society for Personality and Social Psychology in Las Vegas. The other, "Effectiveness of Media Interventions to Prevent HIV, 1986-2006: A Meta-Analysis" was presented at the annual meeting of the American Public Health Association in Philadelphia, November 2009.

Dr. Roger Desmond, Professor, is teaching a class this term titled "Perspectives on Journalism: Online Journalism" where advanced journalism students are learning how to use some of the emerging media technologies to write and illustrate news stories that function on the World Wide Web. Students are blogging, posting photos and video on the web to support news stories, learning how to create web graphics and a host of other skills. Follow student projects at: <http://rdesmond.wordpress.com/>

Desmond is a co-author, along with **Anna Danilewicz (2003, M '06)**, of an article titled "Women Are On, But Not In, the News: Gender Roles in Local Television News" in *Sex Roles* (published in July on the web at: http://www.allacademic.com/meta/p_mla_apa_research_citation/1/7/2/0/2/p172028_index.html)

A recent article, co-authored by **Dr. Susan Grantham**, "The Effects of Attribution of VNRs and Risk on News Viewers' Assessments of Credibility," has been selected by the editor of *Journal of Public Relations Research*, to be highlighted in the AEJMC Research You Can Use project. Research You Can Use selects new research from AEJMC refereed journals to promote to journalists and others in the industry for stories or for continuing education.

Dr. Lynne Kelly and colleagues from the University of Northern Colorado (James Keaten, Yen-I Lee, and David Palmer) presented a paper, titled "Fear of Negative Evaluation, Email Style, and Communication Competence: Explaining the Frequency of Email Use in a Difficult Personal Situation," at the annual convention of the National Communication Association in Chicago on November 13. The paper was selected to receive the **Top Paper Award** in the Communication Apprehension and Competence Division. In addition, Kelly gave two other presentations: one in which she represented the Communication Apprehension and Competence Division on a panel focused on the past, present and future of the division, and the second on a panel whose topic was treatment approaches for communication anxieties and reticence.

Dr. Aimee Miller was elected to a two-year term as an at-large member of the Committee on Committees of the National Communication Association (NCA). As a member she will assist the chair of the committee in securing nominees for the open governance and award committees and will attend meetings of the Committee on Committees at the national convention in November. She also presented her competitively-selected paper, "A Typology of Turning Points and Trajectories: An Exploration of Mother-Young Adult Daughter Communication," at the annual meeting of the National Communication Association in Chicago in November. Her co-author on this paper was Meredith Harrigan of SUNY-Geneseo.

If you have any news you'd like to share, or 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://uhavax.hartford.edu/cmm>.