

The Front Page

Issue No. 6

The Newsletter for the Communications Department at Adelphi University

Spring 2015

Taking to the Sky

Drone aerial photography boldly takes communications program to new heights

What catches your attention first is the sharp buzzing sound, as if a swarm of bees was in flight. But the prickling sensation passes quickly as you take notice of the futuristic, four-legged craft moving through the air, sweeping past observers on the ground staring skyward, amazed, in kidlike wonder. Drone technology has arrived – most specifically, to the Communications Department at Adelphi University.

Armed with a 4K Go-Pro camera, the drone will allow the program to shoot aerial photography. The first results, a test run in the university gym, were remarkable. A representative from B&H photo was present for a demonstration as members of the department watched with more than a bit of awe as the drone circled to the heights of the 70-foot-high gym. Bad weather cancelled an outdoor demonstration, but the technology proved its versatility indoors with its stunning high definition imagery.



A View from the Drone - Inside the Gym



The quad-copters look like mini helicopters (about the size of a football). The B&H operator worked with a digital remote control that looked like that of a small game console. Using his control, he directed the drone's flight path, at times keeping the copter in a hovering position. In flight, the small Go-Pro camera retained its steady and mesmerizing video-imaging.

"The camera is gyroscopically balanced and its much like the controls of a well-designed video game," says Tom Campbell, Technical Director of the department.

Drone technology with its high definition capabilities offers a tremendous opportunity for Adelphi students. "Drone photography is at the cutting edge of contemporary moving image practice," says Sam Grogg, the dean of the College of Arts and Sciences. "Literally a whole new perspective for our students to explore."

Staff Directors Tom Campbell and Ann Terry check out new Drone

The revolutionary nature of this technology is not lost upon faculty in the communications department. John Drew, who teaches digital media and

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Letter to the Community

Press Day: 2015

Beyond the Classroom Door

Welcome to the Spring '15 edition of *The Front Page*. The Communications Program has taken exciting strides during the year to move forward in creating a dynamic course of study for our students. Some of these steps however are taking place outside of our Blodgett home as we seek to connect our students as citizens to the larger world. Embedded into communications is the idea of community, and we in the department see our mission as moving beyond closed classroom doors. We are part of a broader community, and as media scholars, journalists, digital media makers, television producers and filmmakers, we can play a vital role in opening these doors to actively contribute. In short, we can make a difference. As seen on these pages of *The Front Page*, the Communications Program is moving in this direction, asking the question – what can we do to make that positive difference? And then taking the next step.

Some of these steps can be found in the stories here. We are among the first university programs nationwide to introduce drone technology – an exciting development that will allow students to shoot aerial photography in all its remarkable splendor. Plans are in place this spring for our pilot venture. Students in the course Strategic Public Relations will be working with Operation Splash, a community conservation group seeking to clean up waters on the shores of Long Island. The class, led by Professor John Drew, will be using aerial photography as part of a broader community awareness promotional campaign for this nonprofit group.

Students will also be taking to the sky on their trip

to Cuba. Drew and Professor Mark Grabowski are offering a study abroad course for next winter session to this Caribbean country. Here students will interview and report on the political and social life in Cuba at a time when barriers between the United States and Cuba are starting to yield. There are other new classes that reflect our mission to raise student awareness and social activism: Joan Stein's class in Social Conflict and the Documentary; John Drew's Social Media; and Brenda Laux's Television Studio Production, among others.

We are also trying to create community here at Adelphi University. This month, students from the Communications and Political Science departments joined forces in a special panel on "Free Speech and Terrorism" held in Blodgett Hall. And then our annual Press Day and Quill Awards, the largest high school outreach event at the university with some 300 high school journalists and their faculty advisors packed into the UC ballroom for an exhilarating day.

So, I hope you will explore these stories in *The Front Page*—stories that reflect the dynamic quality of the Communications Program as well as our understanding that the measure of who we are is not only found inside Blodgett Hall, but also in our collective hearts and minds as we extend our reach beyond the classroom door.

Paul Thaler
Chair
Department of Communications

Some 300 high school journalists and their advisors jammed the ballroom at the University Center for the 15th annual Press Day and Quill Awards, the largest outreach event at Adelphi, and one that continues to grow both in popularity and recognition. Vying for the prestigious Quill Award for outstanding journalism were 25 High Schools from Long Island and Queens.

"I'm not sure what other venue on campus could accommodate even more students than we had at the UC this year," says Paul Thaler, communications department chair and host of the event. "But this is a terrific problem to have as Press Day has grown each year while compelling even more high schools to attend."

The event featured a host of activities beginning with a panel discussion and ending with the presentation of student journalism awards. The subject of this year's panel, "Getting the News from Elsewhere," examined the influence that television satirists, such as Jon Stewart and Bill Maher, have had on audiences looking for alternate sources for their news and commentary.

"This is the media world we live in," says Sal Fallica, an adjunct in the department and a panelist for Press Day. "The fragmented media landscape allows significant news and information to be overshadowed by overtly biased data that propagates with impunity."

Panelists also included journalists from the *New York Daily News*, the *Source*, *Vibe Magazine*, and MYLITV, and professors Mark Grabowski and Fallica, both of whom have regularly

Inspiring Press Day and Quill for 300 High School Students



L to R: Reporter Jason Molinet, Profs Mark Grabowski, Sal Fallica, and Paul Thaler

contributed to the event in years past.

Breakout sessions following the panel gave students the chance to speak openly, and bluntly, about the pressures that they face at times in producing their own school newspaper.

"I was reminded just how brave and dedicated these student journalists are," says Fallica, who led one of the breakout discussions. "Students talked about censorship from authorities, and trying to build their readership in the face of apathy and other distractions."

The afternoon was highlighted by the presentation of the Quill Awards. The ceremony has grown in prestige over the past decade, with scores of students vying to win in one of the 15 categories that

make up the presentation. For the first time, two high schools tied for first place in the important category of "Best High School Newspaper for 2015" — The Wildcat, of Wheatley High School and Guide Post, of Great Neck North High School.

"The students are passionate about journalism," says Mark Grabowski, "The press's future is in good hands."

The event was organized by the university's Office of Marketing and Creative Services. The marketing team pulled off the event without a hitch, receiving high marks from those attending.

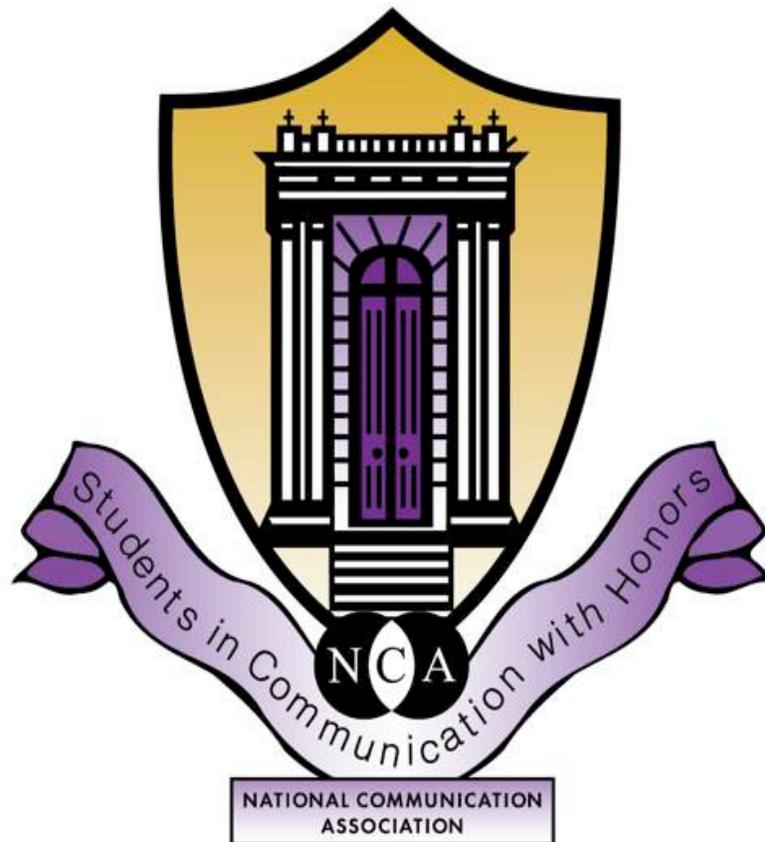
"Much credit has to go to Heather Matos," says Thaler, speaking of the new university assistant marketing director, who was hired for the post just a few weeks prior to the event. "Heather worked tirelessly to pull the pieces together of this complicated event. She was just outstanding."



Students take on panel in Q & A



Jimmy Bie, Hauppauge High School Winner



THE SENIOR AND HONORS DINNER

TUESDAY, MAY 5, 7:00 P.M.
ANGELLO ALUMNI HOUSE

GRADUATING SENIORS!

JOIN US FOR OUR ANNUAL SENIOR DINNER CELEBRATING YOUR ACHIEVEMENTS IN THE COMMUNICATIONS DEPARTMENT. FOOD, MUSIC, AWARDS AND GOOD CHEER!

SEE CATHY BOYD IN THE DEPARTMENT; TICKETS, \$25, BY APRIL 14.

THE DINNER ALSO FEATURES OUR HONORS INDUCTION CEREMONY. JUNIORS AND SENIORS ARE INVITED TO APPLY FOR MEMBERSHIP INTO OUR CHAPTER OF LAMBDA PI ETA, THE NATIONAL COMMUNICATION HONOR SOCIETY. STUDENTS MUST HAVE COMPLETED 60 CREDITS (MINIMUM 12 CREDITS IN THE COMMUNICATIONS MAJOR) WITH A CUMULATIVE GPA OF 3.5 IN BOTH THEIR GENERAL COURSES AND COMMUNICATIONS MAJOR

SEE PROFESSOR PEGGY CASSIDY FOR YOUR HONORS APPLICATION DEADLINE FOR SUBMISSION: APRIL 14, 2015.

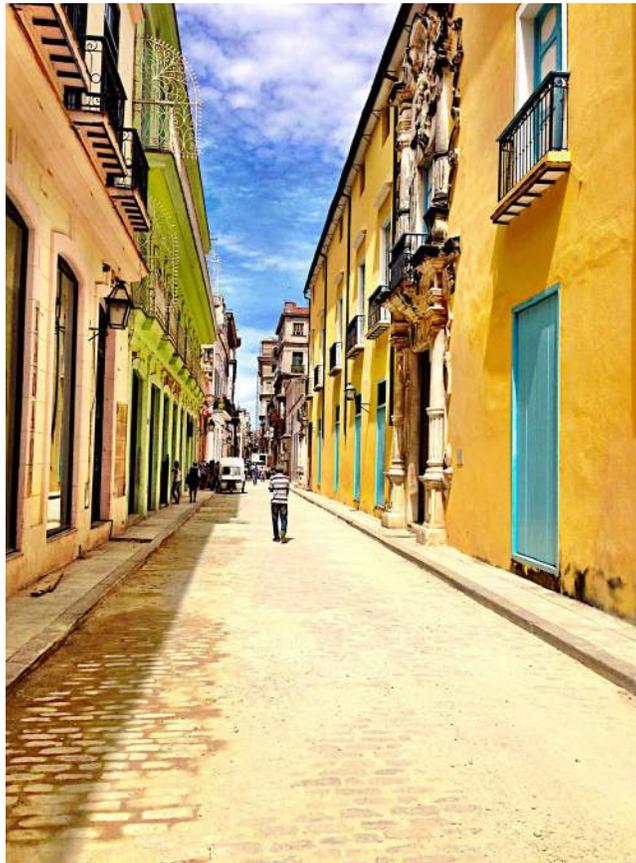
Leaving on a Jet Plane - to Cuba

Cuba. We are going.

Students can now sign up for a unique and adventurous 2016 winter session – a study abroad course that will take students to a country that for decades has been out of bounds for most American visitors. This three-credit communications course will have students serve as reporters and videographers as they explore what is the largest island in the Caribbean—and the most controversial in its relations to the United States.

Dates are not finalized but the course is tentatively scheduled for January 5-16th, 2016. Credits earned go towards the spring 2016 semester. The Cost: \$4200 that includes tuition for course credits, airfare, and all accommodations.

The recent decision by the Obama administration to re-



establish diplomatic relations with Cuba, some 90 miles off the coast of the United States, has given Adelphi the opportunity to expand its growing study abroad program. Professors John Drew and Mark Grabowski will be leading this trip. Students will have the opportunity to learn about travel writing and foreign correspondence through hands-on experience as print and video reporters. Students in Cuba will interview, report and produce stories about Cuban life—meet media professionals, explore Cuban society, culture and history.

Grabowski says the course raises global awareness and fosters a greater understanding of our diverse cultural life. “This course will be eye-opening and help them develop their intercultural communication skills, which are so important in journalism.”

Sidebar: John Drew - On Cuba



John Drew, a first-year professor in the Communications Department, has brought an international perspective to the program. Here he discusses the significance of the recent decision by the Obama administration to open diplomatic doors with Cuba, and what this new opportunity means to Adelphi students.

The recent decision by the Obama administration to re-establish diplomatic relations with Cuba is nothing short of historic. More than half a century has elapsed since the U.S. imposed the critically debilitating U.S. economic embargo on Cuba in response to the Cuban revolution and U.S. fears of global communism. As a result of these

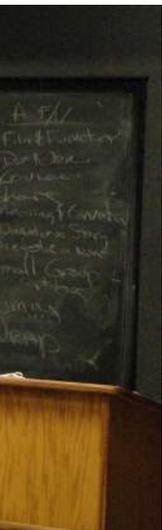
complex international factors, and many others, two countries separated by a mere 90 miles of distance have experienced radically different social, economic, political and cultural trajectories. Indeed, there are few other countries in the world in such close proximity of one another with such disparate political ecologies, and yet, with the advent of the first U.S. commercial flights to Cuba already being marketed by travel sites like cheapair.com, the two nations are poised to become genuine and interactive neighbors, the implications of which cannot be understated.

Cuba, the largest island in the Caribbean, is an emerging market that U.S. companies have

see pg 10 - On Cuba

Around Blodgett







Fall

COMMUNICATIONS

2015

MEDIA STUDIES

COM 102	COMMUNICATION THEORY
COM 103	HISTORY OF MEDIA AND COMMUNICATION
COM 205	MEDIA AND CHILDREN
COM 212	PROPAGANDA AND COMMUNICATION
COM 300	MEDIA CRITICISM
COM 315	COMMUNICATION AND BEHAVIOR
COM 329	SPECIAL TOPICS: THE SOCIAL MEDIA
COM 336	MEDIA AND GENDER
COM 411	ISSUES AND CONFLICTS IN THE MEDIA

JOURNALISM

COM 208	NEWSWRITING I
COM 216	FEATURE WRITING
COM 217	INTRO. TO PUBLIC RELATIONS
COM 252	WRITING THE SPORTS STORY
COM 301	NEW MEDIA
COM 316	SPECIAL TOPICS: ARTS AND ENTERTAINMENT WRITING
COM 329	SPECIAL TOPIC: MEDIA ETHICS (BLENDED)
COM 369	SPECIAL TOPICS: TV STUDIO PRODUCTION

FILM AND VIDEO

COM 104	ART OF FILM AND VIDEO
COM 131	HISTORY OF CINEMA
COM 225	BASIC MEDIA PRODUCTION
COM 301	NEW MEDIA
COM 330	VIDEO 1
COM 334	MAJOR DIRECTORS
COM 369	SPECIAL TOPICS: TV STUDIO PRODUCTION
COM 409	WRITING THE FEATURE SCREENPLAY
COM 470	ADVANCED PRODUCTION WORKSHOP

(ALL CONCENTRATIONS)

COM 410	SENIOR THESIS
COM 493	PROFESSIONAL INTERNSHIP

The People Column



If you see a fellow tinkering away at our Media Lab server, or photographing our community, or even working to help layout this newsletter, you have likely met **Jack Furtado**, our new technical assistant. Jack, a Hampshire graduate, is a videographer and 16mm Filmmaker himself, a technical whiz, was the clear choice of our hiring committee this spring to replace Jessi Shaheen, who left earlier this semester after three years in the department. Jack has already plunged headlong into the position, taking over and improving our social media sites not to mention taking on the role as layout editor for *The Front Page*.



Sal Fallica has just published "Bob Dylan and Spectacle Culture: Yesterday and Today," in *Boomers and Popular Culture*. Fallica has appeared on WNYU radio discussing Dylan and the contemporary music scene, and will be presenting at the Media Ecology Association's annual conference in June on "The Imaginary Community Depicted in the Introductions of Bob Dylan Concerts." Fallica will also be introducing to our communications curriculum a new course in celebrity culture scheduled for next spring.

John Drew is on a major roll. In addition to his work with Operation Splash (see front page article) and in initiating with Mark Grabowski our new travel abroad class to Cuba (page 5), Drew is the recipient of the International Faculty Development Award which will take him to Lima, Peru for 10 days this summer to attend a seminar in "Peruvian Food Systems: Balancing Growth and Preservation." He hopes to develop a future study abroad course having to do with food sustainability practices and the changing nature of food distribution systems. John also recently appeared on "Fresh Outlook" on Ebru TV. If not enough, he and Joan Stein, aided by a faculty development grant, will be producing a fictional film telling the story of a contemporary human trafficking operation based on a farm in New York's Hudson Valley. The film is loosely inspired by a real life and recent Long Island news story.



Anna Akerman and **Terrence Ross** have been awarded sabbaticals for the fall to work on their respective projects. Akerman is a major researcher at Nickelodeon and is involved with looking at the relationship between media and children. Ross is continuing his Shared Roots project that connects subjects via innovative media with their ancestral roots. He will primarily be working on editing interviews with nomads from the Western Sahara, a set of interviews recorded by Adelphi alumni last summer. Professors **Peter Costello** and **Peggy Cassidy** are also moving forward on major book projects. Costello is working on a followup to his critically acclaimed book, *Attachment-Based Psychotherapy: Helping Patients Develop Adaptive Capacities*. Cassidy will be continuing her work on *Children, Media, and American History: Printed Poison, Pernicious Stuff, and Other Terrible Temptations* for Routledge Publishing.

Our Community

Full-Time Faculty

Anna Akerman
Associate Professor, Media Studies
Margaret Cassidy
Associate Professor, Media Studies
Peter Costello
Associate Professor, Media Studies
John Drew
Assistant Professor, Journalism
Mark Grabowski
Assistant Professor, Journalism
Terrence Ross
Associate Professor, Production
Joan Stein-Schimke
Associate Professor, Production
Paul Thaler,
Chair, Professor, Journalism

Part-Time Faculty

Liza Burby (Senior Adjunct),
Feature Writing
Sal Fallica, Propaganda, Senior Thesis
Sofia Fasos, Communication Theory
Joe Kluge, Art of Film and Video
Brenda Laux, Television Production
Eric Mandelbaum, History of Cinema
Tim Novak, Media and Gender
Brett Topel, Sports Reporting

Staff

Cathy Boyd, Administrative Assistant
Tom Campbell, Technical Director
Ann Terry, Facilities Director
Terry Woods, Administrative Assistant
Jack Furtado, Technical Assistant

Administration

Sam Grogg,
Dean of the College of Arts and Sciences

Photographs by Tom Campbell and
Jack Furtado
Layout Editor - Jack Furtado

Students take notice of ‘No Phone Zone’

Students have taken notice—and the reaction, well, you can decide. The department issued a new decree last month banning the use of cell phones in the classrooms. “Cell Phone Free Zones” posters now remind students to shut off their phones on entering their classrooms.

“Let’s face it,” says Paul Thaler, department chair. “Cell phone addiction is rampant, and even the most serious student can find herself drawn in by her screen during class. We would much rather have them interacting with each other and their professor.”

Students polled seemed to be in general agreement that the “Cell Phone Free Zone” makes sense.

“It’s for the best,” says communications major Cathy Rudell. “At the same time, it’s hard to follow.”

Senior Raquel Prescott says that it is in fact “rude to text” during class, but concedes that she has her cell phone on silent and does glance at what messages might be coming in. “I do it as long as it’s not distracting.”

According to Andrew Viola, a freshman: “I find it refreshing. No distractions, no emails, just the class itself. . .it makes information really stick with you.”

“Like any class you get this angst when the phone goes off and it’s distracting,” says art major Alaina Hemlall.

Her friend, Timony Moore, agrees: “It takes you out of the entire feeling of the class no matter how involved. It’s just an annoyance.”



Victoria Chiesa: Student of the Month



Victoria Chiesa, a graduating senior, has been selected for the Communications Department’s “Student of the Month” for March. Victoria is the editor-in-chief of the award-winning *Delphian* and runs a blog called The Tennis Island (thetennisland.com), that mixes pop culture with tennis. Recently, she served as a judge for the university’s Quill Awards, an event that honors outstanding high student journalism. Victoria latest achievement —the third-place prize at the New York Press Association for her feature story on broadcaster Al Trautwig, who taught at Adelphi last semester.

from pg. 5

their eyes on for decades. Meanwhile, Cubans are starved for basic goods and could stand to benefit dramatically from more fluid economic relations, but major questions remain. For example, Cuba has managed to prevent guns and gun violence from penetrating their borders as a result of strategic and laudable national public policy initiatives but some argue that more open economic relations with U.S. companies and U.S. citizens could change this remarkable set of social circumstances.

In sum, putting Adelphi students on the ground in Havana and surrounding regions with the opportunity to hear from some of the most prominent voices within the Cuban government, the international media and non-profit sector will provide unprecedented access to this historical moment in U.S.- Cuban relations, and as a consequence, provide students with an incredibly nuanced and rich learning ground in which to consider global relations and socio-political ideologies more broadly. It is one thing to study socialism vs capitalism in a

Drew - On Cuba

history class, for example, but it is an entirely another thing to witness the divergences first hand. Long Island and Havana couldn’t be more different in fact, and yet, the Cuban people are so incredibly open to sharing their unique national history with visitors to their land that it is difficult not to leave Havana with a heavy heart. Put bluntly, to fail to take advantage of this contemporary historical period between two radically different countries would represent a failure to leverage one of the most unique international learning opportunities U.S. universities have ever had.

Grabowski On Internet

Mark Grabowski will present a paper on the “Battle for Control of the Internet” at the Southern States Communications Association’s annual convention in Tampa, Florida. Grabowski has also become our resident expert on the controversial issue of net neutrality. His article on the subject appeared in February’s Stanford Law & Policy Review.

Costello: Three Challenges of the Senior Thesis

It is typically the final hurdle for communications majors on their way to graduation. Some students embrace the challenge – others, well, must climb through before seeing daylight. This is the Senior Thesis. It encompasses a final research paper, as long as 50 pages, that demonstrates a student's ability to research, write, and, essentially, prove his or her intellectual rigor as a soon-to-be graduating communications major. Professors Peter Costello and Sal Fallica lead the required theses class each semester. Here Costello explains what students gain by taking the course, even if, at times, the struggle to complete a thesis seems daunting.

In writing their senior theses, students have an opportunity to design their own learning experience and to explore a subject of their own choosing in great depth throughout the semester. It is a course spent learning about what they choose to know more deeply. Students who have strong interests usually embrace this opportunity and often come into the workshop already knowing a great deal about what they want to write about. Students who don't know what they might be interested in writing about may struggle until they arrive at a topic.



A second challenge for students in writing a senior thesis is that so much of the work has to be self-initiated and self-monitored. While this is great preparation for professional life after school--one of the most frequent criticisms employers make of student interns is that they don't show enough initiative and self-direction--it does run counter to the experiences that students have usually had in many years of schooling, where they are very often placed in the situation of being relatively passive consumers of specific requirements and content designed and packaged by their teachers and textbooks. Writing a senior thesis makes a student much more directly responsible for their own learning activities. This is an opportunity and a challenge.

Finally, senior thesis stretches students capacities in terms of finding, organizing, and effectively conveying in extended written form a complex and high quality set of ideas, concepts, facts, insights, arguments, and other types of information. As one of the last courses students take with us, senior thesis asks students to do this at a higher level of performance than they have probably had to do before in any course they have taken before.

Bryan Grilli: 2015 Hochberg Award

Bryan Grilli is the recipient of this year's Burt Hochberg Scholarship for Ethical Journalism for his outstanding work in journalism and for representing the ethical and professional ideals associated with this award. Bryan began as a freshman staff member of *The Delphian* and has risen through the ranks to the position of News Editor.

"Bryan has demonstrated high character as a journalist," says Mark Grabowski, professor of journalism. "He's committed to practicing respon-

sible journalism, but he's also not afraid to tackle challenging stories and get the public the info they need to know. He epitomizes what the award is all about."

Bryan has been a stellar journalist, according to his professors, and also a fine citizen of the university. Recently, he served as judge for the Quil Awards, the prestigious high school journalism award event. Bryan is the second recipient of the \$1,000 award following Stephen Levine in 2014.



Student Internships

Kaitlin Wilson	NV Media, Inc.
Marla Cohen	Cumulus New York
Cathryn Clark	Connoisseur Media
Jessica Deodene	ForKeeps
Jaclyn Binstock	New York Islanders
Eileen Interiano	CJ Publishers, Inc.
Britni Melis	1010 WINS Radio
Steven Kocal	SMG -- Nassau Coliseum
Henderson Hewes	ABC News/Good Morning America
Amanda Hassett	Live Nation
Danielle Barth	New York Women in Film and TV
Kelly Bernstein	MME Entertainment
Katelyn Malloy	Anton Community Newspapers
Sade Ortuzar	NEWS 12
Emily Moran	Amityville Record, Massapequa Post
Shannen Murphy	NEWS 12
Danae Marino	Welzoo, Inc.
Robyn Piper	Mercy Medical Center
Jonathan Civardi	YMCA
Jenna Lombardi	Frank Public Relations
Justin Silverman	Enterprise Rent A Car
Sarah Bianchi	Dynamic Balance, LLC

COMING TO THE
PERFORMING ARTS
CENTER MAY 13

THE COMMUNICATION
DEPARTMENT
45TH ANNUAL
FILM FESTIVAL





Taking to the Sky

from pg. 1

public relations, already has plans to utilize aerial photography for a major project in his class, Strategic Public Relations. Students will be conducting a publicity campaign for Operation Splash, a conservation-based non-profit in Freeport dedicated to cleaning Long Island's coastal waterways. Since 1990, its 3,000 members have pulled nearly two million pounds of debris from these waters.

"Yet many Long Islanders have no idea who they are and what sort of work they are up to and the challenges they face," says Drew. "My Strategic PR class is attempting to help them gain more visibility and particularly among young people."

Drone photography will have its first official run during the first big clean-up of the year which brings out hundreds of people—and also hundred of pounds of ocean trash. "We hope to be there both on the ground and, now, with this major green light in the sky," says Drew.

"This project is very much in keeping with the direction of the communications program," says chair Paul Thaler. "We want to get our students out into the community where they can do their good work. John's class has a terrific opportunity here in helping raise awareness about water conservation and drone photography will make that effort even more visible."

The introduction of the technology will open the door to new video-making possibilities, and the program is exploring ways in which aerial photography can be used to bring student projects, literally, to new heights.

"Drone technology, put simply, is a game changer for independent filmmakers and digital media producers," says Drew. "Being able to enhance digital narratives with aerial perspectives makes visual storytelling possibilities that much more powerful."

