

The Front Page

Issue No. 10 The Newsletter for the Communications Department at Adelphi University

Fall 2017

October Student of the Month Ellie Folias, Senior Concentration: Media Studies



Photo by Thomas W. Campbell.

Q: What is your favorite memory in the Communications Department?

A: "My favorite memory in the Communications Department would have to be winning the Audience Choice Award at the Student Film Festival last year."

Q: What has been your favorite class and why?

A: "Early Childhood and Media has been my favorite class as a Communications Major thus far. This course has allowed me to explore the effects, both positive and negative, of various media technologies on infants and toddlers."

Q: What are your future career ambitions?

A: "I plan to incorporate all that I have learned as a Communications major in my future endeavors as an Early Childhood Education Teacher. With the emergence of new technologies in the classroom, I will be better equipped to share insight through various media sources as the children of today are becoming increasingly immersed in technology."

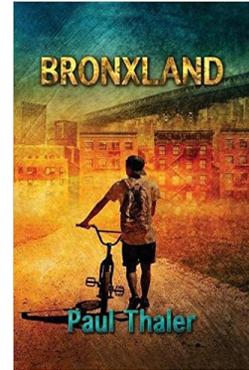
Q: What will you take away from your time in the department?

A: "My concentration in Media Studies has opened up new avenues for me in film production, camera usage, etc., which I hope to share with my students to inspire them to produce their own films someday."

Q: What advice would you give students to make the most of their time in the department?

A: "I would encourage students to step out of their comfort zones and to take different courses that may open up new doorways and interests in the field of Communications."

Thaler's *Bronxland* Receives Rave Reviews



Paul Thaler's new novel, *Bronxland*, has debuted to rave Amazon reviews and is now the top-rated book on Goodread's list of "Best Historical-Coming-of-Age Books."

"I'm very proud of the book and delighted that it has resonated with so many readers in just a short time," says Thaler. "The underlying theme to this story is universal. All of us have journeyed through adolescence with its unexpected turns in the road. This is at the heart of my story."

Bronxland takes place in the old Bronx, circa early 1960s, and features a memorable protagonist in Paul Wolfenthal, a 13-year-old kid grappling with life from bullies to would-be girlfriends when he isn't visiting graveyards and hearing voices in his head.

Thaler says: "He is a peculiar kid for sure, but also someone, like most kids, in search of heroes. And he finds them in such men as Harry Houdini and especially John Kennedy. Readers might be surprised to learn that JFK was a Bronx kid himself with his childhood home in the Riverdale section of the borough."

The book is set against the turbulent history of the '60s, and *Bronxland* poses Paul's coming of age against the threats of the Cold War, the Civil Rights movement and the rising tide of war in Vietnam. Historical photographs have been placed throughout the book to compliment the narrative. "Needless to say, this was a confused period of time for a kid growing up amid such turmoil, perhaps not unlike our own times with all the instability we are going through."

Regarding the book's future, Thaler says: "Of course I hope the book's popularity continues to grow, and taken into the hearts and minds of more and more readers."

Professionals Paint a Positive Job Outlook at 4th Annual Media Career Expo

By the Delphian Staff

About 75 students heard career-search advice from media professionals at the Fourth Annual Media Career Expo for communication students on Thursday, Oct. 26.

The event was co-sponsored by the Department of Communications and The Delphian, and featured alums and others who spoke about how they got their first jobs and offered advice for current students.

Speakers included Adelphi graduates Victoria Chiesa, coordinator of Sports Information at Adelphi; Will Coss, vice president of Live Event Television at Nickelodeon; Cameron Leel, director of Multicultural Marketing at HBO; Stephen Levine, web producer for News 12 Networks; and Brett Spielberg, content strategist and editor at Zimmerman/Edelson. Also speaking were Danielle Burby, a literary agent with Nelson Literary Agency, and Stephen Romano, director of communications for State Senator Elaine Phillips. The moderator was Liza Burby, senior adjunct professor in the Adelphi Communications Department.

They all described a positive job outlook for students who take internships in their fields of interest, even when that position seems initially to not turn out as expected.

Said Coss, '17, "When I first interned at MTV, my job was to pack swag for important people, so I felt like I was in retail. But then I realized that everyone on the delivery list was a potential contact, and I made sure to deliver the packages in person and introduce myself."

Each speaker also emphasized the importance of networking.

"You're already networking in your classes, as your current classmates can turn out to be contacts in a few years that can help your career or you may help them," said Spielberg, '13.

One last tip they all agreed on: Always remember to send thank you notes after an interview.



Photo by Thomas W. Campbell.

Anderson '12 Earns Accolades on 10 under 10 list

When Adelphi recognized 10 of their most successful alumni of the past 10 years, a former Communications major made the cut.

Nefertiti "Neffy" Anderson '12 says she felt a range of emotions when she first discovered she had been chosen as one of Adelphi's 10 under 10.

"I was surprised, humbled and reassured all at once," Anderson says. "I didn't realize the university was paying attention in such detail to the things I was doing after graduation."



The recognition from her alma mater came as a result of the career Anderson has produced for herself after graduating. She is now the Digital Content Producer for the trade publication Ad Age. In her role, Anderson works with the editorial team to develop the direction, voice and strategy of the company throughout all social media channels. She also serves as an on-camera talent for Ad Age.

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Interning at the 'Happiest Place on Earth'

Nicole Power has wanted to take part in the Disney College Program since she was a child.

Now a senior in the Communications Department, her dream has become a reality.

"Growing up my family always went to Disney so I knew about the program early on and it was just a matter of when was the right time for me to apply," Power says.

Power works in Disney's Animal Kingdom Park at the new Avatar-inspired land. She works in attractions where she helps to operate rides and interact with guests one-on-one.



"Hands down my favorite part of my job is interacting with all the guests," Power says. "I'm very much a people person so getting to assist our guests and speak to people from all over the world every day is the best part."

The current undergraduate says her time in the Communications department has helped her in speaking with guests and being able to interact with them.

Power also says her time in film classes has helped her understand when crews have had shoots in Pandora and in Disney World. She says she has also had the opportunity to speak to film crews and learn even more.

But it hasn't been all sunshine in the Sunshine State during Power's time in Florida. Hurricane Irma struck the Walt Disney World area on Sept. 10. Fortunately Power says the central part of the state was not hit too badly. She says her and some coworkers stayed in their apartment and stored up on food while riding out the storm.

"It wasn't much different than experiencing Hurricane Sandy back in New York a few years ago," Power says. "The coasts were bad but central Florida wasn't awful."

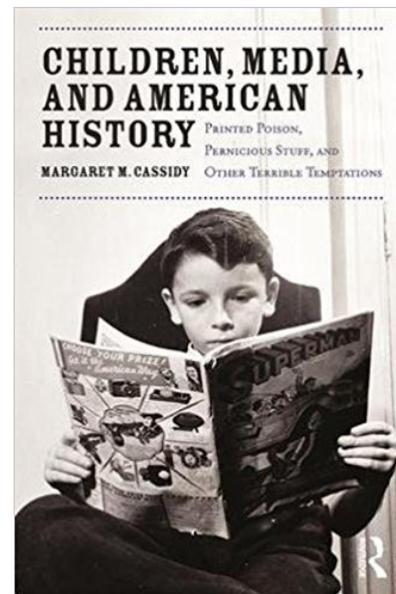


Power says her experience in the Disney College Program opened new career paths that she didn't even know she wanted. She says she now wants to incorporate her love for film and the Walt Disney Company in some way.

No matter where her future takes her, Power won't soon forget her internship at the "happiest place on Earth."

"If you're thinking about applying to the program but are unsure, just do it," Power says. "It's one of the best experiences I've ever done."

Cassidy's Latest Book Out on Shelves



Department Chair Peggy Cassidy's new book, *Children, Media, and American History: Printed Poison, Pernicious Stuff, and Other Terrible Temptations*, was released by Routledge Press in October. From dime novels to comic books to television, this book illustrates the ways children have used "old media" when they were first introduced as "new media," and the reactions of adults to the often unsettling shifts in the media environment of their children.

Brown University historian Howard Chudacoff writes, "This is an important book. In a measured, engaging, and deeply-researched analysis, Margaret Cassidy brings much-needed historical and corrective context to our current anxiety over how American children interact with media."

Cassidy's book is available for purchase at Amazon, Barnes & Noble, Target and many other places.

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In addition to her 9-5 job, Anderson is the creator, producer and host of her self-created show, *The Path Less Traveled Series*. The web series spotlights millennial entrepreneurs who turned their passions into lucrative careers.

Anderson's show was birthed in 2014 after an unexpected layoff. She says she used the bulk of her unemployment money to start the show. In less than a year, her original series received an offer for a radio deal, syndication on a Forbes listed top career site and plenty of press coverage.

In Sept. 2017, the National Association for Multi-ethnicity in Communications invited Anderson to do a live taping at their 31st annual conference in front of over 500 media professionals.

Anderson says she has many great memories in Blodgett Hall. She says she most fondly remembers spending long nights editing with friends and a class project where she traveled out-of-state to create a documentary on foster children.

“The communications department allowed me to get my feet wet in various aspects of media,” Anderson says. “I was able to take what I learned and build on it in each stage of my career.”

Anderson encourages current students to take advantage of the equipment and people around them in the department. She says it is also important to create your own opportunities by making a personal website to showcase yourself.

“Know what you bring to the table,” Anderson says. “Continuously invest in your personal and professional development—you can't always depend on others to make you become great.”

In terms of her own future, Anderson says she would love to have a nationally syndicated talk show some day.

For more information on Anderson's web series, please visit NeffyAnderson.com and YouTube.com/neffyanderson.

Cory Poccia '04: From Student to Teacher



Adelphi alumni Cory Poccia has returned to Blodgett Hall more than a decade after graduating with a degree in Communications.

Poccia is now an adjunct professor in the department and teaches Basic Media Production. He says his first teaching experience at his alma mater has been great.

“It's very nostalgic, very cool,” Poccia says. “It's different being on the other side.”

Professor Poccia also has his own business called “Mainstream Entertainment Group,” which focuses on TV advertising, Video PR and production for independent films. The video production and creative agency has worked with clients like Dwayne “The Rock” Johnson, Daymond John from “Shark Tank,” Zac Efron and other celebrities.

As Founder, CEO and President of the company, Poccia says their ultimate goal is to have a Super Bowl commercial.

Inspiration for Poccia's career first came from Professor Joan Stein Schimke's Advanced Media Production class. He says some of the most valuable things he learned from his professors at Adelphi were from their experiences and feedback.

Poccia got his big start in the business by working with Oscar-winning producer Scott Rudin. He later worked as a producer for the WWE, where he won the Intercontinental Championship award for Excellence in Post-Production.

The first-time professor stresses the importance of internships and always tells his students to keep trekking.

“Don't coast or be discouraged,” Poccia says.

For more information on Poccia and his company, please visit www.mainstreamny.com.