

The Front Page

Issue No. 12

The Newsletter for the Communications Department at Adelphi University

Fall 2018

September Student of the Month Katherine Lapidus, Senior Concentration: Journalism/PR



Q: Why did you choose Communications as your major?

A: "I always have known I wanted to go into Communications. It was a no-brainer."

Q: What is your favorite memory here?

A: "Being inducted into the honor society (Lambda Pi Eta) because everyone from my age group was there and the professors were there. It was a really nice ceremony and the families got to go too."

Q: What has been your favorite class?

A: "Web Journalism because I'm into video editing but journalism is my concentration. I got a bit of both."

Q: What are your future career ambitions?

A: "Entertainment broadcasting. I really love music and interviewing artists. I also love being behind the scenes of the production."

Q: What internships have you done during your time here?

A: "Social media/video intern for the Elvis Duran Show. I really want to go into broadcasting—this gave me opportunities I didn't think you could get from an internship. I got to be on-air four times—it was awesome. Each time is better than the time before."

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

A: "There are so many cool aspects to this department. Don't just stick to your focus, they offer really sick classes."

Bush '14 Making Waves Across the Festival Circuit

Since Mara Bush graduated from the department she has been making a name for herself in the media and film industry.

Most recently, Bush completed a short film called "A Thousand Words." The movie has already hit four festivals and will be screened at three more in October.

Bush says the film is about, "Christine, forced to live in a new and unwelcome reality, hopes a special set of Polaroids will provide her with a tangible keepsake. As she looks back on the little moments captured in the photos, she doesn't quite find what she's looking for but instead finds just what she needs."

Serving as the director and a producer for the film, Bush has earned rave reviews for her own work on the film. She was named Best Director at the Brightside Tavern Shorts Film Festival in New Jersey.

The project was part of Bush's own production company called BeeReel Pictures. Bush founded the company and also serves as the creative director for it.

The film has already screened at the Long Island International Film Expo, Long Beach International Film Festival, Brightside Tavern Film Festival and Jersey Shore Film Festival. In Oct. the film will be screened at the Atlantic City Cinefest and the Orlando Film Festival.



Jumara Muza: Interning at the Black and Latino Filmmakers Coalition

Jumara Muza spent her summer working on multiple projects at her internship with the Black and Latino Filmmakers Coalition.

The senior Communications major says she originally was supposed to be doing copywriting and working on a newsletter for the company. However, after her boss saw her work ethic, Muza was given a heftier role in a variety of projects.

The first major series that Muza worked on was a dramedy series called *Car Mom*, which is expected to be released on Amazon. She served as the production coordinator for the series. Muza says her position was responsible for helping with casting, location scouting and working with makeup and wardrobe. She also was part of weekly meetings with the director and producer of the show.

“I feel like I learned a lot about the pre-production process because it’s a lot more work than you realize,” Muza says.



In addition to Muza’s work on *Car Mom*, she also served as production coordinator for a low-budget series called “Meet Me At the Movies.”

This series has comedians reviewing movies and is also expected to be distributed on YouTube and Amazon. Muza was in charge of reaching out to comedians for the project, but also worked on-set. She spent time operating the camera and helping with lights and sound.

One of Muza’s final assignments was working on a potential TV series based off the book called “Sangre.”

The author of the book, Carlos Colon Sr., came to the Black and Latino Filmmakers Coalition to help create a trailer to pitch to ABC.

Muza again worked on the trailer in a number of different ways. She organized auditions, operated the camera and made the deck.

After a summer of hard work and new experiences, Muza offers advice to students in their future internships.

“Don’t be afraid to put in the time and effort; don’t be afraid to express what you want or need,” Muza says. “Speaking your mind is very important.”

Poccia prepares HS students for film



High school students made their way to Blodgett Hall to learn a little more about the world of filmmaking.

Adjunct Professor Cory Poccia taught the pre-college program in “Introduction to Digital Production.” The class taught students how to use camera, lights, sound equipment and editing software.

Students were even able to shoot and edit their own digital video projects.

In addition to the work they did at Adelphi, students in the program also had the opportunity to visit the NBC Studios in New York City.

For more information on this program and programs like this, email precollege@adelphi.edu



Ross, Alvarez team up to make short film

Professor Terrence Ross and junior Chris Alvarez spent their summer working together on a short film. The script was written by Alvarez and some of the shooting took place in Studio 108.

Ross says *El Padrino* is “the story of Eduardo, a disabled 16-year-old. His parents have been deported. ICE agents are pursuing his home aide Rosa Hernandez and her 16-year-old-daughter, Esperanza. While Rosa goes out to find a way out of the city, Esperanza takes Eduardo out for a night around the East Village with her friends. All three end up back at the apartment for a final confrontation with two ICE agents.”



Alejandro Aguilar, a Columbian actor who starred in the Netflix series *El Capo* was also part of the production. The movie also features a drone shot by new professor Medhi Salehi, shots by the NYC subway and a dance number in Tompkins Square.



Alumni 5 Under 5

Here we check back on five alumni who graduated in the past five years and see what they are up to.

ADELPHI UNIVERSITY

College of Arts and Sciences

Lisa Gioia '13

*Digital/Social Network Content Specialist,
Island Federal Credit Union*

Rachel Voorhees '14

*Multimedia Copywriter,
Manhattan Neighborhood Network*

Ralph Remy '15

*Assistant Video Editor,
Redline Creative*

Jake Lapidus '16

*Promotions Assistant,
ESPN*

Sydney Bostick '18

*Account Coordinator,
Coburn Communications, Inc.*



Summer Internships

Join our group on Facebook @aucommdept to stay tuned for more internships being offered.



Senior Danielle Sullivan made a new friend while interning at North Shore Animal League America. She spent the summer helping with their social media.



Junior Germaine Jeanty worked as a videographer at the Walt Whitman Birthplace Association.



Junior Olivia Franks interned in at Endeavor for the Corporate Communications department. Endeavor is the parent company of WME/IMG.

What's Going On?

A quick look at what you may have missed in our department within the last few months.

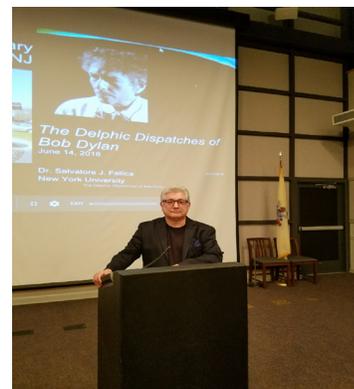


In May 2018, **Professor Brenda Laux's** Advanced TV Production course went on a tour of PBS. Students in the class spoke with a writer, producer, editor and the control room staff.

The hardcover release of **Professor Paul Thaler's** novel, *Bronxland*, was released on Sept. 15. *Bronxland* has been lauded by both media critics and readers and was awarded the 'Top-Rated Novel on GoodReads' "Coming Of Age Books."

Professor and chair of the department, Peggy Cassidy, was featured in an article for the Associated Press. The story, "From penny press to Snapchat: Parents fret through the ages," was also featured in *The Washington Post* and other publications.

The drama *Prince Harming*, a just completed feature film directed by Marianne Hettinger, has been accepted into the Moondance Festival in Boulder Colorado and the Calcutta International Cult Film Festival. It was co-produced by our **Tech Director Thomas W. Campbell**, who was also the Sound Designer and did Color Correction.



Over the summer, **Dr. Salvatore J. Fallica**, one of our adjuncts, presented a series of lectures and presentations on Bob Dylan at the Monroe Township Library, in Monroe, New Jersey. The series was called "The Delphi Dispatches of Bob Dylan," and covered his being awarded the 2016 Nobel Prize for literature, his early days in Greenwich Village, a social and political analysis of some of the songs that typified topical song material in the 1960s, and his most recent turn to the American songbook. Some of that material has found its way into Dr. Fallica's new course at Adelphi, Bob Dylan and American Culture.