

The Front Page

Issue No. 14

The Newsletter for the Communications Department at Adelphi University

Spring 2019

February Student of the Month Stephanie Saavedra, Senior Concentration: Digital Production



Photo by Thomas W. Campbell.

Q: Why did you choose Communications as your major?

A: "It was really an accident. I transferred as a sophomore from Marymount Manhattan. I liked to write a lot so I thought about screenwriting."

Q: Are there any professors who have made a significant impact on you?

A: "Two: John Drew and Terrence Ross. Both are super passionate about what they do and work really well with students."

Q: What is your favorite memory here?

A: "The friends I had in Video I with Joan Stein Schimke. Figuring out the basis of having a group of friends to collaborate with."

Q: What has been your favorite class?

A: "Major Genres for teaching me to understand the tropes and how to turn them on their head and Basic Production for giving me a quick road to decide this was something I really enjoyed doing."

Q: What advice would you give to students here?

A: "Find the people you work best with. They're the best ticket to make your best work with."

Q: Are there any movies that you draw inspiration from?

A: "'Amelie'—I love the way it's a feel good movie. It's the type of film I would make. Everyone should watch it if they didn't see it yet."

A Word from Adjunct Professor Brenda Laux

"Media. Dictionary.com defines 'media' as the means of communication, as radio and TV, newspapers, magazines, and the internet...that reach or influence people widely.

How and why do we let 'media' into our daily lives? For me, media is the wind that powers my sailboat. I grew up watching television, anything from Sesame Street to 60 Minutes. The TV was a magical box that could take me to places I had never seen, teach me things I didn't know, and allow me the opportunity to escape real life sometimes.

Since my childhood, I have always characterized myself as a creative individual. As you grow older, start to mature, and especially when you are a college student, you realize being an individual doesn't mean you have to be alone. In fact, in college, I found myself befriending many creative individuals, some of whom are still my friends, nearly 30 years later. Many of my college classmates took jobs in media, and we all headed in different directions.

Over time we all reconnect in one way or another, cycling through, perhaps taking a different media path. I planned on being the next Oprah Winfrey. I wanted to interview celebrities on my own TV show. It would be my way of sharing media. Instead, my journey took me to news media.

I worked for many years in television news and I have a tremendous amount of respect for everyone that continues to work in that field. There is no day off in news. You work 365 days a year, 24 hours a day. You work hard and some times long hours, to get the story right. You cover the worst possible moments in life, and the greatest moments in history. But the respect for this industry has changed. We question if the media is true and healthy. It can be. It just takes time. We have to allow ourselves the time to read both sides of a story. We have to allow ourselves the time to watch the whole video, not just a piece of it. We have to educate ourselves and others by engaging in healthy conversation and dialogue. The power to influence people is huge, and should not be taken for granted, or abused. Ask the questions, who, what, where, when, and why. Get the answers. Check your sources."

Brenda Laux teaches Television Production and Newsroom. She is a member of NABET and IBEW, and recently became a member of the Director's Guild of America (DGA).

Communications Department hosts annual Press Day, Quill Awards

Over 300 high school student journalists came to Adelphi for the annual Press Day and Quill Awards, hosted by the Communications Department.

Professor Paul Thaler, who helps to organize the event, says this was the largest Press Day ever as 29 different high schools from Long Island and New York were represented.

“Really quite amazing seeing the University Center ballroom packed from front to back,” Thaler said.

The festivities started up with a light breakfast followed by a panel discussion on the evolution of media through social media, blogs, radio and television.



The Press Day panel.
Photo taken by Thomas W. Campbell.

Professors Sal Fallica, Mark Grabowski and Thaler were joined by *Newsday* reporter Keshia Clukey, Jericho High School journalism teacher Suzanne Valenza and managing editor of her high school newspaper, *The JerEcho*, Rachel Schreiberstein to speak about a variety of media topics.

“Our panel was outstanding, taking on the important issues facing the student press,” Thaler said.

Students then broke out into groups for further discussion before the announcement of the 19th annual Quill Awards, where the best student writers, designers, photographers and newspapers were recognized.

“The Quill Awards has become a ceremony of distinction for our university,” Thaler said, “So much to be proud of in what is the biggest outreach high school event for Adelphi.”

Alumni 5 Under 5

Checking back on five alumni who graduated in the last five years.

Samantha Seymour '14
*Manager, Club
Communications for the
American Kennel Club*

Michael Irons Jr. '15
*Video Editor for
World Wide Branding*

Olivia Nowokunski '16
*Production Coordinator
for Fox Sports*

Stephanie Pohl '17
*Web Sales and
Marketing Associate for
Tristate Filter*

Amanda Ferraro '17
*Media Coordinator
for Ddidit.com*

**Design, Editing and
Layout:
Stephen Levine**

**Thanks to all those
who contributed.**



Professor Kathy Rugh joins Adelphi's Digital Production team



The Communications Department welcomed Kathy Rugh as one of our newest adjunct professors this semester. Rugh, who teaches both Cinematography and Video 1, says her classes are already off to a quick start. She says she was "very excited" to teach students how to shoot on 16 mm film before she teaches them how to shoot digitally in Cinematography.

In Video 1, students were taught early on how to work their cameras in full camera mode. As the spring semester goes on, the production professor hopes that students will use what they learn to create something for themselves.

"Once they get a better understanding of the equipment and everything, then they can relate it to their own interests," Rugh says.

Professor Rugh originally started out in photography and received her BFA at the University of Colorado in Denver before obtaining her MFA at Tufts University in Boston. She then pushed her career further and got into video because she realized film opened up a lot more possibilities.

Rugh says her projects focus on the experimental film genre where she does her own filming, shooting and editing.

One of her most recent pieces, "Winter's First Moons," started screenings at festivals in Boston and Florida. The film was shot on a 16 mm of the moon on different nights. It shows multiple phases of the moon and is then shown on rewind with sound from space intertwined.



Photo by Thomas W. Campbell.

The experimental filmmaker says it's important to blend everything together to get the piece right.

"Gaining an appreciation and recognizing all the little elements," Rugh says. "All those little things that create the story or the mood."

Rugh also teaches at the New School in Manhattan and has previously taught at Emerson College in Boston.

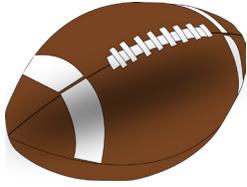
She says her newest teaching excursion at Adelphi has been great.

"I feel very welcome by everyone within the facilities and the department so that has really helped me get into the groove more easily," Rugh says.

Even as a teacher herself, she is always learning.

Rugh says she draws her own ideas from little elements of work that inspire her.

Rugh's new film, "Winter's First Moons," recently screened at FLEX The Florida Experimental Film Festival, where it was awarded a Kodak Award by the jury. Other recent and upcoming screenings include: Revolutions Per Minute Festival in Boston, Cosmic Rays Film Festival in Chapel Hill, The Artifact Film Festival in Canada, Onion City Film Festival in Chicago and Experiments in Cinema Festival in Albuquerque.



Professor Bill Eichenberger: From Ohio to Georgia to Adelphi



Adjunct Professor Bill Eichenberger has written for newspapers across the nation before making his way to New York and to Adelphi.

Eichenberger's journalism career started in his senior year of high school when he was the sports editor for his town's weekly newspaper in Manchester, Georgia. He says he wrote about teams he played for and even quoted himself for some stories.

It was there where Eichenberger played on the first integrated football team in Georgia. African American students were finally allowed to play on the same team as white students.

After studying at the University of Georgia, Eichenberger got a job at the *Georgia Telegraph* before jumping around to different papers in South Carolina, Virginia, Louisiana and his original hometown in Ohio.

According to the 35-year veteran of the field, this was something he always wanted to do.

"I believe in speaking things into existence," Eichenberger says.

In 1998, Eichenberger packed his bags for New York and became the deputy sports editor at *Newsday* before being promoted to sports editor in 2006.

The sports journalist also worked at the *Wall Street Journal* before getting a teaching job at Stony Brook University.

While there, he realized he missed working with reporters and despite his extensive resume, accepted an unpaid copy editor position for Bleacher Report.

He says he just enjoyed working with new writers.

"I love to teach, I love to work with young people," Eichenberger says. "They're more open to ideas and more malleable."

Eventually his co-workers realized he had a lot more to offer and after working part-time for a few years he became a senior editor for the company.



Prof. Eichenberger's Writing the Sports Story class visits Bleacher Report.

The Ohio native and longtime suffering Cleveland Browns fan has interviewed the likes of Derek Jeter and even was the first person to interview former star running back, Herschel Walker, when he was at Johnson County High School in Georgia.

One of his proudest moments, however, was at a high school football practice in Georgia. He witnessed a coach punish a student for missing practice by having about seven different players pummel him in the middle of the field.

Eichenberger ended up writing a first-person account of the brutal incident that ended up getting the coach fired.

Working in over five different states and for multiple outlets, Eichenberger's career eventually lead him to Garden City.

Adjunct Professor Liza Burby was a friend of Eichenberger's wife and helped get him the position of teaching "Writing the Sports Story."

Now in his second semester teaching at Adelphi, Eichenberger says he has really enjoyed his time teaching here.

"It's been great, it's been the best of everywhere I've been," he says. "I really think the department has its act together."

Eichenberger says his class is all about storytelling and how to do that in a responsible way.

"My ultimate goal is to see some people really succeed in the field," Eichenberger says. That's what it's all about."