

The Front Page

The Newsletter for the Communications Department

Issue No. 17, Fall 2019

ADELPHI
UNIVERSITY

Department of
Communications

Oct. Student of the Month:

Lila Woodbridge

Concentration: Digital Production

Year: Senior



Q: Why did you decide to study film?

A: "I've always loved film. I went to a vocational film school and really enjoyed it."

Q: Have you had a favorite course in the department?

A: "Video I because I found really great people to work with and Post Production because I really like editing."

Q: What do you hope to do after you graduate?

A: "Trailer editing is a dream for me. I did an internship with a trailer production company (Giaronomo Productions.) I really enjoy editing."

Q: Do you have a favorite memory here?

A: "A lot of production work with people—particularly in Professor Stein-Schimke's class where we worked on each other's projects. In the spring of my sophomore year, I also completed my short film, a sci-fi romance called 'Halley.'"

Q: What advice would you give to students?

A: "Do the production and get involved in them when you're out there. You're able to tell what parts are good for you or you're not interested in, too."

Nov. Student of the Month:

David King

Concentration: Media Studies

Year: Senior



Q: Why did you decide to study communications?

A: "To combine my interest in Psychology and human interactions with real-world applications. It's perfect for the educational career I'm interested in."

Q: Have you had a favorite course at Adelphi?

A: "Communication Theory with Kim Lavery. She always finds a way to tie any conversation back to the theory and show us how fascinating Communications is as a part of everyday life."

Q: What do you hope to do after you graduate?

A: "I'm looking at advertising and events, but I'm also looking into international education. I'd like to share that with students."

Q: Do you have a favorite memory here?

A: "As difficult as it was, learning to use Premiere and make my own films was rewarding. It was an art form I had never known before."

Q: What advice would you give to students?

"Try something from all of the Communications concentrations and to appreciate working with students in other concentrations. They are so unique and students offer distinct skill sets for any project."

Alumni Share Their Job Search Experience at 6th Annual Media Career Expo

By Victoria Grinthal

The Sixth Annual Media Career Expo hosted by The Delphian and the Department of Communications was held on Wednesday, October 30 in the CRS Campbell Lounges. This open event consisted of a panel hosted by Delphian adviser Liza Burby that featured six panelists who work in communications-related fields and who graduated from Adelphi within the past 10 years. The panelists were able to answer student questions about the job search process in today's media career environment.

The panel featured Christina Bosch, '17, managing editor for NYCountry Swag; Mara Bush, '14, who produces and edits news stories at ABC Network; Xavier Diaz, '15, communications specialist at the Alzheimer's Foundation of America; Rebecca Farina Levine, '14, a content creator for the media production company Lixi Studios; Katie Lapidus, '18, a national digital coordinator at iHeartMedia; and Vinny Messina, '13, owner of the website Axxess Baseball. Together, the panelists and Burby aimed to debunk the myth that there are no jobs in the communications field and gave advice to the students about finding and maintaining a professional experience.

Burby said that the purpose of this event has always been for current students to hear from professionals who were recently in their position, wondering how they were going to get a job in their field after graduation.



Adelphi alumni who were panelists at the 6th Annual Media Career Expo, from left: Rebecca Farina Levine, Xavier Diaz, Christina Bosch, Mara Bush, Katie Lapidus and Vinny Messina. *Photo by Jacqueline Giammarusco.*

"I think there's value in learning about the career steps that these alumni took while they were still at Adelphi, like getting internships, as well as what their job search process was," said Burby. "That's why I always ask them to tell the students what about their career path surprised them as well as what disappointed them, but that they learned from. Our students need to hear that the search may not be linear, but that all experience is something they can benefit from."

One of the main things the panel discussed was employment and internships during your college years.

"Internships can be very intimidating," said Lapidus. "Still, you can't get discouraged when applying for positions, and you should be precise in your contacts."

The speakers referred to their own experiences in the workforce to advise the students about job applications and searches. Bush recommended that we take advantage of the resources at Adelphi for opportunities.

"Within Adelphi's pool of interns, it's very possible to reach out and find professional connections during your studies," she explained.

"No one doesn't want to help you improve the industry you both are passionate about."

To read more about the Career Expo, pick up a copy of the Delphian.

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SPECIAL THANKS TO:
THE DELPHIAN AND THOMAS W. CAMPBELL

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Christina Bosh '17: Showing off her 'swag' in NYC

New York may not be the place where most people think of when they think of country music. That's why Christina Bosch '17 became part of a startup to combat that stereotype.

NYCountry Swag was founded in 2015 and soon afterwards Bosch became the managing editor for the site. She manages 20 writers that contribute to the blog and is also an on-camera personality.

The company, which markets and promotes country music in New York City, now has 22,000 followers on Instagram.

Bosch says she had no idea what she wanted to do before graduation. She knew that she loved being on camera and loved music but wasn't sure exactly where that all fit. "Literally my dream job is what I'm doing right now," Bosch says.

Bosch had originally interned for The Shotgun Seat, a county music blog based in Nashville. She says the internship has opened up doors that she didn't know were available and allowed her to make connections and relationships in the industry that she still has today.

In 2016, she was covering a NYCountry Swag event where she met the founder of the company, Stephanie Wagner and the two instantly hit it off. Bosch was intrigued by the company, its mission to help cultivate the country music community in the Big Apple and eventually landed a job, helping to do just that.

This experience taught Bosch the importance of her internship and connecting with people you meet. "Use the requirements of the internship to your advantage," Bosch says. "Network your butt off."

At their very first event as a company, they hosted an artist named Russell Dickerson who at the time only had about 6,000 followers and wasn't signed to a record label. His career has taken off, he now has three number one hits on the charts and just last month played at Madison Square Garden while opening up for Thomas Rhett.

"We have a really good eye for rising artists," Bosch says.

Dickerson even gave a shout out to NYCountry Swag in front of the crowd of 18,000 people. Bosch says it was an "amazing moment" for the company.

During her time at Adelphi, she worked at the front desk of the Bridges to Adelphi program. There, she interacted with everyone, which helped prepare her to talk to more people on-camera.

Bosch says Professor Terrence Ross's class also taught her how to be on camera. When her group would do class projects, she says she would always want to be in the scene, not behind the camera.

She also says that her classes and professors helped teach her skills that she uses in her current position. During her Senior Thesis Seminar, she wrote her paper on copyright laws in songwriting, opening her eyes to that side of the business.

Bosch also says she uses Photoshop every day and when she wasn't sure what she wanted to do in her career, Professor Paul Thaler helped her figure it out.

She's already in a career that she loves, but Bosch wants to see NYCountry Swag grow to an even bigger team in other cities. She says she eventually wants to be on a red carpet at an awards show.

Wherever her career takes her, Bosch says it's important to work hard and continue climbing. "I always work harder than the person sitting next to me because I know it will help me get to the next step in my career," she says.



Adelphi Alumni Give Advice On Breaking Into Journalism

By Ravyn Malvino

Write for your college paper, have accountability for your actions, and be passionate about what you do.

These are the components essential to entering the journalism field according to Adelphi alumni Stephen Levine and Vincent Messina, who spoke at their alma mater on Nov. 21.

Levine, who graduated from Adelphi in 2014, and Messina, a 2013 graduate, spoke to Professor Mark Grabowski's newswriting class about their experiences entering the "real world" of journalism.

Messana described joining the school paper as a "prerequisite" for entering a journalism career. "Start young as a staff writer or contributor," advised Messina, who is founder and editor of a Long Island baseball news site. "Find out if you like it. Find your journalism voice. No two writers are exactly the same."

Levine agreed that students should explore different journalism fields to determine their skill set and interests. "Everyone has to start somewhere," said Levine. "The Delphian was a good starting point. Be open to forms of journalism you might not know you like."

Messana added that the field is always growing, so it's important to always be learning. He says, "Most jobs in the media right now didn't exist 10 years ago."



A Farewell Message

Thomas W. Campbell



I started teaching film and video production at Adelphi in the fall of 2002 before iPhones, Netflix, and Instagram were a thing and after Napster lost its mojo. Somehow we managed - I think it had to do with coming to Blodgett and being the best teachers we could. I shifted to film theory and history in 2008 after finally getting my grad degree, and then became the full-time technical director of the department in the winter of 2014. It's been quite a job trying to stay on top of the Digital Revolution with my fellow teachers, staff and especially the plugged-in students.

I'll be leaving the department at the end of this semester to devote myself fully to digital production and storytelling but do so with no regrets and only respect for everyone who has been part of the Communications family since I've been here.

The transition from analog to digital happened quicker than any of us who assumed storytelling meant Kodak film could have imagined. But there are still some film cameras and editing flatbeds in the department for kids to examine and wonder "what it was like."

When I finally said hello to the computer lab I knew the cranky old room was famous for fighting teachers and students alike. It took some time but with patience (and money) we tamed it with modern upgrades. Then it was hello digital world - tapeless cameras, LED lights, Drones, new Macs, a modern server and a very cool TV studio.

Thanks to everyone who made my stay at Adelphi so rewarding - I won't name names because you were - and continue to be - special to me. With good conscience and generosity of spirit we can all elect to make 2020 a truly remarkable year.

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