

2017-2018



COLLEGE OF COMMUNICATION & CREATIVE ARTS



THE YEAR IN REVIEW

COLLEGE OF COMMUNICATION & CREATIVE ARTS



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This report was contributed to by University Publications.

DEAN'S MESSAGE

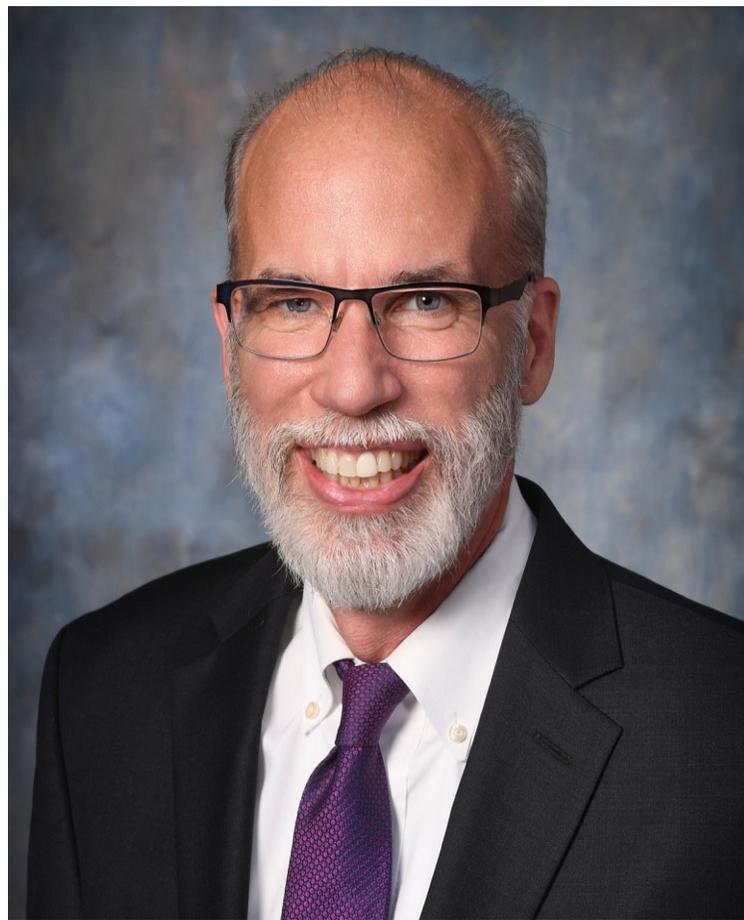
Greetings! Welcome to the College of Communication & Creative Arts, Rowan's storytelling College. This annual report is just a sample of the exciting moves we've made in our sixth year as CCCA.

We've continued our expansion into the heart of Glassboro with 260 Victoria Street, putting CCCA's six academic departments in five buildings throughout campus.

We've grown academically, too. Our newest program, the BA in Sports Communication & Media, is expected to be a destination major, providing students with the skills that will allow them entry into professional sports-related employment and graduate school in advertising, communication studies, film, journalism, public relations, radio and television.

As of Fall 2018 we have 11 undergraduate majors, two Master of Arts programs, and substantial general education offerings, as well as support courses for other programs. We are currently on track to offer a BA in Applied Professional Communication through Rowan College at Burlington County.

As always, the most important part of our College is the people. Our faculty continue to excel in their fields, producing award-winning movies and documentaries, news, academic papers, artworks,



articles and books. The expertise they bring to the classroom has helped shape our students into successful storytellers as well, including a Boren Fellowship recipient and our award-winning radio station.

I hope what you find next inspires you to check in with the College of Communication & Creative Arts throughout the year as our story continues. Keep in touch on Facebook, Instagram and Twitter @RowanCCCA.

A handwritten signature in black ink that reads "S. Tweedie". The signature is fluid and cursive, written over a white background.

Sanford Tweedie, Ph.D.
Dean



ON DISPLAY

Art student **Giovanni Cambria** is already an internationally known artist.

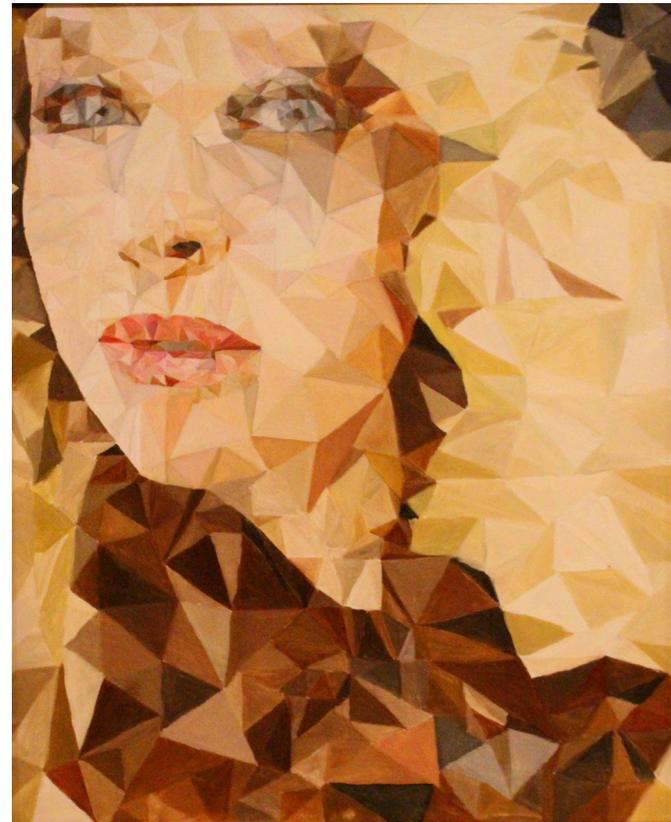
Cambria's *Colosseo* was one of 31 pieces selected last year by the Art faculty and fellow students to display in Bole Hall as part of the launch of the President's Student Art Showcase. The copper piece, based off of a photograph he took while in Italy, was purchased by the University as a gift for Andrea Canepari, the former general consulate of Italy who resided in Philadelphia and became the Italian ambassador to the Dominican Republic.

"Students are excited when their work is selected for these exhibitions," said Art professor **Jan Conradi**. "They are proud of themselves and proud of each other. It helps them build their résumés and they also know that by participating in these exhibitions, they are part of a powerful community that appreciates and respects art as integral to our culture."

An ongoing installation, the work in the Showcase highlights the range of expression by Art students including paintings, drawings, sculpture, metals/jewelry, ceramics, photography, video, biomedical illustration and animation.

This year Rowan University President **Dr. Ali Houshmand** expanded the exhibit to the President's residence, providing students the opportunity to display their work to a wider audience.

"We're thankful to have a president who actively supports student artists, giving the campus community and visitors new opportunities to see and possibly purchase diverse and unique visual artworks," Conradi said. *"We don't want the Department of Art to be the best kept secret at Rowan. We want to celebrate the artists as smart, creative people who enrich this campus and this world."*



Samantha DiVirgilio
Self-Portrait
Oil on canvas



Cassidy Greene
Beach Hat
Collage



Melissa Rodriguez
The Delight
Acrylic on canvas



Leann Carlson
After Rain
Watercolor monotype



Robert Cox
Movement
Monotype on paper

STUDENT SNAPSHOT



ART



COMMUNICATION STUDIES



JOURNALISM



PUBLIC RELATIONS & ADVERTISING



RADIO/TV & FILM



WRITING ARTS



NEW ON CAMPUS

With six departments in five buildings, the College of Communication & Creative Arts is an integral part of Rowan's expansion into downtown Glassboro. While the Departments of Radio, Television & Film and Art straddle Route 322 in Bozorth and Westby Halls, the Department of Journalism, student publications and the Dean's office moved into 6 East High Street, the old First National Bank Building on Glassboro's main corner in Spring 2015.

In Fall 2015 the Department of Public Relations &

Advertising and the University Art Gallery settled just off of the growing Rowan Boulevard and now occupy 301 West High Street on the corner of High Street and Mick Drive.

In 2017, as we celebrated CCCA's 50th year, we continued our move into the heart of Glassboro as the Departments of Communication Studies and Writing Arts moved to 260 Victoria Street (pictured above), which also houses classrooms, departmental offices and computer labs.

NEW PROGRAMS

Our programs also expanded to meet our students' needs and demands. Our newest degree, the Bachelor of Arts in Sports Communication and Media (Sports CAM) launched in September. Creative Writing, New Media, and Strategic Communication became minors. Four new Certificates of Undergraduate Study were introduced last fall: Creative Writing, Game Media Design, Public Relations & the News, and Sports Media.

In Fall 2018 we added minors in Film & Television Studies, Sports Communication and Media, and Technical & Professional Writing, along with five more Certificates of Undergraduate Study: Entrepreneurial & Independent Media, Film & Television Studies, Technical & Professional Writing, and Writing Studies for Educators.





Photo Credit: Rowan Athletics



CENTER FOR SPORTS COMMUNICATION & SOCIAL IMPACT

SPORTS COMMUNICATION AND MEDIA

This fall CCCA welcomed the Bachelor of Arts in Sports Communication and Media (Sports CAM), a unique-in-the-region program that focuses on the role communication and media play within the sports industry.

In addition to a shared core of courses from several departments, the program offers four sports communication-related concentrations: Communication Studies; Journalism; Public Relations & Advertising; and Sports Production, out of Radio, Television & Film.

CCCA created the 39-credit BA program and a shorter-sequenced minor to position Sports CAM graduates for an important market segment.

“The American appetite for sports is nearly insatiable,” said Dean **Sanford Tweedie**. “Trained sports communicators not only create content

but help tell the human stories behind and within the games—analyzing, reporting, promoting and delivering content to consumers. In addition, media help bring focus not only to the competitive but to the social issues of sport. By exploring these issues, our students will grow professionally and can positively impact society.” As of Fall 2018, over 50 students declared Sports CAM as their major.

Emil Steiner, a former reporter and editor at *The Washington Post*, joined Rowan as coordinator of the Sports CAM program and is the first full-time faculty member hired to support it. Steiner was part of the *Post* newsroom team that won the 2008 Pulitzer Prize for Breaking News Reporting and was founding editor of the paper’s NFL-focused section *The League*. For more information about Sports CAM head to go.rowan.edu/sportsCAM.

The Sports CAM program is supported by the Center for Sports Communication & Social Impact, founded by **Dr. John Giannini**, former men’s basketball coach of Rowan University’s 1997 national championship team.

The Center examines the role that sports communication and media play in connecting the sports world to broader issues and promotes positive cultural change. It expands and enriches student experiences through internships, mentoring and guest speaker programs including “Pizza with the Pros,” a weekly meeting where Giannini brings in a local sports media professional to talk with students.

“My greatest passion in coaching was to mentor students throughout college and see growth that resulted in career success,” Giannini said. **“The Center allows me to continue this passion for students who seek careers in the sports industry. Doing so at Rowan, a university I love and have seen grow in national prominence, makes it especially meaningful.”**

Giannini brings a unique set of skills, experience and education to his role as founding director of the new center. In addition to leading the La Salle Explorers for 14 seasons, the celebrated coach

led the University of Maine Black Bears for eight seasons in addition to leading the Profs to an NCAA Division III championship during his seven year stint. Giannini also holds a Ph.D. in Kinesiology with a specialization in Sports Psychology.

In addition to leading the new Center for Sports Communication & Social Impact, Giannini mentors students seeking careers in the field and will teach Current Issues in Sports Communication at Rowan. For more information on the Center go to go.rowan.edu/sportsCOMM.



John Giannini
Photo Credit: LaSalle University

ROWAN ALUMNI IN SPORTS MEDIA

Though the BA in Sports Communication and Media welcomed its first students just this year, our alumni's success in the field is nothing new.

Radio, Television & Film graduate **Cara Rodgers** started an internship at NFL Films when she graduated in 2005.

"I was initially drawn to the company because of my interest and studies in documentary filmmaking and television production," she said. Now, 13 years later, Rodgers is an NFL Films production manager and oversees the same internship program in which she was enrolled. **"My job is rewarding all-around because I'm able to use the practical knowledge I learned at Rowan and pass that along to our current interns."**

When Rodgers transferred to Rowan as a commuter, she dove right in, becoming active in Rowan Television Network (RTN) and Cinema Workshop.

"I felt that it was important to try to stay connected by participating in clubs and activities," she said. "From the moment I set foot on campus, I was greeted with open arms by the faculty and staff in the RTF department. **That mentorship fully prepared me for what it would be like to work in this industry, and to find work in this industry.**"

While her degree served her well, Rodgers thinks current Rowan students are lucky to have the structure of the BA in Sports Communication and Media major available to them now.

"Sports content is dominant in the current media landscape and across every media platform that exists, from social media to feature films," Rodgers said. "There are so many different career avenues to pursue within this major and so many different working opportunities available to these students."



Cara Rodgers

Radio, Television, & Film alumnus **John Sadak**'s career as a national play-by-play announcer has spanned decades and just about every major sport, and he got his start on Rowan's campus.

Graduating in 2000, Sadak returned to Rowan and earned his Master's in Public Relations in 2003. Now he calls major college football and basketball games for CBS Sports Network and Westwood One Radio.

"By far the biggest impact came from working for campus media groups, particularly Rowan Radio 89.7 WGLS-FM," he said. "Also, writing for *The Whit* and assembling packages on various Rowan athletics stories in our TV production classes."

Sadak announces for NFL games, the NCAA basketball tournament, the Women's Softball College World Series and possibly the greatest football rivalry game in the world: Army vs. Navy. He also does voice-over announcing, recently appeared as a guest commentator for NFL Films and the NFL Network, and spent nearly 15 years calling professional baseball games. But, he said, his time at Rowan were some of the best broadcast days of his life.

"The people, the timing, all of it worked out so perfectly," he said. **"Rowan graced me with the**

chance to learn and grow alongside my best friends. It networked me into almost every opportunity that I've had, still to this day."

While Sadak's time at Rowan certainly prepared him for his career, he thinks the Sports Communication and Media program and the opportunities it presents is right for students looking to enter the field now.

"The comprehensive, yet focused, nature of the program is perfect for a young woman or man who knows they want to work in sports," he said.



John Sadak

SUNDANCE & BEYOND

Though the success of a project may seem swift, the creative process is often slow and tedious. **Jonathan Olshefski**, an associate professor in the Department of Radio, Television & Film, reached instant critical acclaim after his documentary *QUEST* became one of 113 films out of nearly 14,000 submissions selected for the 2017 Sundance Film Festival.

“Acceptance to Sundance is incredibly encouraging, and just sort of validates how important this story is and how important this family is,” Olshefski said.

The award-winning film—which Olshefski spent nearly a decade shooting—follows Christopher “Quest” Rainey, his wife Christine’s “Ma Quest” Rainey, and their children as they nurture artists in their North Philadelphia basement music studio. The personal connection Olshefski had with the family enabled him to capture tender, heartbreaking and impactful moments in their lives and to produce a story that is at once theirs alone and universal.

“The reality is that North Philly and places like it

are dealing with a stereotype,” Olshefski said. “But people shouldn’t be defined by their struggles; they should be defined by their humanity and that was our goal from the beginning.”

QUEST has continued to garner accolades. On top of more than 50 awards, honors, and national and international screenings in the last two years, Olshefski has won over \$100,000 in grants, including the MacArthur Foundation Documentary Film Grant. This year he received a \$75,000 Pew Fellowship and a \$30,000 Independent Spirit Award.

In June, *QUEST* premiered on PBS, reaching a national audience.

“Being able to bring *QUEST* and the Rainey family to people across America is so exciting,” Olshefski said. “Through the broadcast on PBS we’ll be able to reach so many more people directly in their homes.”

Understanding that his students have stories they, too, want to share, Olshefski is building a curriculum around his experience.

“We want the film to not just be passive entertainment but a catalyst for something else,” he said. *“QUEST can be a tool to have really*

important conversations. This story has a message of love, hope and understanding. Right now ours is a fractured society and I think this is a story that we need.”

QUEST can be found on iTunes and Amazon.



Jonathan Olshefski

WHO'S NEW IN CCCA

Celine Hong, Public Relations & Advertising, received her MA from Michigan State University. She was a marketing communication specialist at a Fortune 500 company in Asia before receiving her Ph.D. in Strategic Communication from the Missouri School of Journalism. Hong came to Rowan from Webster University in St. Louis. Her research focuses on how motivations, behaviors and judgment patterns influence public perceptions on social media.



Celine Hong

Rui Shi, Communication Studies, is originally from China. She received her Ph.D. from the Annenberg School for Communication at the University of Pennsylvania and completed a two-year post-doctoral training at the School of Public Health at the University of Maryland. Shi's research focuses on the role of new media in the dissemination of anti-tobacco policies, campaigns and interventions.



Rui Shi

Emil Steiner, Journalism, is a former editor and columnist at *The Washington Post* where he was a member of the newsroom awarded the 2008 Pulitzer Prize for Breaking News Reporting. He is the founding editor of *The Post's* interactive NFL platform and has written hundreds of articles on sports, entertainment and popular culture. Steiner received an MA in Journalism from Temple University where he also earned a Ph.D. in Media and Communication.



Emil Steiner

This year we also welcomed 21 full-time lecturers.

ART

Jenny Drumgoole
Phil Scarpone

COMMUNICATION STUDIES

Karen Brager
Patti Coughlan
Samantha Crown
Kate Harman

PUBLIC RELATIONS & ADVERTISING

Gina Audio
Lou Rodolico

RADIO, TELEVISION & FILM

Maaman Rezaeetazangi

WRITING ARTS

Leslie Allison
Katie Budris
Nicole Cesare
Tiffany DeRewal
Tim Donaldson
Doreen Fera
Marie Flocco
Ted Howell
Kristine Lafferty
Keri Mikulski
Jude Miller
Stephen Royek

FACULTY HIGHLIGHTS

\$225,799

GRANTS & AWARDS

64

ART/MEDIA PRESENTATIONS & SCREENINGS

45

PUBLISHED ARTICLES

40

PROFESSIONAL OFFICER POSITIONS

1

DISRUPTIVE JOURNALISM EDUCATOR FELLOWSHIP

88

SELECTED SCHOLARLY PAPERS

4

PUBLISHED BOOKS

4

PROMOTED FACULTY MEMBERS

2

PBS DOCUMENTARIES

1

PEW FELLOWSHIP

NEW TO THE KING CHAIR

In Fall 2018, Radio, Television & Film Department Chair **Keith Brand** filled the endowed King Chair in Radio, TV & Film.

The chair, which was held by emeritus professor Mike Donovan for the last 16 years, was established in 2002 through a \$1 million endowment by the Charles and Lucille King Family Foundation.

The King Family is the world's leading syndicator of first-run television programming. King World Productions is the reason we can still watch "The Oprah Winfrey Show," "Wheel of Fortune" and "Jeopardy!" over and over again.

"The King family gift not only supports the work of the chair, but it also funds scholarships for our students," Brand said. These funds allowed for \$16,000 in scholarships this year alone.

A full professor, Brand is a veteran of the University of Pennsylvania's WXPB-FM where for nearly 30 years he hosted the weekend morning program *Sleepy Hollow*. He is also a freelance journalist who produces features for NPR's *All Things Considered*, *Weekend Edition Saturday* and *Justice Talking*.

In addition to serving as King and RTF chair, Brand teaches courses on cinema and audio storytelling.

"Human beings are hardwired to learn stories,"

he said. **"One of the essential things we teach in Radio, Television & Film is how to tell good stories."**



Keith Brand



Pictured: 301 High Street
Home to PR & Advertising and
the RU Art Gallery



Pictured: Brandon Ballengée's
Sea of Vulnerability
Photo Credit: RU Art Gallery



The **Rowan University Art Gallery** and **The Center for Art and Social Engagement** display renowned artists' works such as the *Sister Chapel*, *Sea of Vulnerability* (left), *Blurring Lines*, and *Vast and Vanishing* (above). Director **Mary Salvante** continues to increase the Art Gallery's presence in the Glassboro community and beyond. In March, the Gallery featured *Melt*, a pop-up, public display on Rowan Boulevard. The five by six-and-a-half foot ice sculpture was a visual metaphor for the impacts of climate change. In July, the Gallery hosted the New Jersey State Council on the Arts Annual exhibit, the first time it had ever been hosted south of Trenton. This year the Art Gallery secured \$35,000 in programming grants.



Rowan Radio WGLS-FM aired another season of Wilmington Blue Rocks Baseball, a minor league affiliate of MLB's Kansas City Royals. Directed by **Derek Jones**, Rowan Radio continues to co-produce live editions of the RU Football Coaches Show; carries roughly 100 Rowan athletics sports contests throughout the year; and features over 120 annual live broadcasts of football, basketball, softball, baseball and soccer games. The station produced five documentaries; broadcasted live from several Rowan University events including the solar eclipse viewing party, Rowan 5K race and Rowan Gives Day; and partnered with Shoprite and the Food Bank of South Jersey for their annual holiday food drive (pictured above).



Under the direction of **Celeste Del Russo**, the **Rowan Writing Center** continues to increase its tutoring appointments and is developing its services to support students in a variety of composing platforms and media, including STEM poster sessions, videos and public speaking projects. In addition to holding the 2018 Mid-Atlantic Writing Center Association Conference this year the Center hosted a variety of campus-wide events such as National Day on Writing, Long N.A.P., Multilingual Game Nights, Poetry Slam and Cram Jam. In collaboration with Glassboro Public Schools, the Writing Center also orchestrated a Poetry Month event in April.

COMMENCEMENT

On the beautiful morning of Wednesday, May 9, 2018, 375 CCCA graduates and thousands of family members, friends, faculty and staff gathered on the University Green for the College's 2018 Commencement ceremony.

"The College of Communication & Creative Arts, along with Rowan University, has changed quite a bit since I started here nearly 25 years ago," Dean **Sanford Tweedie** told the lively crowd. "Much of that change has taken place over the last four years during the time most of you, today's graduates, have been attending college."

During those four years the University, he said, saw a 25-percent enrollment increase, the addition of two medical schools and the launch of a partnership with Gloucester and Burlington County colleges. Tweedie listed CCCA's improvements, too, such as new buildings and programs, faculty and staff accomplishments and of course, how the students succeeded.

"You have accomplished much: winning prestigious Fulbright scholarships and Boren Fellowships, having your own articles and stories published in respected publications such as the Philadelphia Inquirer and Philadelphia Stories, traveling around the world for further education and projects, presenting at national and international conferences and competitions, and

even designing and creating murals in downtown Glassboro," he said.

Guest speaker alumnus **Chris Regina** '95, whose career has taken him from Rowan to a small TV station in Manayunk to SyFy Network to Netflix, took the stage, sharing his keys to success after leaving Rowan. Regina's advice:

"Be honest... say yes to opportunity... find humor when there isn't any... be open to change... learn who to trust and trust yourself." He added, "Stay away from pessimists who just want to drag you down and stop texting. Talk to people!"

Regina, who in 2017 became director of Global Television Content Acquisition at Netflix in Los Angeles, enjoyed a nearly 20-year career at Syfy Network in New York during which he created, developed and supervised original series and more than 350 films including "Van Helsing," "Dark Matter," "Z Nation," "Ghost Wars," "Aftermath," "Superstition," "Wynonna Earp" and the modern cult classic franchise "Sharknado."

At the beginning of his career, Regina was determined to find his way in the developing media and suggested graduates do the same, albeit on their own terms.

"If you work long and hard at something you love it doesn't feel like work, it feels like you," he said.



Pictured: Chris Regina, Associate Dean Larry Butler and Dean Sanford Tweedie



Regina was awarded a Rowan University Medal of Excellence for Alumni Achievement.

Following this year's guest speaker, Dean Tweedie and Vice President for Academic Affairs **Dr. Roberta Harvey** presented a posthumous degree to a CCCA student's family. Ryan Onderdonk, a Communications Studies major, passed away prior to graduation. His parents and twin brother, Kyle, a student in the William G. Rohrer College of Business, accepted Ryan's diploma before

attendees held a moment of silence.

At the conclusion of the ceremony, Associate Dean **Larry Butler** invited students, with their diplomas now in hand, to move their tassels from right to left.

"We here in CCCA have much to be proud of and much more to look forward to," he said. ***"I have no doubt that, as alumni, you will accomplish much and make us proud."***

GIVING

Dr. Denis Mercier says Rowan couldn't have come back into his life at a better time. Last year, the retired professor decided "for no apparent reason other than my own thinking," it was time to get some affairs in order.

When the idea to support faculty development was brought to the table, he couldn't have been more thrilled. "I was five feet off the ground!" Mercier said. "I was always trying to get out and represent the University when I was there, so I really saw something in this idea."

The Denis Mercier Endowed Professional Development Fund was established to support faculty members within the College of Communication & Creative Arts in their professional development endeavors.

During his 35-year career as a writing and mass media professor at Rowan, Mercier self-financed some of the department's costs because he was so passionate about his work and that of his colleagues.

"It was nothing crazy," he said, "but when we needed faculty development items like a new computer and new software or funding for a trip, my then-wife and I were able to absorb any finances the college couldn't provide, and we were happy to do it."



Dean Sanford Tweedie (left) and Dr. Denis Mercier



Tim Zatzariny and Katie Budris (Writing Arts)

Dean **Dr. Sanford Tweedie** was overwhelmingly supportive of Mercier's fund to support faculty and instrumental in getting the initiative started.

"Our faculty are more than deserving of all the professional development support they can get," said Tweedie. "Denis has created something special here—opening the doors to vast opportunities."

Katherine Budris and Tim Zatzariny, both CCCA writing instructors, are the first two recipients of the Denis Mercier Endowed Professional Development Fund and recently attended the Association of Writers and Writers Programs conference in Tampa, Florida.

"After all these years," said Zatzariny, a former student of Mercier's, "he's still helping me."

A version of this article appeared in the Winter/Spring 18 Rowan Advances.



GIFTS OF ALL SIZES MAKE A

big impact

ON THE LIVES OF ROWAN STUDENTS

The support of generous alumni and friends helps impact the experience of students in the College of Communication & Creative Arts by providing vital resources for scholarships, academic enhancements, and leadership and engagement opportunities.

GIFTS OF ALL SIZES HELP TO:

- Change students' lives
- Support new discoveries
- Provide learning and living environments that inspire

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For more information, please contact:

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