
LINE S

O F C O M M U N I C A T I O N

From the Dean

Dear CCCA colleagues and friends:
I keep thinking time can't possibly go any faster, and then it does. It's been quite a year full of packing and unpacking (town to town, up and down the dial), planning for exciting changes, assessing our success, and applauding accomplishments.

Since the last newsletter, we've had a visit from *Mystery Science Theater 3000*'s Joel Hodgson, paved the way for smoother transitions of students from RCGC to Glassboro, relocated the Dean's Office to 6 East High Street, unveiled the plan for 301 High, and seen the success of our students, faculty, and staff in awards, publications, grants, presentations, and exhibitions. By the time you read this, we will have had our first shared commencement "main ceremony" with the College of Performing Arts. It seems that not a week goes by that we don't have some exciting event or accomplishment to announce in our information brief emails.

As I wrap up my 17th year at Rowan University, and in this College, I'm as amazed as I've ever been with the dedication of our faculty and staff and the quality of our students. When I speak to others, both near and far (even halfway around the world), about our College, they seem equally impressed with all that we do and have done.

I hope you enjoy reading about what has been happening recently in the College, and how committed we remain to evolving along with the University, while maintaining our excellence. I wish you all a wonderful summer.

Dr. Lorin Barden Arnold, Dean



Craig Terry



Hodgson's Art of Movie Riffing

Pete Imbesi

Joel Hodgson, creator of cult-classic *Mystery Science Theater 3000*, visited Rowan last February to give students a two-day crash course in movie riffing and to perform his one man show, *Riffing Myself*.

The workshop took place over two days, starting on a Friday night when, after a brief lecture and Q&A, Hodgson broke up 30-odd students into three groups and supplied them with public domain educational films from the 1950s for them to riff. Each group was led by one of Hodgson's writing assistants,

who helped him write jokes for *Riffing Myself*. One of these assistants, Matt McGinnis, met Hodgson at a similar workshop while studying film/video production at Bucks County Community College, and the two developed a working relationship sometime afterward.

"Usually my work entails writing comedic material for whatever small projects Joel might need help with," McGinnis said. "My work is usually done from the comfort of my own home, with Joel occasionally emailing me his input. And more recently, I've been assisting Joel every now and then at conventions, which has been a blast."

Above: Joel Hodgson.

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The teams watched their film once before discussing what each member found funny, and the “attitude” of humor they wanted to use in riffing. The second screening was edited to include numbers corresponding to those on a worksheet, where students would jot down ideas for jokes based on the scene. From there, the teams reviewed the film again and pitched their joke ideas to the room before voting on the best joke for the moment.

“It was incredible,” said **Mark Krupinski**, a sophomore Radio, Television, and Film major. “I got to meet the creator of one of the best TV shows of all time and work alongside a bunch of really hilarious people, who loved shouting stupid jokes over bad movies as

Above: Old days: Hodgson on MST3K.



much as I did. I’ve wanted to work in a comedy writer’s room-esque setting ever since I started listening to *Simpsons* commentaries as a kid, so it was kind of a big deal for me.”

After the scripts were written, the teams were split into groups of “riffers” and “producers” for the second half of the workshop. Riffers were responsible for divvying up and performing the jokes written live before Hodgson’s performance of *Riffing Myself*, while the producers were charged with developing a framing device to explain why the riffers were being forced to watch the film.

Brian Morgan, a senior RTF major, played Matt Ress Kleinmen, an eccentric mattress store owner, in a short skit framing his group’s riff on their film, *Sleep for Health*.

“It was an experience that I quite enjoyed,” Morgan said. “I’ve performed in front of an audience a few times before, but this was more of a last-minute experience. I wish that I had memorized the script a little bit better, but I’m happy that I went through with it.”

Following the performances, Hodgson performed *Riffing Myself*, which details his early years as an amateur magician, ventriloquist, and tinkerer; growing up in Wisconsin; his career as a stand-up comic; and the creation of *Mystery Science Theater 3000*.

“I was really interested in fabricating things because it gave me a way to realize my ideas in 3D,” Hodgson said.

After spending his formative years performing magic, studying ventriloquism, and building DIY magic kits with his father, Hodgson went to Minneapolis for college and began a successful career as a comedian and magician. After landing several appearances on *Letterman*, *HBO Young Comedians* and

Saturday Night Live, Hodgson was offered a major role in a sitcom alongside Michael J. Fox, *High School USA*, but turned the offer down after reading the script because it “wasn’t funny.” The producers came back and doubled the offer, and Hodgson said it was then he realized it was time for him to leave Hollywood and return home to decide what was next.

“I realized my opinion meant nothing in Hollywood because they would just throw more at you,” Hodgson said. “I came to the conclusion that the only way I could retain autonomy and creative control was doing a show with a small budget.”

After briefly collaborating with his friend and fellow comedian, Jerry Seinfeld, on Seinfeld’s first HBO special, *Stand up-Confidential*, he began conceptualizing a sci-fi themed comedy show with Seinfeld in mind for the lead. Seinfeld passed on the idea, believing it was a show made for Hodgson. Hodgson was also already creating robot sculptures out of found objects and selling them at a store called “Props.” It was around this time that Hodgson revisited an idea he had come up with in high school, the idea that would become *Mystery Science Theater*.

After seeing the album art for Elton John’s *Yellow Brick Road* song, “I’ve Seen That Movie Too,” which featured an image much like the classic “Mystery Science” silhouettes, Hodgson came up with the original idea for the show.

“I’m a visual person,” Hodgson said. “That idea for the show came years before the jokes or the premise.”

After solidifying the idea, Hodgson pitched *Mystery Science Theater* to a friend

at local Minneapolis/St. Paul broadcast television station KTMA and did 22 episodes of *Mystery* there before being picked up by Comedy Central.

At Rowan, Hodgson then fielded a Q&A, answering fan questions about his other projects, riffing, and—perhaps most exciting—about the future of *Mystery Science Theater 3000*. “It’s very likely that we’ll make more *Mystery*,” Hodgson said. “But with an all new cast, new characters, new movies and the original guys producing.”

Hodgson’s biggest piece of advice for aspiring creative minds was to always do the work that excites you and to write down every idea that comes to you. “The secret is to never say no,” Hodgson said. “Never once say, ‘that’s not a good idea.’”

— *Journalism major Pete Imbesi writes for Rowan University’s The Whit, where this story first appeared.*

Publishing Students Hear Professionals, Visit Companies

Students in The Publishing Industry, taught by Journalism adjunct **Bob Tulini**, heard nine guest speakers and visited three companies to learn how publishing works and what it takes to be successful in the field. Guest speakers included a Pulitzer Prize-winning journalist, a magazine editor, and Rowan graduates who have become authors. Companies visited included a medical publishing firm, a newspaper and news website office, and a bookstore.

Awards for *The Whit*

Rowan University’s newspaper, *The Whit*, received a number of awards at the recent NJ Collegiate Press Association Newspaper competition. In the category of News Writing, the *Whit* received third place for “Former Rowan University President Dr. Mark Chamberlain Dies at 82” and “Public Reacts to Christie as Keynote Speaker,” by **Kevin Kunzmann** and **Laura Pollack**. In Column/Opinion Writing, the paper received first place for “Politics in a Nutshell: Matters of Fact, not Fear on Marijuana” and “Politics in a Nutshell: Cold War Revisited,” by **Ethan Stoetzer**. *The Whit* won second place for **Louis Gormley**’s photos accompanying articles on St. Baldrick’s Day, Baseball, the RTN Telethon, and Homecoming.

Finally, in the category of General Excellence, the *Whit* staff received third place for its Sept. 25 and Oct. 30, 2015, issues.

WGLS-FM Winter Update

Derek Jones

Winter break and inclement weather aside, Rowan Radio kept busy over the past few months in a variety of ways.

Last January, WGLS-FM debuted a new documentary, *Living With Autism: A Different Way of Life*, produced by Rowan University students **Blake Doughty**, **Jennifer O’Donnell**, and **Michael Stoever**. The 30-minute documentary details how autism impacts the lives of children and parents.

Meanwhile, a number of WGLS-FM programs achieved success in national student media competitions. *The Rowan Report*, an hour-long news program hosted by WGLS-FM News Director **Melissa Friend** and Assistant News Director **Christian Oberly**, won second place for Best Newscast in the Broadcast Education Association’s Festival of Media Arts competition.

Jackson Baird received second place from BEA in the Best Radio/TV Sports Event Play-by-Play category for his call of Rowan

Baseball’s dramatic win over The College of New Jersey in the opening round of the New Jersey Athletic Conference tournament.

Online Dating: There’s an App for That, a documentary about the rise of online dating, will be honored by the Alliance For Women In Media Foundation with a Gracies Award in June. The program, produced by **Ellen Hardy** and **Alyssa Sansone**, received the nod in the Student Outstanding Special or Variety radio category.

While WGLS-FM honors the present success of its students, the station will also recognize the achievements of station alumni at the 2015 WGLS-FM Hall of Fame Banquet in April. **Sue Shilling** (1993) and **Rob Strauss** (1999) are the latest inductees into the WGLS-FM Hall of Fame. Shilling has worked in radio in the Delaware Valley area for over 20 years since graduating from Rowan. Strauss founded “Sterling High School Radio” while teaching Radio Production at Sterling High School in Somerdale, NJ where he has been employed since 2006.

— *Derek Jones is Station Manager of WGLS-FM Rowan Radio.*



CCCA on the Wall of Fame, 2015

Named to the Rowan Wall of Fame in 2015 are, for Teaching Excellence, RTF’s **Profs. David Bianculli, Jonathan Mason**, and **Christopher Winkler**; Public Relations/Advertising’s **Profs. Ed Moore** and **Asi Nia-Schoenstein**; **Prof. Nancy Ohanian**, Department of Art; **Prof. Linda Pollock**, Public Relations/Advertising; and Communication Studies’ **Dr. Daniel Strasser**.

Named for Advising Excellence are Art’s **Prof. Jill Gower**; David Bianculli and Christopher Winkler, Radio, Television, and Film; and Asi Nia-Schoenstein, Public Relations/Advertising.

Writing Arts Reading at B&N

On April 30, the Department of Writing Arts held a reading and book signing of poetry and fiction by Rowan faculty and students at Barnes & Noble.

Featured were Writing Arts **Profs. Katie Budris**, Editor in Chief of *Glassworks*, reading from her book of poetry, *Prague in Synthetics*, and **Coleen Lahr**, reading from her young adult novel, *Accepted*.

Writing Arts graduate student **Jason Cantrell**, 2015, read from *Manifestation*, his young adult/fantasy novel.

CCCA Showcase 2015

Jonathan Pepper

Ed Glavin, a 1985 RTF graduate, had his “full-circle moment” as he received the Distinguished Alumnus award at the third annual CCCA Student Showcase on April 18 in the Student Center’s Eynon Ballroom.

President Ali Houshmand presented Glavin with the award, saying through Glavin’s great success and working with Ellen Degeneres on *Ellen*—the 15-time Emmy-winning show—“Ed never forgot where he came from.”

As Glavin gave his speech, he took the audience on a journey down his path to success. Glavin’s humor captivated the Eynon Ballroom, filled with students, family members and friends. He spoke of the internal struggle between college keg stands and internships, and how ultimately a cute girl encouraged him to take an internship with KYW in Philadelphia the summer during Live Aid.

Glavin shared how his experience with KYW birthed a lifelong love for the career path he chose. He urged the audience, “We’re

all distinguished; it’s how we react in life’s distinguishing moments that matters.” Glavin earned a position with KYW and worked his way up to being an executive producer with *The Ellen Degeneres Show*, with many steps in between.

Glavin closed his address by inspiring the audience: “Find something in this world you’re willing to put your life on hold for, and don’t be afraid to make mistakes.”

Following Glavin’s uplifting speech, each department presented its end-of-the-year awards.

Taylor Leentjes took home the first award of the night: The Hal Vogel Award for Excellence in Advertising.

In the Art Department, **Paige Steckclair** won the Harvey and Harriet Alpert Creative Achievement in Fine Arts Award. **Melissa Silvestri** walked away with the Rodney E. Gates Award for Excellence in Art Education. **Armando Ramirez** earned the Parthenia J. Vandermark Creative Arts Award (accepted by **Tyler Chelli** on his behalf). The Ann

B. Ward Creative Achievement in the Fine and Performing Arts Award went to **Derek Koch**.

The Communication Studies Department awarded **Jake Tublin** the Excellence in Communication Studies Award.

In her final Student Showcase, retiring **Prof. Claudia Cuddy**, chair of Journalism, presented the Journalism Department’s awards. **Kyle Phillippi** was awarded the Claudia Cuddy Award for Excellence in Editing and Publishing, and **Laura Pollack** earned the Jack Gillespie Award for Excellence in Journalism.

The New Media Concentration’s Excellence in New Media Award went to **Bria Mears**.

In Public Relations, **Jonathan Pepper** and **Shannon Smith** were awarded the Anthony J. Fulginiti Award for Excellence in Public Relations. **Courtney Klauber** earned the Anne Sceia Klein Professional Advisor Medallion for Outstanding Professionalism. **Evan Moore** and **Victoria Woodside** received the Litwin Family Medallion for Excellence in Strategic Public Relations Writing.

The Radio, Television, and Film Department awarded **Corey Licameli** the Bierman Family Award for Excellence in Media Production. **Joseph A. Ponisi** earned the Donovan Family Award for Excellence in Radio, Television, and Film. And **Robert William Vanco** received the Wanda Kaleta Award for Excellence in Cinema & Media Studies.

Carly Szabo earned Writing Arts’ the Excellence in Writing Arts Award.

Two CCCA students received Graduate Medallions. **Diane Johns** earned the Donald Bagin Graduate Public Relations Award, and **Stephen Royek** was named the Toni Libro Outstanding Master of Arts in Writing Student.

Sena Pottackal, a Public Relations student, earned a University Medallion, the James M. Lynch, Jr. Courage in Adversity Award.

The ceremony was not only about graduating seniors. The CCCA also honored outstanding underclassmen by awarding scholarships. **Nicole Krosnowski** received the Craig Monroe Scholarship from the Advertising Department.

Five Art students were awarded scholarships. **Brent Adkins** earned the Seward Johnson Artist Development Travel Scholarship (accepted by **Samantha Kovnat**). Kovnat won the N. Jeane Hartman Memorial Scholarship. **Victor Steinman** was awarded the Ottiano Friends of the Arts Scholarship (Samantha Kovnat accepted the award



President Houshmand and Ed Glavin.



in his stead). The Sherman & Ann Ward Scholarship for Sculpture went to **Amber Schwartz**.

In Public Relations, **Taylor Feldschneider** and **Olivia Osterberg** received the Collette Bleistine Scholarship. **Angela Zirino** won the Pollock Family Scholarship. The PR for Good Scholarship went to **Casey Shea**.

In Radio, Television, and Film, **Richard Schuh** received the Salva Family RTF Scholarship. The Salva Family WGLS Scholarship went to **Laurie Senior**. **Sara Donnachie** earned the Cindy Nannay Scholarship.

Writing Arts' Cliff Mautner Scholarship went to **Kyle Hamilton**.

Following the awards ceremony, Showcase attendees were invited to experience students' work firsthand. The Eynon Ballroom, filled with tables and displays, had been transformed into an exhibit of CCCA students' hard work from over the past year.

The Art Department showcased several students' work. Samantha Kovnat presented "Rowan Arts Collective." Tyler Chelli, **Stephanie Gerhard**, David Koch, **Nick Vincente** and **Paige Pentland** presented *The Gallery*. **Brent Adkins** showcased "Semester Abroad at Studio Arts Center International in Florence Italy." "Art Work Exhibitions by Department of Art Medallion Winners" were presented by Paige Stecklair, Armando Ramirez, Melissa Silvestri, and Derek Koch.

Communication Studies presented **Tyler Christopher Cicardo's** "Tear Me Down": Contemporary Notions of Challenges, Resiliency and Trans-Awareness in the Musical, *Hedwig and the Angry Inch*, **Lindsay Ashton Mation's** "Musicians and the Construction of an Authentic Image on Social Media Networks," **Emily Elizabeth Senski's** "Start Hear Volunteer," and **William Otto Stine's** "The Effect of Hashtags and the Hashtag Community on the Branded Self-Image of the NFL."

In Journalism, **Anthony Medina** presented "En Vino, Let's Get Lost," **Ashley Force** and **Nina Contendo** presented "TV Community Reports," and Kevin Kuzmann showcased *The Whit*.

New Media was represented by **Josh Hersch**, **Jeremy Kashan**, and Joe Ponisi ("Rowan Eats"); **Courtney Klauber** ("Appitation—Your All-in-One Event Planner Right in Your Pocket"); **Carly Szabo** ("Simple Mind"); Bria Mears ("Finality"); **Christian Oberly** ("Playing Around"); and **Alba Cuevas**, **Wes Genarie**, **Shannon Kagan**, **Bria Mears**, **Gina Scamuffa** and **Mark VanZevenbergen** ("The Big Red Button").

Jonathan Pepper presented “Public Relations for Pro Bono Clients,” and Shannon Smith and **Casey Shea** presented “PRaction in Action” for Public Relations. **Nick D’Ascenzo** and **Taylor Leentjes** showcased “Ad Dynamics, Student Firm’s Clients,” and **Michael Stoever** and **Natalie Zvenya** presented “Advertising Pre-Professionals Portfolio” for Advertising.

Radio, Television, and Film majors screened some of their recent work: **Ryan Berger** and **Joseph Bottino**’s *Intoxicated* and camera demonstration, **Mark Van-Zevenbergen**’s *Skateboarding: A World Wide Web*, Wes Genarie’s *Phone Zoned*, **Bianca Beck** and VanZevenbergen’s *After Tragedy*, and **Mariel Bundalian** and **Derek Falen**’s *Reconstruction*.

The Writing Arts Department showcased its students’ work: **Kelci Flynn**’s “Income Inequality,” **Eric Bates**’ “It’s Still Domestic Violence,” **Mike Sullivan**’s “Molded for Consumerism,” **Tina Gatta**’s “Lights Out in Atlantic City: Only a Memory,” **Gabrielle Lund**’s “A Playground; A Graveyard,” and **Denia Martinez**’s “Down the Rabbit Hole.”

— *Senior and PRSSA President Jonathan Pepper received the Anthony J. Fulginiti Award for Excellence in Public Relations.*

Four Awards for Rowan Radio

Derek Jones

WGLS-FM recently won four awards for radio programming and online video production in two international competitions.

The African American Profile, hosted by **Omarey Williams**, received an Award of Distinction in the Communicator Awards’ program category. It also won a Hermes Creative Platinum Award in Radio Programs.

The Story of WGLS-FM, an online video produced by **Assistant Station Manager Leo Kirschner** about the station’s 50-year history, earned an Award of Distinction Communicator in educational online video.

Jennifer O’Donnell, **Blake Doughty**, and **Michael Stoever**’s *Living with Autism: A Different Way of Life*, a 30-minute documentary, won a Communicator Award of Distinction for production. The documentary was also honored by the Garden State Journalists Association with a first for Best Radio Feature.

— *Derek Jones is Station Manager of WGLS-FM Rowan Radio.*



Six High Stephen Levine

There’s no longer a vault full of money but the former home to the First National Bank of Glassboro at 6 E. High Street has a rich future.

The building, which now houses the Dean’s office for the College of Communication & Creative Arts and faculty for its Department of Journalism, officially reopened March 31 with a ribbon-cutting ceremony, reception, and self-guided tours.

Formerly home to Land Dimensions Engineering, the building, a solid stone structure built in 1926, has become the first physical manifestation of Rowan **President Ali Houshmand**’s vision to integrate the University’s main Glassboro campus with the borough proper.

“This is another step in making our town of Glassboro the quintessential college town,” Houshmand said moments before he, **Dean Lorin Arnold**, Rowan Board of Trustees member **Nick Petroni**, Mayor Leo McCabe, Gloucester County Freeholder Heather Simmons, and Dean of the College of Performing Arts **John Pastin** ceremonially cut the ribbon.

Aside from the physical beauty of the structure, built with flourishes inspired by Independence Hall in Philadelphia, the CCCA’s occupancy of the building is intended to further development of an Arts & Entertainment District along High Street in the historic downtown.

Rowan, which is leasing the building from Land Dimensions owners Larry and Theresa DiVietro, is concurrently building an art gallery, classrooms and faculty offices at 301 W. High Street. The University bought that building, a stalled condominium project, in 2013 and is redesigning and renovating the 15,000 square foot space.

“We believe the art gallery will draw even more people downtown,” Houshmand said.

The University’s investments are designed to complement the nearby construction of Rowan Boulevard, a \$300 million investment that is helping to redefine the borough itself

All privately owned and operated, buildings along Rowan Boulevard include a mix of student housing, retail, restaurant, and academic space, including the home, in the aptly named Enterprise Center, for Rowan’s division of Global Learning & Partnerships.

Arnold said by integrating parts of the University with the downtown Rowan is helping to build critical mass where it’s needed and a vibrant and lasting local economy.

“The development of the Arts & Entertainment District will continue facilitating movement of students, staff, and faculty into the Glassboro community, creating additional opportunities for interaction and partnership and dissolving the perceived border that separates the local community from the university.”

“As Dr. Houshmand said, some of the most wonderful communities are those in which the universities are so interwoven into the fabric of the city, town, or borough, that everyone in the area feels a sense of commitment and connection to both,” Arnold said.

In a sense, she said, Rowan’s role in the community is not all that different from the role the bank at the site once played. “The bank became a hub of the community as community banks do,” she said, adding, that as Rowan further integrates with the downtown, its role as a hub for the community will continue to grow too.

— *Stephen Levine is Writer/Editorial Specialist in Media and Public Relations for Rowan University. This story was first published in Rowan Today, April 1, 2015.*

Top: 6 East High Street.

Art Grads on the Move!

Jan Conradi

Department of Arts' alumnus **Charlie Castilla** (2013) is now the Graphic Artist at Custom Graphics in Vineland, NJ. He develops digital graphics for laser-cut, embroidered, screen-printed, and vinyl products.

Caitlin Clements (2009) earned her MFA from PAFA (Pennsylvania Academy of Fine Arts) in 2014. In June, she was one of three graduate students who assisted Brooklyn-based artist Markus Linnenbrink in the creation of a large-scale wall painting in the lobby of the PAFA building.

Jenn Consoli (2013) has been accepted into the MA program for History of Design and Curatorial Studies at Parsons The New School for Design in New York.

Since November 2013, **Claire Cossaboon** (2010) has been working as Development Associate at The Studio Museum in Harlem, raising institutional and individual support for the Museum's contemporary art exhibitions, education and public programs, and the Artist-in-Residence program. She earned her Masters in Museum Communications from UArts in early 2013 and published her thesis, "Communicating Brand Identity and Commodity Experiences to Diverse Audiences through Effective Image Usage." In 2012 she worked in Public Programs and Membership at The Barnes Foundation and completed an Audience Analysis for the Institute of Contemporary Art. In 2010, she was Curatorial Assistant, and later Interim Director, of the Career Development Program at The Center for Emerging Visual Artists (CFEVA) in Philadelphia.

Alexis Dispensa (2014) is enjoying the challenges of her first year in the MFA gradu-

ate program at PAFA. She exhibited some of her new work at PAFA Open Studio Night on February 20.

Christopher Ferrante (2013) is winning recognition for his work at Princeton University Press. His book design for Nigel Dodd's *The Social Life of Money* was selected in the Trade Typographic category of the 2015 Association of American University Presses (AAUP) Book, Jacket & Journal Show. His cover design for Frank L. Cioffi's *One Day in the Life of The English Language* was featured on the popular books, design, and culture blog, *The Casual Optimist*, as a book cover of note for March 2015. www.casualoptimist.com.

Alumna **Jackie Kollar** (2011) is the Digital Strategist at ChatterBlast Media in Philadelphia, and she is also Digital Marketing Strategies Teacher at UArts in Philadelphia. As Digital Strategist, she assists in the creative development in digital campaigns, often working with designers in the execution phases. In her spare time, Jackie is currently on the planning and marketing committee for the Elixir Gala (annual fundraiser held by Mazzoni Center to support and provide comprehensive health and wellness services in an LGBT-focused environment.)

Charles Korang (2013) is currently employed as a Graphic Designer with CustomED in Collingswood, NJ. Charles notes, "The skills that I developed in Rowan's Department of Art put me in a position to do something I am truly passionate about. My time in Rowan's Visual Art department played a major part in shaping who I am today, both as an artist and as a professional."

Renée Martelli (2013) is now the Graphic

Designer at Netherland Bulb Company in Vineland, NJ. She is responsible for designing packaging, catalogs, advertisements, and more.

Alexis Novak (2012) has been accepted into the MFA Photography program at MICA (Maryland Institute College of Art) in Baltimore, Maryland.

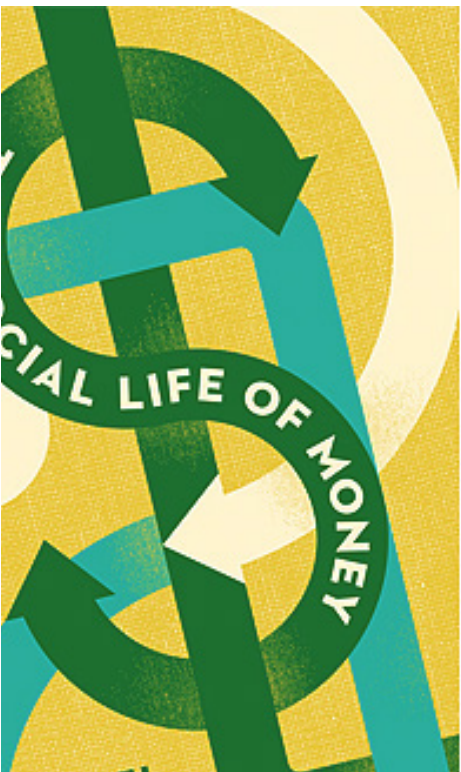
Jessica Padilla (2013) has been accepted into the MFA program of study at SACI (Studio Art Centers International) in Florence, Italy.

Elaina Unger (2012) painted a portrait of Malala Yousafzai because she was inspired by Malala's story of courage and persistence. After posting it on Tumblr, Elaina has watched it go viral when the Malala Fund shared it on Twitter and Facebook. "I am humbled to know that people think I have done justice to Malala by honoring her in my painting. I think she a subject worth portraying because she has done so much with her life to support women's education, and she always seems to have a positive outlook on things in spite of her harsh experiences with the Taliban." The portrait was also on display in an exhibition at Rowan's Osteopathic Medical School in Stratford. Currently, Elaina is working with Archie Comics on their Mega Man series and their upcoming "Worlds Unite Battle" books.

Jessica Williams (2013) is currently Bench Jeweler for Sterling Jewelers and metalsmith for Joy Stember Metal Arts, Abingdon, PA.

Art graduate **Matt Williams** (2011) has accepted a new position as UI/UX Designer (User Interface and User Experience Designer) with Azavea, a company that creates GIS web and mobile software in Philadelphia. Previously, he was lead designer at Every Merchant in Cherry Hill, NJ.

—Jan Conradi is Professor in the Department of Art.



Unger's Malala. Ferrante covers.



MAPR Master Class

Jonathan Pepper

On March 30, the MAPR program hosted its annual master class, planned by Public Relations/Advertising Chair **Dr. Suzanne FitzGerald** and **Prof. Edward Moore**.

This year, the program welcomed two CEOs in its “The Role of PR in Successful Start Ups” event. Philadelphia-based Cass Bailey, CEO of Slice Communications, and Robert Moore, CEO of RJMetrics, shared their experiences with Rowan students and faculty.

With a 2013 *Philadelphia Magazine* poll revealing 100 start-up companies active in the region, the MAPR program used this event to gain a better understanding of public relations’ role in successful start-ups. The start-up battlefield is littered with triumphs and failures, and our guest speakers shed light on both areas.

Bailey, coming from a strong background in working with emerging companies through

Slice Communications, explained the challenges working with start-ups. From unrealistic expectations to competing co-founders fighting for the spotlight, Bailey stressed PR’s responsibility as the counselor.

While Bailey provided applicable strategies, Moore presented the viewpoint of the client. As the CEO of a company rooted in its successful public relations, he fired just as many PR agencies as he hired. “We look for a PR agency that can do a better job than we can,” Moore explained. He continued to explain the importance of focusing on metrics that align with the company’s business objective.

The presentation ended with an open discussion Q and A session.

—Jonathan Pepper received the Anthony J. Fulginiti Award for Excellence in Public Relations.

Journalism Students Cover Life in Glassboro for Class Website

Students in adjunct professor **Bob Tulini**’s spring 2015 News Reporting II class produced a class website, “Life in Glassboro.”

The students wrote and photographed stories about the people, places and things that make the New Jersey community tick and posted the material on the website. Students covered topics including Glassboro arts, business, cuisine, education, family life, government, health, law enforcement, real estate, and transportation.

Visit lifeinglassboro.wordpress.com.

Scholarship and Creative Work

■ Art’s **Prof. Markam Keith Adams** received 3rd place in the One World—Places category in the One Shot: One World competition for “untitled #209.” He also received two honorable mentions: in the Things category, for “untitled #93” and in the People category, for “eve and adam have evolved.” Adams exhibited work from his ongoing series, “The Will Is Not Enough,” at the Art Center South Florida 30th Anniversary Exhibition, Miami Beach, 2015. He exhibited work from his ongoing series, “The Sublime,” at Representing Other/Representing Ourselves, the Society for Photographic Education Exhibition, Mid Atlantic Region, Lancaster, Pennsylvania, 2014. Adams was a juror at the 15th Annual Digital Media Ex-

hibition, Advanced Technology Area, Indian River State College, Fort Pierce, FL.

■ In February, **Dr. Kenneth Albone**, Communication Studies, presented “Incorporating Service Learning in a Small Group Communication Course,” a competitively selected poster presentation, at the Lilly Conference on College and University Teaching and Learning: Evidence-Based Teaching and Learning, Newport Beach, CA.

■ At the 18th Annual International Public Relations Research conference in Miami, Public Relations/Advertising’s **Drs. Joseph Basso** and **Suzanne FitzGerald**, Chair, presented “Buying Reputation or Earning it: Is Sponsored Content Creative PR, Deceptive Journalism or Traditional Advertising?” and “Applying Ethical Theories to the Public Relations Decision-Making Process.”

■ In March, Journalism’s **Prof. Mark Berkey-Gerard** presented “The Delsea Drive Reporting Project” at the annual conference of the Eastern American Studies Association, Glassboro, NJ.

■ In 2014, Writing Arts’ **Prof. Katie Budris** published the poems, “Za Zrcadlem” and “Waiting for the Blue Line, Chicago,” in *Crossing Lines Anthology* (Main Street Rag); “Astronomical Sestina” in *Outside In*; “Decomposition of Us” in *From the Depths: The Space Between*; “Full” in *From the Depths: The Objects of Our Desires* (Haunted Waters Press); and “Chance of Rain” in *Temenos Journal*. In 2015, she published *Prague in Synthetics: poems*, Finishing Line Press. In 2015, with **Profs. Bonny Chezik, Andrew Davison**, and **Rachel Howe**, Writing Arts, she appeared on the panel, “Student Affect and the Transition to College” at the New Jersey Writing Alliance conference, Georgian Court University, Lakewood, NJ. With Writing Arts’ **Prof. Coleen Lahr**, she appeared at a Book Release Reading, Barnes & Noble, Glassboro, NJ. Budris also gave a poetry reading at the Poets & Writers Festival, Community College of Philadelphia.

■ In January, RTF’s **Dr. Sheri Chinen Biesen** presented “The Dark Side of Hollywood Comedy: Katharine Hepburn and ‘Box Office Poison’ ” at the 13th Annual Hawaii International Conference on the Arts and Humanities, Honolulu.

■ In April, **Dr. Joy Cypher**, Chair, Communication Studies, chaired the panel, “‘Surreal Life’ Personified in[text]: Public Art, Television, Book and Magazine Portrayals of Humanity” at the Eastern Communication Association conference, Philadelphia, PA.

■ **Dr. Dianne Garyantes**, Journalism, presented “Using Multiple Modes to

Cass Bailey and Robert Moore.

Communicate the Need for Change” at the Eastern Communication Association annual conference, Philadelphia, PA.

■ **Dr. Jane Graziano**, Department of Art, published “A Woven Collective: Transformative Practices through Contemporary Art” in *Art Education: Journal of the National Art Education Association*, May 2015.

■ **Prof. Jill Gower**, Art, received a 2015 Fellowship Award in the Craft category from the NJ State Council on the Arts.

■ With Hong and Cameron, **Dr. Bokyung Kim**, Public Relations/Advertising, published “What Corporations Say Matters More Than What They Say They Do? A Test of a Truth Claim and Transparency in Press Releases on Corporate Websites and Facebook Pages” in *Journalism & Mass Communication Quarterly*, 2014. In March 2015, again with Hong, she presented “Testing the Linkages among the Organizational Transparency, Like and Purchase Intention on Social Media” at the 18th International Public Relations Research conference, Miami. At the conference, with Hampton and Poiesz, Kim also presented “The Real Danger of the JP Morgan’s Data Breach: Examining Situational Factors, Public Opinions, and Reputational Damage.”

■ **Prof. Ed Moore**, Public Relations/Advertising, published “What Do Parents Want to Know When Choosing a School for their Children?” in NSPRA’s *Principal Communicator*, March 2015. With Bagin and Gallagher, he published the 11th edition of *The School and Community Relations*, Pearson.

■ **Prof. Jonathan Olshefski**, RTF, received an award of excellence at the 2015 BEA Festival of Media Arts for his short documentary/promo film for Whispers in the Storm, *Depaul USA: We Believe in You*.

■ In February, **Dr. Sun-Young Park**, Public Relations/Advertising, published “The Role of Regulatory Focus, Social Distance, and Involvement in Anti-High-Risk Drinking Advertising: A Construal-Level Theory Perspective” in *The Journal of Advertising*. In March, with Song, she presented “The ‘Just-Right Feeling’ and Conservation Behaviors: The Role of Regulatory Focus, Self-Construal, and Involvement” at the American Academy of Advertising conference, Chicago. With Cho, she published “Celebrity Endorsement for Nonprofit Organizations: The Role of Celebrity Motive Attribution and Spontaneous Judgment of Celebrity-Cause Incongruence” in the *Journal of Promotion Management*.

■ Last October, **Dr. Tingting Wang**, Department of Art, published “Introduction of Bai Miao, an Asian Linear Art” in *Art Beat*. In November, she published “Children’s Drawings from China and the United States and Conceptions of Female Beauty” in the

Winkler Honored for Autism Awareness

In April, CCCA TV Production Coordinator **Chris Winkler** received the Light It Up Blue Ambassador Award at Rowan’s second Annual Autism Awareness Benefit, co-hosted by the Italian-American Club and the Academic Success Center & Disability Resources. The award is made to “an individual who has gone above and beyond in their endeavors to provide Autism awareness on the campus of Rowan University.”

Over the last three years, Winkler has been directly involved with the Young Profs Summer Camp, a week-long activity run by **John Woodruff**’s groups (Academic Success Center and Disability Resources), providing University-related activities to middle and high school students with high-functioning Autism and Asperger’s Syndrome. The activity he runs takes place towards the end of the summer camp week. Students come to the CCCA’s TV studios, where Winkler gives them a brief lesson on the history of broadcast television, leading to the idea of serving the public interest in the form of local newscasts. He then helps the students craft a 5-minute script, based upon their week of activities, to form a newscast that they produce and record for playback the next day at their picnic with parents and friends. With the help of some RTF students, Winkler enables

the campers to do everything involved in the newscast production—be anchors, floor managers, camera operators, audio mixers, graphics operators, technical directors, and even directors. He finds that the kids love the interactive and extremely hands-on nature of production, and in about two hours the students produce two unique newscasts that each year are the highlight of their camp experience. Interestingly enough, the productions created by these kids, says Winkler, can rival a first-day production completed by some of the College’s undergraduates. “Working with this group has been rewarding, seeing the kids realize what they can accomplish in such a short amount of time, and exploring career options that they may not have known were possible.”

This year the nature of the camp is changing into a consistent, year-round experience. Winkler will be leading a similar activity with a new group of students early this summer.

Winkler has also worked with Woodruff to allow high school students with autism to sit in on Winkler’s TV Production classes to help the students evaluate how Rowan might be their choice for college and whether something in the TV discipline might be a good match for their skills and abilities.

International Journal of Education through Art. She presented “Using iPads in Teaching Drawing and Painting” at the Art Educators of New Jersey Annual conference, Long Branch, NJ. In March 2015, Wang presented “Integration of iPad in Drawing and Painting Teaching” and “Engaging Students through Innovative STEAM Projects” at the National Art Education Association convention, New Orleans. On April 11, she presented “Empowering Children’s Creativity through Art and iPad Technology in Inclusive Classrooms” at the 2015 Early Childhood Conference: “Access, Success, Equity and Diversity in Early Childhood” at Rowan Univ, Glassboro, NJ.

■ In October 2014, with Writing Arts’ **Prof. Cindy Kopp** and **Writing Center Director Prof. Sharada Krishnamurthy**, **Faculty Center Director Dr. Deb Martin**, and **ESL Director Jackie McCafferty**, **Prof. Roberta Zehner**, Writing Arts, presented the poster presentation, “Linguistic Differences and Student Experiences of Academic Writing: A Faculty Learning Community’s Exploration toward a Pedagogy of Inclusion” at Rowan’s ScholarFest.



John Woodruff and Chris Winkler



Gower Awarded NJ State Council on the Arts Individual Artist Fellowship

The Department of Arts’ **Prof. Jill Gower** was one of five recipients of a 2015 Individual Artist Fellowship, Craft category, from the NJ State Council on the Arts, in partnership with the Mid Atlantic Arts Foundation.

The fellowships, says the Council’s web page, are “Highly competitive awards to New Jersey artists in 12 different arts disciplines awarded solely on independent peer panel assessment of work samples submitted. The anonymous process is focused solely on artistic quality, and awards may be used to help artists produce new work and advance their careers.”

Art Gallery Receives NEA Challenge America Grant

Dennis Dougherty

When Chair Jane Chu announced the National Endowment for the Arts (NEA) list of grantees this past fall, Rowan University Art Gallery was among 163 non-profit organizations nationwide to receive a prestigious “Challenge America” grant,

the first NEA award presented to Rowan University.

One of only three New Jersey organizations recognized in the very competitive category and the only one in southern New Jersey, the gallery has been recommended for a \$10,000 grant to commission the creation of new work by sculptor Jeanne Jaffe for an exhibition in fall 2015.

“We are delighted to receive the grant from NEA. To be recognized in this way demonstrates a growing interest in how technology can be used as a medium or material for creating artwork,” says **Mary Salvante**, Gallery and Exhibitions Program Director.

“It comes at a pivotal moment for the Gallery and the University as we grow our science and humanities services for our students and the surrounding community.”

The Jaffe installation focuses on the work of Serbian-American inventor Nikola Tesla, who pioneered modern electrical engineering, and benefits from a collaboration with the University’s College of Engineering. The exhibit will include three-dimensional objects with imagery culled from Tesla’s inventions and explorations, plus life-size figurative sculptures of him as a young and old man, as well as an original soundscape and stop-motion video animation.

“The integration of technology with sculpture, musical soundscapes, and theatrical sets will create a psychological dreamscape and biographical narrative,” adds Salvante.

The Challenge America category offers matching grants to support projects that extend the reach of the arts to underserved populations whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability. The NEA received 347 eligible Challenge America applications.

Gallery programming also is made possible in part by funds from the New Jersey State Council on the Arts, a Partner Agency of the National Endowment for the Arts. Rowan University Art Gallery is the recipient of a Citation of Excellence award from the New Jersey State Council on the Arts. Visit www.rowan.edu/artgallery to learn more.

— *Dennis Dougherty is Coordinator of Media & Public Relations for the Arts at Rowan.*

Jill Gower, her Stretch Facet Necklace Brooch, and fellowship recipients on stage.

PRaction Professional Speed Networking: A Double Win

Shannon Smith

PRaction hosted its third annual “Professional Speed Networking Event” on April 1, 2015, to provide students with an opportunity to network with public relations and advertising professionals. PRaction, the AJF-PRSSA Chapter’s nationally award-winning student public relations firm, successfully connected over 30 students from the Public Relations and Advertising Department with 21 professionals from the Philadelphia, New Jersey, and New York City region. Professionals ranged from entry-level and junior-level associates to seasoned senior-level executives from both in-house and PR and advertising agencies. Among the professionals, Rowan alumni **Stephanie Russo**, **Kira Young**, **Tom Cristino**, **Alexa Digaetano**, and **Chris Lukach** were in attendance. Additionally, **Profs. David Hackney** and **Cristin Farney** shared their public relations experiences with students.

From 4:00 to about 5:30 p.m., two professionals sat at each table with two to four students for eight minutes. Each table had a sheet of paper with questions to help “break the ice” and guide conversations between students and professionals. For example, students asked professionals how they got started in the field, what advice they would offer in job or internship hunting, and what a normal day is like in the industry. After the eight minutes were up, the group of students got up and switched to the next table to meet new professionals. At 5:30, students and professionals were allowed to mingle freely for thirty minutes. Students used this opportunity to speak with the professionals who most interested them.

The purpose of the event was to provide students with the opportunity to meet professionals but to also learn more about the public relations and advertising industry. “Not only was the event well organized, it was also fun and beneficial,” said **Courtney Klauber**, PRaction’s Creative Department Director and senior public relations major. “I grew my network and got a lot of new insight regarding my professional aspirations. After speaking with professionals, I now have a clear picture of what I want to do after I graduate.” Graduate **Stephanie Russo** said, “As an individual who was once on the student side of the table, it was fun and exciting to join the other side as a professional. The students were involved, intrigued, and engaging. Being a part of this event was a real treat for me.”

Students were able to RSVP for the event online and received a list of professional attendees one week prior to the event. With this information, students were encouraged to research the professionals coming and tailor questions to them. Students also brought resumes and swapped business cards with professionals.

After the event, PRaction sent out a survey to both the students and professionals who attended for feedback. Everyone who answered the survey said they wanted to come back for this event in the future and that they had made valuable connections. Professional Speed Networking was a double win for students!

—PR major Shannon Smith recently received the Anthony J. Fulginiti Award for Excellence in Public Relations.

Notes from the MA in Writing Program

Ron Block

Christina Schillaci, a student in the MAW’s accelerated MA/BA program, was the first recipient of the Myra Schiffmann-Bunya Sandler Memorial Fund, an award that honors the memory of MAW alumna **Myra Schiffmann** as well as Myra’s aunt, who died in the Holocaust.

Sponsored by a generous gift from Myra’s husband, Ray Medeiros, and her sister, Athene Goldstein, the Myra Fund allowed Schillaci to participate in writing workshops at the Winter Poetry and Prose Getaway Conference at the Stockton Seaview Hotel in Galloway, NJ.

This spring also saw the launch of the MAW’s Teaching Experience Program. This program will provide a theoretical foundation in composition and rhetoric while fostering practical classroom instructional experience, allowing select MAW students to teach college composition as paid adjunct instructors while completing their degrees.

In other MAW news, Newbery Honoree, winner of the Coretta Scott King Award, and National Book Award finalist Rita Williams-Garcia gave a March 25 master class for both MAW and Writing Arts students, providing valuable insights into the writing process. That evening, she also gave a standing-room-only public reading of her work in Rowan’s Edelman Planetarium.

Graduating students will present their final projects in the annual MAW Symposium May 5–7 in the Chamberlain Student Center. Among this year’s presentations will be novels and story cycles, memoirs about teaching and childhood, and an investigation into the pedagogy of “lore” by this year’s MAW Medallion winner, **Steve Royek**.

—Prof. Ron Block is Coordinator of the MA in Writing Program.



“Gallery G”

Jan Conradi

The “Gallery G” exhibit plays tricks with reality. Visitors to the Department of Art are enjoying the current exhibition in the

Westby student gallery. “Gallery G” is an illusionary installation that only makes perfect sense from one specific viewing point. Aside from playing tricks with people’s perceptions of depth and space, the purpose of this exhibition is to create awareness and encourage

involvement in this year’s *Gallery* publication. *The Gallery* is an annual promotion of juried student art and design, completely conceived, managed, designed and produced by Department of Art students. This year’s publication (and the current exhibition) is led by the team of **Tyler Cheli**, **Derek Koch**, **Stephanie Gerhard**, **Nick Vicente**, **Vic Steinman**, and **Paige Pentland**.

—Jan Conradi is Professor in the Department of Art.

“Gallery G.”

Telethon on Tax Day

Christopher Winkler

Everyone knows April 15 as Tax Day, but this year it was also the date of Rowan Television Network's 8th Annual Telethon, this year benefiting Habitat for Humanity of Gloucester County. Co-producers **Evan Moore** (2015) and **Lauren Rauffer** (2016) worked with over 60 student volunteers to create the 5-hour live broadcast, featuring interviews; video packages; musical acts Nalani & Sarina, Crisbie, Stone Baby, Megan Knight, Chelsea Carlson; and magician Matt Cadabra. The show also featured special performances by Rowan's Lyrical Alliance, the Rowan Dance Team, and a sneak peek at Rowan's production of *Sweet Charity*.

Club members' efforts went beyond television production, as student volunteers swung hammers and built walls at the Habitat build site, a few miles from campus in Clayton, NJ, in the weeks leading up to the broadcast. The house the volunteers worked on will become a home for a local US Army veteran and his family, who were featured in an interview during the live broadcast.

Viewership for this year's telethon set a new record for most unique web views of the live stream, well over 350, and donations were up too, coming to a grand total of over \$6700—a new all-time high for RTN telethon fundraising in a single night. This year's take brought the total amount of donations for the RTN telethon, over its eight-year history supporting various charitable causes, to just over \$27,600.

Learn more about this year's full production team and watch a recording of the show at www.rtntelethon.com.

—Chris Winkler is Television Production Coordinator for the CCCA.

