

COMMUNITY

Manhattan College Communication Department Newsletter

Volume 2, Issue 1, Fall 2011

Manhattan College Rebranding Initiative Serves as a Lesson to Us All

There are big changes here at Manhattan, which some of you may or may not have known upon your return or arrival in August. While we always assume that our College is simply an institution of higher-education, we forget it is also seen as a product and service to those who invest their time and money into it. This product, like any other, is represented as a brand that tells the world “this is who we are, and this is why we are the best at what we do.”

Manhattan College has embarked on what has been called the “Manhattan College rebranding initiative,” which began last Fall when the administration realized that our school was a wonderful institution with much to offer, but was considered a well-kept “secret” because we did a poor job communicating that secret.

In late 2010, Manhattan College called upon a marketing agency, SME, to step in and rebrand the entire College. Now, we Communication majors know that this extends far beyond our image, but rather delves into the core of the message our College sends to alumni, current students, prospective students and parents, and the community. The rebranding initiative was a year-long campaign that began with extensive research to analyze where we stand, as a higher-education institution, and among our competition, and how we can differentiate ourselves to our publics.

The final product, which will be fully released by Fall 2011, is the new campaign called *The Promise*, which signifies the promise that Manhattan College will make to anyone who wishes to join the College community, emphasizing our Lasallian values, our distinguished schools of academic learning, and our brand’s heritage.

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MANHATTAN COLLEGE



Editor-in-chief: Mandy Grzymala; Co-Editors: Kyle Coulom, Amanda Ferrarotto and Susan Fiorentino

WHERE ARE THEY NOW?

FIND OUT WHERE OUR RECENT GRADS ARE WORKING

SEE THE BACK COVER FOR A COMPLETE LIST

A Note from the Chair

As I sit down to write my now regularly-scheduled introduction to this now regularly-scheduled newsletter, it's really noisy out in our Department's main office, which is just outside my own office door. But it's not noisy because we're in deep in the throes of registration, and students – some frantic, some confused – are still coming in for advisement. (Albeit this is true.) It's like this because six of our student assistants are sitting out there – even though only two are working and scheduled to work. And it's like this because every few minutes, another student or two walks in and joins in the conversation for a few moments before going about their business.

In other words, it's a happy noise. It isn't making it easy for me to do my work. (However, as the parent of two young, rambunctious boys, I'm used to this.) But it's made me realize the following.

I came here from a program about half the size of ours, but where everyone – students and faculty – saw our department as a kind of family. Sure, we were a big, noisy, diverse, neurotic, and sometimes even dysfunctional family. But we were all in it together. The faculty looked out for the students, as faculty always do. But the students looked out for students, too. And they all hung out together, after hours and in groups and cliques, but also as a big, bustling crowd. When we had an event, almost everyone showed up without question, without the dangling of “extra credit” because...well, because you just did. When we coordinated an event, people chipped in and helped because we all wanted to have a great event. And we wanted to be known for having great events.

I wanted to re-create that sense of family when I came here. And I've made it part of mission to try to engender a kind of “culture” among our students – above and beyond the mandate to build an academic department. But of course, you can't make these things happen. You can't build it by force of will. “If you build it, they will come” is just a great line from a fantasy film. (A great film, yes. But a fantastical one.)

Still, when I listen to the cacophony outside my office, I'm thinking: It may be happening. A community. In the making.

How cool is that?

 Thom Gencarelli



Want to join COMM(*unity*) ?

If you are reading this right now, chances are you are a great candidate to join the *COMM(unity)* newsletter team. Our first three issues were written and produced by a core team, as we wanted to make sure we built a solid foundation for future students who will carry on this work. But now it is time to welcome anyone and everyone to contribute to the newsletter! As you can see, we are always looking for student input and new stories to add, which both the Communication department and the College community would be interested in reading. We hope that, looking ahead to the Spring semester, you will join us in writing for *COMM(unity)* for everyone to enjoy! If you are interested in becoming a member, or have any questions about this publication, please e-mail Mandy Grzymala (agrzymala.student@manhattan.edu)

MARK YOUR CALENDARS

Quadrangle Awards	May 4th
End of the Year Party	May 11th
Senior Showcase	May 10th
Media Ecology Association Convention	June 7-10th

Fieldtrip to the Newseum, Washington DC Stay Tuned!!

A Professor's Outlook

For this issue of COMM(unity), we posed a question to the Communication professors at Manhattan College. This question was to provide insight into the future of the Communication field, whether it be specifically in public relations, advertising, journalism or broadcasting. Our generation has personally been able to see social media develop organically and become ingrained in our everyday lives. In this vein, our question was as follows...

With social media at the tips of any persons' fingers, how do you see the social media trend progressing in the Communication field? How long do you think the trend will last and what effect will it have on the field as a whole?

Thom Gencarelli

CHAIR OF THE COMMUNICATION DEPARTMENT



In the history of our media of human communication, certain inventions and innovations become so important that we end up perceiving and experiencing them as part of who and what we are as a species. Other inventions and innovations become important, but less essential. Still other inventions fall into the dust bin of our history. (Anyone seen an 8-track tape lately?) And why I teach about all of this in the five-week preamble to my Introduction to Mass Communication class is that it leads us to the following question: When we consider developments like social media, as members of a culture that bows down to the gods of technology and the idea of advancement and progress - and in light of the fact that for-profit corporations are behind all of this, and that they all have a vested interest in selling us stuff by convincing us we need it - we need to ask ourselves whether we are thinking for ourselves about these things or whether we are merely buying the sales pitch.

In addition, realize that with social media, corporations like Facebook and Twitter and FourSquare are selling us their product while also using it as a vehicle to sell other companies' products and services. In the meantime, companies of all stripes, selling all kinds of products and services, salivate over social media for three reasons. First, they know young people are gaga over this stuff and, quite simply, our popular culture is a youth culture exactly because young people have not yet established brand allegiances and advertisers hope to win them over as customers for life. Second, they believe social media will allow them to reach potential customers on an individual basis and to know about their likes and preferences, rather than to use the old-school "blanket" mode of mass appeal. (In other words, they think they'll sell better and more by using social media.) Finally, young people think social media are cool. And corporations have long used what we think is cool against us and in their favor - to make themselves and their wares seem cool.

None of this is intended to be judgmental about the ways in which we maybe allow ourselves to be duped in the process. It is simply about understanding the media business as a business. And maybe we just need to ask ourselves: If MySpace is gone, kaput, what makes us think Facebook is forever? What makes us think the very idea of social media via the Internet and mobile Internet are forever?" Is it all just a momentary bandwagon we're all riding on?

Rebecca Kern

PROFESSOR

Social media will continue for some time as a source of community and online participation. As media, social media offer a place free from identity constraints and marginalization as anyone can “recreate” themselves in cyberspace. This will be integral to the growth of future generations. However, there is a downside to social media. While Facebook and other platforms are public spaces, users often feel a sense of entitled privacy. Hence, they share more information or “friend” people they would not otherwise. Going forward, social media users will encompass all age groups and lifestyles and offer new opportunities for subcultural identities to feel socially recognized. The continued sense of false security users have, however, will be social media’s downfall.

Marek Fuchs

PROFESSOR

I don’t do the Facebooking. Quite simply, I steadfastly refuse to get involved in anything that allows old girlfriends—and, more to the point, their husbands—to find me. Just kidding, of course. I know *COMM(unity)* is a family operation. In all seriousness, I don’t Facebook because I choose to fritter away my entire life instead on Twitter. Feel free to join me in the great social media time suck at @MarekFuchs. Is social media only a waste? Well, no. It is also inaccurate. For example, when it comes to breaking news on Twitter, it’s caveat emptor. That’s a fancy pants Latin term, kids, for buyer beware. Granted: I did hear on Twitter that Steve Jobs died. But I’ve also heard 1,423 times that Charlie Sheen bit it. #RIPCharlie, my as—uh, whoops, almost forgot about that whole family-friendly thing. Anyhow, is social media going to supplant traditional media? Not until they can cut the false reports of Charlie’s death at least in half. The only item social media are good for—and this is not insignificant—is in the distribution news. I’m embarrassed to say that Twitter is my first read of the day. I follow those who I respect and these brilliant and compelling figures post articles that they like. Most are about escaped zoo animals eating their keepers, but once in a good long while I do read something on social media that is not trivial, inaccurate or involving a monkey house overnight guard getting his due.

Michael Grabowski

PROFESSOR

It’s funny. In a way, social media has always been a part of communication; we called it networking. Now that the process is digitized, companies have privatized the (cyber) space in which this networking takes place. We now “Facebook” or “Tweet” or get “Linked In.” Every time we network online, we unwittingly promote those brands, and as soon as we click the Post button, those messages belong to them, not us.

We have a farther reach now, but social media is a double-edged sword. We can narrowcast our message to a select group of “friends” or “followers,” but with enough work, anyone can discover the text and images we have posted. Their digital residue permanently persists, archived somewhere, even after we “delete” them. The trick is to target the audience you want, without alienating any other potential audiences.

I would offer the same advice for social media as I would for networking in general. Be strategic about who you friend and link to, and the messages you send. It is OK to connect with strangers, as long as you are introduced by someone they trust, just as travelers in the past would bring with them a letter of introduction from someone known to the receiver. Use the power of the network by asking to be introduced to others. Target your message: You wouldn’t shout randomly in the middle of the public square to people passing by, so don’t do the same online. Clean up your digital profile as much as you can. Help your friends and other students network online: think of them as not your competition but networking contacts that will want to return the favor. And don’t burn bridges on the superhighway; your assistant or co-worker may one day be your boss or client.

Or, in short, do what your mother always told you to do: be nice.

AND THE WINNER IS... COMMUNICATION AWARDS AND ACHIEVEMENTS

Lambda Pi Eta Inductions

Lambda Pi Eta is the official student honor society of the National Communication Association. It was formed in 1985 at the University of Arkansas, and became part of the NCA in 1995. It now has over 400 active chapters. The Letters LPH represent Aristotle's three ingredients for persuasion as represented in his *Rhetoric*: Logos (Lambda) meaning logic, Pathos (Pi) meaning emotion, and Ethos (Eta) meaning character, credibility and ethics.

The Manhattan College Psi Beta chapter of LPH is still new, but hoping to grow. Currently to earn a nomination, you must have junior status (60 credits earned, with at least 12 Communication credits), a 3.0 overall GPA and a 3.5 GPA in your Communication courses. The Psi Beta chapter of LPH strives to reward achievements earned by its members, as well as to provide opportunities to explore the field, discuss and exchange ideas, and promote personal and professional development.

Twenty-five new members were inducted into LPH this semester:

Lindsay Bailey
Brittany Barb
Stephanie Brooks
Robert Colaianni
Katelyn Damian
Maria Del Russo
Michelle Dutton
Olivia Gabriel
Adrienne Hughes
Pablo Kay
Amy Laudicano
Amanda Macaluso
Caileigh Meehan
Taryn Pahigian
Emily Peleti
Matthew Rocco
Elizabeth Schumann
Megan Schumann
Kelly Shine
Jane Smith
Jeanette Settembre
Christina Ton
Danielle Valente
Brianna Yurek
Jennifer Zefi



Manhattan College Rebranding Initiative (continued from front page)

“The College’s new *Promise* campaign is the focus of Manhattan’s current print, digital and radio advertising campaign on both a local and national level. Its messaging draws on our rich Lasallian heritage and the distinct values delivered in the educational experience at Manhattan,” said Lydia Gray, Executive Director of the Office of Marketing and Communication. “As we move forward with our marketing initiative we will continue to engage the community with a new and improved website and though the launch of several social media sites.”

The most obvious change that has been seen through *The Promise* campaign is in our College’s logo, which still maintains its green and white coloring as well as its symbolic M. The new logo includes the founding date of the institution to represent the strong foundation upon which the College rests, as well as the Lasallian Star of Faith, which symbolizes the five core principles set forth by St. John Baptist De La Salle. This new logo will be integrated into every aspect of the College, to stand as a symbol of the new Manhattan College image. The Jasper Athletic logos have also been changed.

Other changes can be seen on your computers. The College now has a social media presence on the Internet, using Facebook, Twitter, LinkedIn, and YouTube, which allows everyone to stay up to date on the community’s happenings and accomplishments. The College will also be unveiling a new website this fall, which is well overdue to say the least.

What’s so great about Manhattan College’s rebranding happening here and now is that Communication students have the chance to witness a fully-executed marketing strategy, which is something that many of us will be working on when we graduate. The College’s campaign serves as an example to all of us as to how important it is to communicate the right way, whether you’re a company, a college, or a job-seeking graduate. So take notes, students: This may look awfully familiar one day in the “real world.”

-Amanda Ferrarotto, ‘12

COMM(unity) EXPERTS

To offer insight into the professional world of Communication, we asked Nancy Forman to answer a few questions. Nancy Forman is a VP/General Manager at Media People, Inc. Media People, Inc. was founded in 1976 and is a full-service publishers representative company. Some of their clients include: *Reader’s Digest*, *NY Daily News*, *Women’s Health* and *Men’s Health*.

Q: What was your first position out of college? How did you make the transition from college to working in this field?

A: I was a secretary (now called administrative assistant) at a small advertising agency and I wasn’t even qualified! I think it was much easier to make the transition than it is now. I really didn’t have a clue as to what I wanted to do but thought advertising sounded good. Advertising and marketing clubs did not exist nor did internships. Life was a lot less competitive.

Q: Currently, what is your position?

A: VP/General Manager of an advertising sales company. (Media People, Inc)

Q: What do you feel stands out most on a resume from college students?

A: Internships, belonging to clubs related to your major, leadership roles and volunteering. Companies look for well-rounded employees.

Q: Do you have any advice on how students can make the most out of an internship?

A: Show up on time, be energetic, professional, work hard, be responsible, do whatever you are given to do and do it correctly. I know it sounds like a lot but if you do a great job you will get a great reference and the company can think of you for the future, as we have hired two of our former interns when they graduated.

- Susan Fiorentino **7**

CLUBS AND ORGANIZATIONS

Communication Club

This year, the Communication Club plans to wear multiple hats, as it has combined with She's The First*{Manhattan}, the campus chapter of the not-for-profit media campaign that works to help girls in the developing world receive an education. The Communication Club is open to anyone on campus who is interested in event planning, fundraising, social media, blogging, and networking for a good cause. For the upcoming semester, we hope that the club will be able to plan an End-of-the-Term/Christmas celebration for the department in addition to the end of the year banquet in the Spring. The club has planned to hold two major fundraisers so far, including a national She's The First bake sale called the National Tye-Dye Cupcake Bake Off, as well as a one-of-a-kind jewelry raffle with pieces generously donated by Swedish designer Tracy Schaal. If you are interested in joining the Comm Club, please contact us at CommClubMC@gmail.com. We look forward to having you on our team!

- Amanda Ferrarotto '12

American Advertising Federation (AAF)

The American Advertising Federation (AAF) is one of the oldest national advertising trade associations. The Manhattan College chapter was only established a few years ago, but has already done many exciting things on campus. AAF is a great way to develop a working knowledge of the advertising community as well as to gain valuable information regarding internships, resumes, and ad agencies. Last year, numerous industry professionals were invited to host mock-interviews with students and educate them about what to expect in their future careers. After the success of this event, we hope to host another professional panel this year as well as to visit an ad agency, attend conferences, and complete an internship tell-all. Meetings are held twice a month and are tentatively scheduled for Thursdays at 4:00 p.m. For more information, email AAF at aaf@manhattan.edu.

-Emily Giardina '13

Public Relations Student Society of America (PRSSA)

Due to hard work and dedication from Manhattan College PRSSA members last year, led by former President Emily Kemp, Manhattan College successively created a student chapter of PRSSA here on campus. Now that the registration processes and approvals are complete, PRSSA will be a more active chapter this year. New Communication Professor Jasmine Tan is the faculty advisor and her experience and knowledge of public relations and PRSSA will be a great contribution. The club plans to attend conferences and workshops in NYC on topics related to communication and public relations, have professional panels visit the school, provide internship workshops run by MC students, and more. All of these events will be informative and beneficial and will serve as tremendous networking opportunities. Manhattan College PRSSA recently created a Facebook (Prssa Manhattan) and Twitter account (@MCPRSSA) for students to stay informed about MC PRSSA and other Communication industry news and updates. If you are interested in joining and/or have any questions, please contact us at MCPRSSA@gmail.com. We look forward to a great first semester!

-Kyle Coulom '12

MCTV

Ever stop on a channel and one of your favorite movies comes on, like *Space Jam* or *Jurassic Park*? Well, chances are you were watching MCTv channel 37. MCTv is Manhattan College Television and it has been a club on campus for quite a few years now. However, as much as we love our movies MCTv is becoming more independent and beginning to produce and program its own content. With new equipment, promising ideas, and new talent, we will be transitioning into more than just a movie channel. MCTv is for those who are curious how to work cameras, use Final Cut Pro, produce programming, and broadcast it. We have a place for everyone! If you have any questions email mctv@manhattan.edu or the club's President Nia Stevens at nstevens.student@manhattan.edu

- Nia Stevens, '14

The Quadrangle

The *Quadrangle* is an important resource for the Manhattan College community and a fun way to enhance and utilize both your writing and your relationship with the community. It is a weekly newspaper which delivers all news that is of interest to MC students. Writing for the *Quadrangle*, students explore different types of writing and editing including News, Features, Op/Ed, Arts & Entertainment, and Sports. Staff members pair their own knowledge and skills with what they are taught in the classroom to improve their skills in interviewing, writing, layout, photography, and editing. Writing for the *Quadrangle* is the perfect way for any MC student to both contribute to and learn about their community. *Quadrangle* meetings are held on Wednesdays at 3:30 p.m. in the Thomas Hall Lounge, and we are always excited to meet new writers!

-Mary Kate Boylan '12

COMM(unity) Publications

Here is a list of publications that all students of Communication should be aware of. It includes anything from international news sources to addicting blogs. Check them out!

Adweek **AdAge** **MediaPost**
AAA's SmartBrief **PRweek** **NY Times Business**
JACK **AdFreak** **ADPULP** **Copyranter**
ACME COALITION **AdBusters** **Media Literacy Project**
Columbia Journalism Review **Broadcasting and Cable**
BILLBOARD **Variety** **Cashbox**

Avon Walk for Breast Cancer

As the Event Production Intern at Avon Walk for Breast Cancer, I've had a very hands-on experience in the planning process of such a large scale event. My main task is to update the Crew Member and Volunteer Database. Through different programs, such as SmartForce and Convio, I can assign volunteers to different stations at the walk, send out newsletters, keep track of who has attended meetings and much more. I also get the opportunity to assist the staff members prepare for Crew and Volunteer meetings. Setting up the information for these individuals is vital because they need to know what is expected of them come the Walk. Recently, I was able to attend and assist at a Crew Member Meeting. This year, it took place at the Intrepid Museum. Being at the office and attending the meetings leading up to the Avon Walk for Breast Cancer makes me realize that I am in the right field. It is extremely moving to see all these people together fighting for one cause. I am in the middle of my internship and have high expectations for an amazing learning experience. I hope to gain a further understanding of effective ways to get individuals motivated to fundraise and really get involved with their community, since cancer does affect everyone. I was so excited for October 15th-16th and the chance to see everyone involved with Avon Walk for Breast Cancer to come together for the event they planned.

- Susan Fiorentino '12

Advertising internship at Deutsch, Inc., New York

This past summer, I had the opportunity to work at Deutsch Inc., New York, a prestigious advertising agency that has recently received recognition for "The Force," the Volkswagen ad that debuted during the Super Bowl earlier this year. At Deutsch, I was assigned to work with the Account Planning team on the Microsoft account, which focused on Cloud Power. Within the department we had a joke that at times we forgot we worked at an advertising agency because it was our job to construct the message that set the foundation for the ad campaign before the creative department even got their hands on it. My specific tasks varied from day-to-day, but always involved researching our target audience and discussing ideas with the team on how we might adjust the messaging to better attract these people. Focus groups that were conducted on the account's latest product, Windows Azure, were handed down to our team for analysis, which was a great experience that I was happy to be involved with throughout the summer. Overall, this internship was wonderful in that it allowed me to be a part of a planning team at a fully-functioning advertising agency, which is an experience I hope to continue in the future.

- Amanda Ferrarotto '12

Journalism Internship at Women's Health Magazine

This past summer, I was fortunate enough to work as the sole intern the beauty department at *Women's Health Magazine* in midtown. Published by Rodale Inc., *Women's Health* is one of the leading lifestyle, health and wellness magazines for women. Over the course of the summer my responsibilities included: organizing and keeping an inventory of the beauty closet, writing a weekly post for the Beauty Labs Blog at womenshealthmag.com, maintaining the Public Relations contact list for my editors, calling in products for shoots while making sure they got to my editors on time, and representing *Women's Health* at various events around NYC. I was also given the opportunity to write a major feature article for the website. This opportunity enabled me to experience what it was actually like to contact and interview "experts" on specific beauty trends, which was another incredible learning experience. Overall, I feel incredibly blessed to have had such a charmed experience. My editors at *Women's Health* even want to hire me back to do freelance work at the beginning of next semester! My time at *Women's Health* truly helped establish my career path and reaffirm my passion for the publishing industry.

- Maria Del Russo '12

Broadcasting Internship at NY1

My internship over the summer was with a Time Warner-owned news channel in the heart of New York City. In my time as an intern with NY1, I shouldered a good amount of responsibility. With coverage of all the five boroughs in New York, the news and sports coverage must be precise and presented in a way that will keep viewers loyal to the channel. After interning with NY1's sports department, you could see the many reasons why a local news channel like NY1 is so popular in a big market like New York. Employees who work at the station all hold great responsibility, whether they are writers, producers or on air anchors. Each employee there has a sense of pride in every piece of news he or she covers. As an intern in the sports department, I had great pride in all of the hands-on work I was doing for them. I was not only an intern, I was a piece of the puzzle in their nightly sports show, "Sports on 1," which, aired every night at 11:35. Besides sitting there and writing down all of the key plays that happened in that night's games, I was responsible for compiling my own highlight reels. These highlight reels would then be looked over by the sports producer and put directly on the air and into that night's sports broadcast. NY1 also gave me access to the locker rooms of teams like the New York Rangers, Mets, Yankees, and Jets. This allowed me to interview players and coaches about that night's game and was, in my opinion, the most beneficial part of my internship at NY1. The experience I was able to get was extremely valuable to my future career in the field of Communication.

- Rob Colaianni '12

COMM(unity) ABROAD

My twin sister, Liz, and I studied abroad in Barcelona, Spain last semester and we could not have picked a better city to immerse ourselves in a different culture than we were used to. Reflecting on the experience now, the language barrier was our biggest culture shock as we quickly learned we would actually have to use Spanish in order to get by in day to day life. I became interested in art history, as I had the Museo de Picasso and rich architecture by Gaudi at my fingertips. Not only were we able to learn about Spain in the classroom, but, fortunately for us, our classes took us to places ranging from the Ebro Delta to the Jewish Quarter to the National Art Museum of Catalonia. I was also privileged enough to take a Communication course, European Television in Comparative Perspective, which analyzed and examined television in the European Union, a class I would not have been able to take at MC. Being taught by Spanish, English, Italian, Scottish, and Catalan professors gave us another way to experience a world outside of the U.S. In addition, meeting students hailing from each part of the United States was a change from the standard tri-state area population of Manhattan College. In addition, living in Europe gave us the opportunity to travel to different parts of the continent, including the Czech Republic, the French Riviera, Paris, Madrid and many areas of Spain.

We came to learn that patience is a virtue in Barcelona as everyone arrives fashionably late and nobody ever seems to be in a hurry. While this wasn't easy to adjust to after living the New York lifestyle for two years, we certainly got used



to the laid back way of life, especially during beach season. For us, even daily and mundane tasks heightened our experience. Liz and I never knew what to expect when we went grocery shopping as we found ourselves in some sort of escapade each time we did. Coming from a family of frequent Costco customers, we realized that nothing comes in bulk in Barcelona, as our cart stood alone in the midst of small hand baskets. While we easily became familiar with the mere four lines of the subway, we never quite got used to the fact you must open the sliding door yourself (which we learned the hard way) or that the metro actually shuts down at night. It was also ingrained in our minds that one must always be prepared for the infamous Barcelonan pickpockets on the prowl. Since being home, Liz and I have come to realize one final and crucial fact: nobody can hustle to a subway the way a New Yorker does.

- Megan Schumann '12

Where are they now?

Amy Clark

Media Storm, Associate Digital Planner

Matt Coyne

The Hour, Staff Reporter

Brian Finn

Idea Nouva Global, Marketing Communication Consultant

Nicole Frascone - Moran

CBS Sports Network, Talent Department

Erin Gambolati

Publishing Group of America, Direct Response Coordinator

Brenna Hagy

Fingerprint Communication, Assistant Account Executive

Britney Hayes

OMD, Analyst for Nation Radio Investments

Shane Hendry

Lasalle Institute, Assistant Director of Institutional Advancement

Katie Krauss

BuzzBack Market Research, Junior Research Analyst

Julia Lavelle

NY Giants, Production Coordinator

Kristin MacLaerie

Scripps Network, Sales Assistant

Sarah Mulligan

OK! Magazine, Designer

Jaci Rahey

Westwood One, Continuity Coordinator

Kristen Walsifer

Media People Inc. Account Manager