CMS alumnus scores big at Super Bowl

By Kerisa Bonville

Niagara University and Communication Studies alumnus, Derek Zeller, is quickly becoming a role model for dreaming big among many NU students. It’s hard to believe at the age of 22 this young photographer from Newfane, NY would already have Super Bowl credentials.

In February, Zeller, who also works at Niagara University, found himself in New Orleans taking photos and handling videography for Super Bowl XLVII. He flew down as part of a crew for Pro Player Insiders and enjoyed a one week stay in New Orleans, attending all of the major press conferences and the “taste of the NFL” parties. On the big day, Zeller had access to sit or stand anywhere in the Super Dome.

Ending up in the 200s, right on the 50 yard line, Zeller found himself with a good vantage point in which he could capture pictures from both ends of the field. During all the excitement of the week, he was even able to meet famous NFL players such as former Bills wide receiver, Andre Reed.

Zeller came to Niagara University wanting to study communications to become a broadcast journalist, but after taking a few photography classes and film classes, he realized he had a passion for photography.

“Me, I’m a really shy guy, but when I’m behind a camera I’m just snapping pictures,” Zeller said. “You don’t have to talk to people that way, but you’re also taking pictures and expressing how you feel with those pictures.”

Zeller followed his passion and sought out internships with both Brain Rock, NU’s multimedia production specialist, and with the Office of Public Relations at NU. Zeller was also a work-study student in the IT department, keeping himself busy and always going a step beyond the expected.

It’s this drive, hard work, and motivation to gain hands-on experience that got Zeller recognized by the faculty and staff at NU.

Mike Freedman, associate director of public relations & manager of online content at Niagara, worked with Zeller when Zeller interned in the Office of Public Relations. He saw a special talent for photography in Zeller and was quick to recommend him for a job as a photographer for the website ProPlayerInsiders.com, which works in conjunction with the NFL Players association.

Zeller started off working for the website by taking pictures during the Bills training camp. Once he proved his talent he was asked to photograph Bills games from the sidelines.

Zeller gladly shared his game day routine to give a taste of the work he does.

He arrived at the stadium around 9:30 a.m. on game days and checked in at the media trailer. Zeller then proceeded to the field where he shot the players warming up. As he waited for the game to start, he walked around and took crowd shots of fans in the stands.

Zeller averages about 2,300-2,500 pictures per game that he shoots. When games end, he goes home to view his photos and quickly uploads them to Facebook.

According to Freedman, Zeller photographed about seven Bills games, including the pre-season, from the sidelines alongside Buffalo news photographers and the Associated Press.

When Freedman heard of an opportunity for videography of the Super Bowl through the Pro Player Insider’s website, he recommended Zeller for the job once again. Freedman’s recommendation comes well deserved for Zeller.
Alumnus Scores Big continued....

“He’s an excellent photographer, Freedman said. “Not only does he know how to work the camera, but he knows the right spot to be in at the right time. He knows what angles he has to be in. He knows if he has to change things up given the situation.”

And if you want variety, Zeller is the photographer for you. In regard to his work for the Office of Public Relations at NU, Freedman says, “If he goes to an event he’ll take a couple hundred pictures and give us a lot of different things to choose from.”

“Being able to live out a childhood dream is something that everyone should experience at any age. I was fortunate enough to live mine at the age of 22.”

~Derek Zeller

Zeller is never coming up short. Instead he is one step, or rather a mile ahead of other young photographers, merely because he is talented and his willingness to work hard surpasses the status quo. Brain Rock, whom Zeller interned with, praised Zeller’s ambition.

“If he had just sat behind a desk, he probably wouldn’t be where he is now,” Rock said.

Looking to the future, Zeller hopes to create his own book from his collection of photography work or create his own website featuring his work. He has also begun to expand his repertoire to baby photos, headshots, and family portraits. As for his photography career in sports, Zeller has not photographed games for pay, but feels lucky enough to build his portfolio with professional credentials at a young age.

“Being able to live out a childhood dream is something that everyone should experience at any age. I was fortunate enough to live mine at the age of 22.”
Internships Benefit All

By Anna Kate Beigel

Don’t know what you want to do after graduation? If not, there’s still time. Start interning and you’ll be sure closer to knowing.

“Internships provide real world experience, it’s a good way to take what you’re learning from your coursework and apply it to an actual real job,” says Stephanie Newman, Assistant Director of Career Services.

Communications Studies is a very broad major, which can lead to several different career paths. This can be good, or bad.

It is a good because you have so many options, but it also can be a problem because you have so many different options. Internships help you narrow down what you want to do after graduation.

Vince Schiano, a senior, Communication Studies major, discovered his career longing from an internship, and it was a bit of a surprise.

“I’ve had internships where I tried it, didn’t think I was going to like it, then I ended up loving it. I didn’t think I would be in PR now, but I tried it out and loved it.”

Schiano is doing an internship this spring in PR. For 25-30 hours a week, Schiano travels to Buffalo to work with the professionals at Delaware North Companies, a family owned, global hospitality provider, with 10,000 employees.

During this internship, Schiano will be helping out with the external and internal PR, and social media as a corporate communications intern.

“I’ve had PR experience before, but this one is really going to help me out with getting more experience writing press releases, and doing things more fast paced. So it is going to give me good practice with internal and external. I’m stoked.”

Other internships available in the communications field include interning at New Era Headquarters in Buffalo, and at Synacor, a marketing firm where many NU Alum work. Or interning at Tops in PR, Rich Products, North American Breweries, and at some hospitals. Also, broadcasting internships are available too; students have gone to YNN in Buffalo and CBS in New York City, which is a summer internship. Also, the Public Library is in need of an intern to do video work and the like.

But how do you get these internships? Go visit Stephanie Newman in Career Services.

The first thing you need to do it set up an appointment to create or go over your resume. This will get you a file with Career Services. After you have your resume all set up, you will then sign a form giving Career Services permission to send out your resume to employers looking for interns.

However, you do also have the option of finding an internship on your own. Employers don’t always post their internships in career centers; they sometimes post them like they post a job.

To find these opportunities visit websites like internmatch.com, indeed.com, idealist.org, and internships.com.

Once you find an internship, have your supervisor send your job description and your supervisor’s information to Career Services. They will then send that information to your academic program, to be approved for academic credit, and to start your work experience.

“Sophomore year is a great time to start. Then just get as much as you can because in Communications experience sells. You could have the degree but it’s the experience that is going to push you above and beyond everyone else,” says Schiano.

Sophomore communication studies major, Jill Nalivyko is right on track then. Last semester, Nalivyko interned at YNN in Buffalo.

“I interned at YNN because I wanted to get into broadcasting. I liked YNN because I watched it growing up, so I figured it would be perfect. YNN made me realize broadcasting is what I really wanted to do.”

Nalivyko had many great learning experiences while interning with YNN like when she went to a court case, she had to run to the back of the courthouse to catch the defendant on film, and she also learned that a windbreaker is not the greatest attire for Hurricane Sandy coverage. She also had to the chance to meet Miss New York and Jeremy Rodemeyer’s parents at Unity Day at Ralph Wilson Stadium.

“It was extremely empowering.”

If you’re ready to start looking at internships, visit Stephanie Newman down in Career Services, located in the basement of Seton Hall.

Remember “it’s OK to not know what you want to do; an internship helps define that,” Newman said.
Racing in the Magic Kingdom

By Coral Piontkowski

Communication Studies major Leanne Stuck fulfilled a dream this past Christmas break, when she ran the Disney Marathon in Florida.

Stuck, 19, trained day-in and day-out preparing for the race of a lifetime in Orlando.

The Disney marathon is a weekend dedicated to races and has something in which everyone can participate.

“You go down to Florida and run through the parks,” Stuck said. “They have half-marathons, full-marathons, 5-ks, and even little races for the kids.”

The races had already been 90 percent filled eight months before the race day. Luckily, Stuck was able to join just in time along with another Niagara University student, criminal justice major, Jacob Gauthier.

With her history of cross-country and track racing, Stuck was able to get race ready and made the campus one of her training sources. She powered through Niagara’s cold weather to meet her goals, and even though training was tough, she admits that it was well worth it.

An enormous Goofy medal at the finish line was definitely a great award, too.

Disney makes the races a magical moment for everyone by closing off downtown Disney for the night so that all the runners can go out to dinner and enjoy themselves. All in all, Stuck loved the experience and is eager to participate in it again in this fall.

She does not competitively race for the university, though.

Running is not only thing about which Stuck is passionate. She also has become very involved with the Communication Studies Department and related clubs and organizations within the university. She is part of the Ridge Report, the Niagara Index, and has been a part of the NU radio show in the morning. She was also offered an interview for CBS for a summer internship.

With all of her experience she plans on going into broadcasting or public relations once she achieves her bachelor’s degree.

Get Involved!

Hey, you. Yeah, you! As you’re reading this announcement, or possibly even the whole newsletter, you have to be wondering to yourself, “How can I write for this?” Well, fret no more. The answer is right here. If you are willing and would like to write for The CMS Review you can contact either Dr. Kalen Churcher at kchurcher@niagara.edu or Robert Crates at rcrates@mail.niagara.edu. Even if you don’t have experience, we’re willing to work with you. Ambition and motivation are key. Contact us to find out more information and to see if writing for the newsletter is for you. We would love to have you as a part of our staff. It’s a great way to gain experience, meet people, and have fun. It’s never too late to join.
Senior Communication Studies students are keeping themselves extra busy this semester completing the departmental and university honors programs with rigorous and unique research projects.

Departmental honors student Julie Hunt, a senior, double major in communication studies and sociology, is currently working with Dr. Kalen Churcher, assistant professor of communication studies, with her independent study research project on grief and Facebook. Hunt is currently interviewing Niagara University students and surveying several hundred people on their opinions surrounding grief and Facebook.

University Honors student Amanda Galster, a senior CMS major, is currently investigating how student news publications are censored by university administrations. The film she is making “will expose the loop holes of student publications being protected solely under the First Amendment and examine cases of student journalist that were robbed their right to free speech,” Galster said.

Galster is working with Dr. Doug Tewksbury, also an assistant professor in communication studies. Both Hunt and Galster have been inspired by this program and have expressed great dedication to it.

“The program actually means a lot to me. I don’t mean that to sound corny but (Dr. Churcher) knows that I have been putting my absolute heart and soul in this project and it’s honestly an honor to be a part of this program so I take it extremely serious and I want to do the best that I can,” Hunt said.

“I have been trying to give it 100 percent the whole way. It means a lot because Kalen has been my mentor and I never want to disappoint her.”

Seniors Alicia Wainwright and Vincent Schiano are also completing University and Departmental honors, respectively. Wainwright is exploring a decade worth of the Buffalo News to uncover how refugees are portrayed in local media. Western New York has a large refugee population and boasts several agencies to work with that population.

Schiano, who in 2012 rode his bicycle across the United States to raise money for cancer treatments and awareness, is creating a public relations campaign targeting university students and their awareness of young adult cancer. Schiano first surveyed students to better understand what types of media and campaigns have the most impact on them. He is currently developing an awareness campaign based on his survey data. That campaign is expected to be unveiled sometime in March.

“The University and Departmental honors programs are real assets for students,” Churcher explained. “Students are pushed to new levels and are given the opportunity to work closely – for an entire year – with faculty members on a major research project.

“It’s a great opportunity for students, especially those who may want to attend graduate school someday.”

Honors students work on final projects

By Suheiri Rodriguez

To learn more about Niagara University’s honors programs, visit http://www.niagara.edu/honors.

Looking for a job?

Attend Career Expo, 2013. Wednesday, March 20, from 2 to 4 p.m. in the Castellani Art Museum. Employers include: YNN Your News Now, Citi, Target, GEICO, Prudential. This year’s employers bring various opportunities including full-time, part-time, summer, and internship positions. For more information: http://apps.niagara.edu/forms/career_expo_attend.php
On February 3, 2013 the Baltimore Ravens took on the San Francisco 49ers in New Orleans for the NFL Championship. Despite a blackout during the middle of the game, and a late surge by the 49ers, the Ravens came out victorious with a score of 34-31. NU’s own Derek Zeller was there to cover the grand week long even with his camera; gaining an experience of a lifetime.
On February 3, 2013, the Baltimore Ravens took on the San Francisco 49ers in New Orleans for the NFL Championship. Despite a blackout during the middle of the game and a late surge by the 49ers, the Ravens came out victorious with a score of 34-31. NU’s own Derek Zeller was there to cover the grand event, gaining an experience of a lifetime.
Niagara University is known for its jam-packed calendar of events taking place on and off campus for the students. To inform everyone of what’s planned, schedules have been printed on magnets that are distributed at the beginning of each semester and ads are placed on the televisions all around campus. But with students spending most of their time on the internet, the Campus Programming Board (CPB) needed to add another way to let students know of all the exciting things going on.

Enter Bill Newton, graduate student Jordan Hernandez, and senior Molli Zahm: the three were discussing how students rarely read the weekly email of the NU Clue, stating what events were occurring that week, while Jordan was sharing some videos of his comedy sketches. They decided to combine the two ideas: make a weekly, humorous video that informs students of campus activities that will be happening. And thus, the NU Clue video was born!

Hernandez is the script writer for the Clue, and meets with Bill at the beginning of the week to see what events need to be covered. From there, sophomore Isaac De Los Santos films and then edits alongside Zahm.

“Both Molli and Isaac are very talented individuals with a camera and editing software- this project would have folded a long time ago if it was not for their efforts. All I have is a pencil and paper in the initial start of an idea - they make the video into something special,” Hernandez says.

Since the Clue came out as a video, they have not received any negative feedback, but that doesn’t mean there isn’t any out there, says Zahm. “The people that tend to watch our videos love it and a lot of them ask if they can be on it,” De Los Santos adds.

Obviously one of the main goals is to get as many people as possible to view the Clue. When asked if they were thinking of trying to make it into a bigger production to achieve this, Zahm stated, “I think making the Clue a bigger production would defeat its purpose; the Clue is for our peers, and once production reaches a more professional level, it could lose the interest of our ‘demographic’.” At this point, it’s just a matter of finding ways to get people to click on the YouTube video they see on their Facebook newsfeed.

There is another video popping up on Facebook alongside the Clue: The Ridge Note. This off-the-cuff daily news report is a 15-20 second video that informs students of events happening on campus that day. The Ridge Note came to be after Dr. Kevin Hearn approached senior Kerisa Bonville with the idea.

“I thought it was a great idea because students will more likely listen to their friends on a video clip,” Bonville stated.

The great part about the Ridge Note, aside from its informative nature, is the learning experience it provides for the students who work on: “It helps build creativity and teamwork skills in a relaxed atmosphere...It also helps students learn how to think quickly and on their feet,” said Bonville.

When asked what her favorite part of the process was, Bonville said it was the process of figuring out how to involve all of the students in the most creative way possible: “We love being creative and having a good time.”

Both video projects are extraordinary opportunities to provide students with great experience in the Communications or Marketing fields, so if you would like to get involved, contact Kerisa Bonville or Molli Zahm.

Both the NU Clue and the Ridge Note are looking to get the videos posted on the televisions across campus so rather than trying to get students to go to the videos, the videos go to them. Until that happens though, keep an eye out every day for the Ridge Note and every week for the NU Clue on the “CPB at Niagara” Facebook page.
Take advantage of the summer, continue your education!

Session I — May 21 — June 14
CMS 105ONL1 — Media Literacy — Prof. D. Tewksbury — Humanities — 3 credits
CMS 120ONL1 — Media Writing — Prof. K. Churcher — 3 Credits
CMS 222ONL1 — Writing for the Web — Prof. D. Tewksbury — 3 credits
CMS 353ONL1 — Film and Culture — Prof. M. Barner — Humanities — 3 Credits
CMS 363 ONL1 — Stereotypes in Media — Prof. K. Churcher — Social Science/
Cultural Diversity — 3 credits

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Session II — June 18 — July 12
CMS 340ONL2 — Photography — Prof. J. Nagle — 3 credits

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Session III — July 16 — August 8
CMS 353ONL3 — Film and Culture — Prof. M. Barner — Humanities — 3 Credits
Niagara University names Maher as new president

By Michael Freedman, NU Public Relations

The 26th president of Niagara University will be the Rev. James J. Maher, C.M., D.Min.

The Catholic and Vincentian institution announced today that Father Maher, currently the executive vice president for mission and student services at St. John’s University, would succeed the Rev. Joseph L. Levesque, C.M. Father Levesque announced in January that he would be resigning from his position at the conclusion of the current academic year.

During his tenure at St. John’s, Father Maher has served as campus minister to the athletics department, vice president of university ministry, vice president of student affairs, executive director of the Vincentian Institute for Social Action, and as a board member for the St. John’s Bread & Life Program, the second largest emergency food provider in New York City.

Father Maher pronounced his vows to the Vincentian community in May of 1989 and was ordained to the priesthood on May 26, 1990, at Mary Immaculate Seminary in Northampton, Pa. He received his bachelor’s degree from St. John’s University in 1984, and earned master’s degrees in divinity (1989) and theology (1990) from Mary Immaculate.

In May 2004, Father Maher was granted a doctor of ministry by the Immaculate Conception Seminary and Graduate School of Theology. Father Maher focused his doctoral research on NIKE Inc. and its contracted factories in Vietnam, as well as Catholic social teaching and worker development programs.

He has attended the Harvard Management Development Program, the Stevens Institute, and the Harvard University Institute of Educational Management, and presented and published on civic engagement, Catholic education and corporate responsibility.

In recognition of his service to the community, Father Maher was named “New Yorker of the Week” in 1995 by Time Warner NY1. In 1998, he received the President’s Medal from St. John’s University and was selected as one of the Outstanding Young Men of America.

Father Maher received the Cross and Anchor award from Holy Cross Catholic High School for exemplary service in 2001. In 2004, he was named one of the “Top 100 Irish-Americans in the United States” by Irish American Magazine. In 2009, Father Maher received the Piaets Medal from St. John’s for his commitment, service and dedication to the university.

Along with serving as a trustee for DePaul University, Father Maher also serves as an appointed Provincial Counselor to the Eastern Province of the Vincentian Community.

“Our next president is student-focused, collaborative, energetic, strong in management and leadership, and committed to the Catholic and Vincentian tradition,” stated Jeffrey Holzschuh, ‘82, chair of Niagara University's Board of Trustees. “We are extremely confident that this man will continue to move Niagara forward, building upon the strong foundation laid by Father Levesque.”
Want to get involved in **Student Media Organizations**? The Communication Studies Department has many options, whether you're interested in journalism, filmmaking, advertising, PR, or entertainment. See below for links, contact information, and the publications' own descriptions (additionally, you can always start your own media organization/interest club, as well – email any CMS faculty member for more info):

**The Ridge Report:**
The CMS Department's bi-weekly news program. *The Ridge Report* is a student-produced telecast that provides campus news by students and for students.
*Link:* [http://www.niagara.edu/the-ridge-report](http://www.niagara.edu/the-ridge-report)
*Email to get involved:* Dr. Barner at dlewis2@mail.niagara.edu

**The Niagara Index:**
*The Niagara Index*, the student newspaper of Niagara University, has strived to inform and enlighten the members of the NU community since 1870. *The Index*, is a bi-weekly publication that runs twelve issues per year or six issues per semester.
*Link:* [http://index.niagara.edu/](http://index.niagara.edu/)
*Email to get involved:* theniagaraindex@yahoo.com

**WNIA Niagara Radio:**
Niagara University's student radio program. Students can DJ their own programs (which many CMS students do).
*Link:* [http://wnia.niagara.edu/](http://wnia.niagara.edu/)

**The CMS Review:**
Written and designed by students, the CMS Review is our departmental PR newsletter with original stories written, designed, and photographed by students. A great way to get writing experience and particularly for those of you interested in PR or Journalism.
*Email to get involved:* Robert Crates at rcrates@mail.niagara.edu or Dr. Churcher at kchurcher@niagara.edu

**The Aquila:**
The Aquila is Niagara University's literary journal which gets published once a semester. The journal has works for YOU, the students, and is comprised of poetry, art/photography, non-fiction, and fiction. If you have anything that falls under these genres of work, e-mail it to nuaquila@gmail.com. If your piece of work decides to be published, you will be informed and your name will appear in the journal with the work or not, if you so wish. It's a great, easy way to begin getting works published and be a part of a club on campus.
*Link:* [https://www.facebook.com/groups/236833023039254/](https://www.facebook.com/groups/236833023039254/)
*Email to get involved:* Martha Krupa at mkrupa@niagara.edu

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**WALLS OF SOUND**

**A LOOK INSIDE THE HOUSE OF RECORDS**

**A film screening and director’s q&a with documentary filmmaker David Gracon.**

Walls of Sound, one of the last remaining independent record stores in Eugene, Oregon, has been a pillar of the local music community since 1972. Gracon’s film documents more than a year in the life of this institution, reflecting on not only the shifting music industry and retail marketplace, but the changing fabric of our local communities.

**Monday | March 18th**

**Dunleavy 325**

6:00pm

**Free**

Food & drinks will be provided

**THE COMMUNICATION STUDIES DEPARTMENT PRESENTS:**

**MEDIA AWARENESS WEEK 2013**
Katrina Boemig was welcomed as Niagara University’s newest photography professor this semester. Boemig grew up in Brattleboro, Vermont, and displayed an early affinity for artwork. After completing her undergraduate work in photography at the Pratt Institute in Brooklyn, Boemig worked as an assistant to Doug and Mike Starn from 2000 to 2006 in New York City.

She then traveled to and worked in Portland, Oregon before going back to school and obtaining her master’s degree from the University at Buffalo in visual studies. Boemig’s interest in the arts can be traced all the way back to her kindergarten years, when her teacher complimented her on a mermaid she had drawn in class, which stood out from the generic drawings of her classmates.

Boemig has gone on to work with multiple mediums of art, such as photography and sculpture, but her work always has a common theme, which is rooted in her desire to serve the community. After using art as an outlet for herself through the ups and downs of her life, Boemig now looks to use it to influence and better the lives of others. Though her position with Niagara University is to teach photography, Boemig’s experience and goals for her work transcend a single medium. Her artwork has a social purpose beyond being nice to look at, and is influenced by a number of like-minded artists including photographer Lewis Hine, who documented child labor in the United States aiming to improve the work environment, and the Haha group, which organized and maintained a pesticide-free garden in Chicago for AIDS patients.

Here at Niagara University, Boemig educates students in the basics of photography. Her class is more practical than theory based, with students studying a variety of different aspects of photography, such as camera functionality, photoshop, and how to read and interpret a photograph.

Boemig tailors her class to the individual due to the many different devices being utilized by students, though all work done for the class is digital.

Boemig has instructed both photography and foundations for three years at the University at Buffalo, and is in her first semester teaching at Niagara, though she taught interns and assistants informally while working outside of academia. She is currently working on an exhibition at the University at Buffalo, and plans to continue her independent work while teaching indefinitely.

Her work can be found online at www.katrinaboemig.wix.com/katrinaboemig.