



SCHOOL OF COMMUNICATION

August 2008

School to Host Communication Alumni Reception

Dear School of Communication Alumni,

During Homecoming Weekend, the School of Communication will host a reception for alumni of its undergraduate and graduate programs on **Friday, October 17, 2008** in the Great Room of the Konover Building from 5:00-7:00 pm.

Whether you are a recent graduate or you graduated long before there was email, this is a great opportunity to reconnect with classmates,

faculty, and staff. Faculty who have been here since the late 1970s and early '80s—**Roger Desmond, Bob Duran, Don Ellis, Harvey Jassem and Lynne Kelly**—as well as faculty who joined us in the 1990s and later—**Jack Banks, Elizabeth Burt, Susan Grantham, Randy Jacobs, Branko Kovacic, Sundeep Muppidi, and Paul Siegel**—are planning to be there.

We are looking forward to seeing you again and catching up, so be sure to mark your calendars and reply when you receive an invitation from the Office of Alumni Relations later this summer, or you can simply



COMMUNICATIONS/ left to right: J. Keener, H. Jassem, R. Duran, L. Kelly, D. Ellis.

A few of us—circa 1984

[register online](#). The first 25 to register will receive **complimentary tickets to the Casino Night event** in the Gray Center 1877 Club immediately following the Communication Reception.

Highlights of Academic Year 2007-08

Last year saw many changes, projects and accomplishments in the School of Communication. **Lynne Kelly** began her term as director and our revised undergraduate curriculum took effect for the Class of 2011. The curriculum is detailed on our [new website](#), another accomplishment of last year. **Harvey Jassem** was promoted to full professor, and **Jack Banks** took over as director of our graduate program.

Students gave an enthusiastic reception to two of our alumni who returned to share their expertise. **Rachel Lutzker (B.A. '99)**, well-known local broadcaster, spoke to students in CMM 240 Introduction to Media. She is well known to Connecticut commuters for delivering daily traffic reports on television and radio for Clear Channel Communications. She recently joined Fox 61 WTIC-TV as a contributing reporter on the 10 p.m. newscast, and she is the traffic reporter for the Fox 61 Morning Show. In the spring **Lee Villas (B.A. '91, M.A. '93)**, a senior vice-president at CBS Television Distribution, captured students' attention with an insider's look at television syndication.

In May 2008 we hosted the District 1 competition of the American Advertising Federation's National Student Advertising Competition. Our student advertising team competed against teams from schools such as Boston College, Boston University, and Emerson College. Each team developed and submitted a plans book with an



integrated marketing campaign developed for last year's client, AOL, and pitched its plan to a panel of judges from AOL and other advertising professionals. Presenters for the University of Hartford team were Communication majors James Bi, Kristen Gallagher, Carolina Gonzalez, Kristina LaFountain, and Beth

Wrubleski.

Preview of the Year Ahead

We will be joined this Fall by two new faculty members. **Dr. Aimee Miller** will be teaching courses in the Human Communication area, such as interpersonal and family communication. With a Ph.D. from the University of Nebraska-Lincoln, her research has focused on the communicative process of negotiating privacy in romantic and familial relationships, particularly within post-divorce families. **Dr. Mark Cistulli** earned his Ph.D. in Marketing and Mass Communication from the University of Connecticut. As a Visiting Assistant Professor, he will teach courses in advertising/public relations and media, such as Introduction to Media, Communication and Advertising, and Advertising Communication Tactics.

With the unanticipated retirement of long-time staff member **Carol Aloisi**, who is happily living in Massachusetts, enjoying time with her family and grandchildren, we will be joined by **Samantha Gonzalez (M.A. '04)** as Academic Support Specialist.

To engage more of our undergraduate and graduate students in research, this Fall we will launch our research teams initiative. Faculty will post opportunities for students to participate on research projects, with teams being awarded limited funding to support their projects, such as enabling student travel to a conference to present the research.

We will be offering several new special topics courses this year. Brand consultant and adjunct faculty member **Dr. Claude Singer** is offering a graduate course on "Creating a Positive Brand Image" this Fall. After taking part in a seminar in business journalism education last winter, **Roger Desmond** has developed a course in business journalism to premiere in the spring. **Don Ellis** will teach a course in persuasion at the graduate level, and long-time adjunct faculty member **Michael Graziano (B.A. '79)** will offer a course "Tuning in to the TV Revolution" to coincide with the analog to digital switch taking place in February 2009.

We hope to feature some alumni as guest speakers in the upcoming year as well. If you would like to participate, let us know.

HOPE TO SEE YOU ON OCTOBER 17!

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