

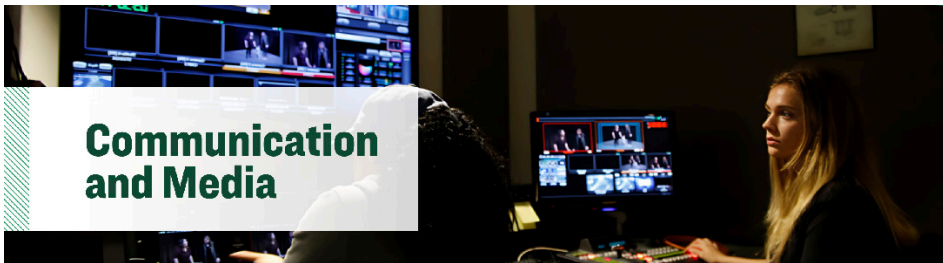
Communication and Media News

A Newsletter of The Communication and Media Department
at Loyola University Maryland

Volume 1

Issue: Spring 2024

10 pages



Rebranding Program's Name It's Communication and Media

Communication program will become [Communication and Media](#) from the Academic Year 2024 – 25. Along with the program's name, both the department and minor's name has also changed to Communication and Media.

From the upcoming academic year, our major's and minor's name change will be in effect. With this change, B.A. in Communication will be B.A. in Communication and Media. Simultaneously, the minor's name is also changed to Communication and Media.

Program's Name | p.2

New interdisciplinary minor in Business Journalism

Communication and Media Department has partnered with the Economics department to launch a new interdisciplinary minor in Business Journalism from Fall 2024.

This six-course interdisciplinary minor went through the university

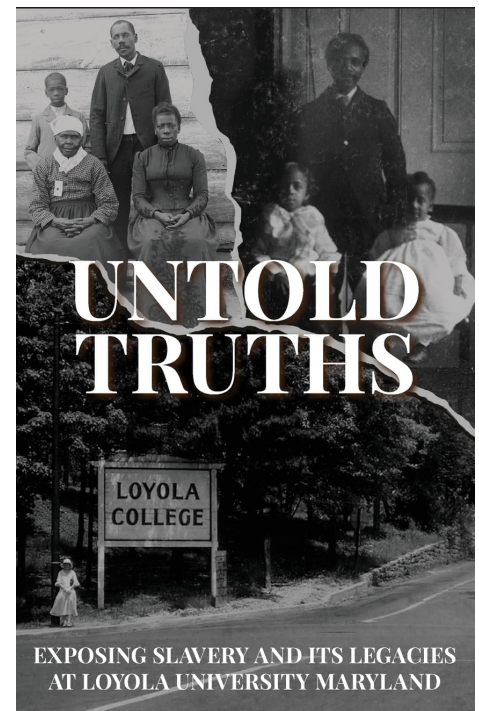
governance process successfully and was approved in the Academic Senate on April 2.

Read more about this minor on TheGreyHound.Org: [A New Interdisciplinary Minor in Business Journalism.](#)

Apprentice House publishes *Untold Truths*

As a partner in the Center for the Humanities Aperio Series: Loyola Humane Texts program, the Apprentice House Press published *Untold Truths: Exposing Slavery and Its Legacies at Loyola University Maryland.*

Untold Truths | p.2



Source: Apprentice House

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Chair's Message . . .

As I complete the first year as the department chair, I wanted to introduce a newsletter to share major highlights of the departmental activities and accolades in the academic year 2023 – 24 (AY24) with our community – students, faculty, administrators, staff and alums.

I hope this newsletter will continue to act as a bridge between the department and its community. Highlights showcased in this newsletter are reflective of experiential learning opportunities, diversity- and justice-driven education, and cutting-edge curriculum in the communication and media department.

I am happy to share few new developments that happened in the AY24. The department has introduced a new interdisciplinary minor program in Business Journalism in partnership with the Economics Department at the Sellinger School of Business and Management. We also have successfully gone through the program name change process in this year. Additionally, we formed our inaugural Communication and Media Advisory Board (CMAB). Board members will engage in offering feedback on program's curriculum, student development and program's overall growth opportunities.

As we end AY2023-24, we look forward to another of year of learning, teaching and engage in initiatives to create a brighter future for our students.

Masudul Biswas, Ph.D., Chair & Professor

Untold Truths

(From page 1)

The research project was conducted by students, led by Drs. David Carey and Lisa Zimmerelli. Students conducted literature reviews, primary research, and interviews with dependents of individuals enslaved through Loyola's history. The work was then compiled into a collection which formed the foundation of Untold Truths.

Loyola Communication and Media major and book designer, Katie McDonnell, began work on the project while a senior, and continued to manage design and production thru the book's publication in April 2024. Katie worked with the student editors to develop the cover art, typeset the complicated design, which included photographs, figures and charts.

The book was published on April 15 and sold at an event honoring the descendants, the student editors, and the release of the text.

Program's Name

(From Page 1)

The Maryland Higher Education Commission (MHEC) has approved the program's name change at the end of Spring 2024. In the same semester, Loyola University Maryland's governance committees approved the name change of the Communication Department, its major and minor.

Decision to change the program name was a data-driven and was consulted with the university's enrollment management office and faculty, administrators and staff in the department. Students in this

major were also able to share their input on program's name change through a poll in December.

According to the data gathered by Loyola's Enrollment Management office, degree offering in media-related programs grew by double digit in last 10 years.

This name change is mainly a rebranding effort. The department did not need to revise our curriculum for this change.

Students pursuing a major in Communication and Media will be able to do a specialization or a double specialization in any

of these four areas: Advertising/ Public Relations, Digital Media, Journalism and Media and Society.

Three goals of this name change are 1) to quickly connect with prospective students with interests in media, journalism and strategic communication, 2) to better reflect the program's curriculum and 3) to align with the program's master's program in Emerging Media.

This name change or rebranding to increase enrollment goes hand in hand with efforts to expand the program, such as a new minor in business journalism.

Inaugural Communication and Media Advisory Board

The [Communication and Media Advisory Board \(CMAB\)](#), established in spring 2024, is a resource for Loyola College of Arts and Sciences (LCAS) and Loyola University Maryland. Advisory Board members are stakeholders of LCAS who provide critical and useful feedback to the communication and media department chair and the associate dean for the social sciences and graduate programs.



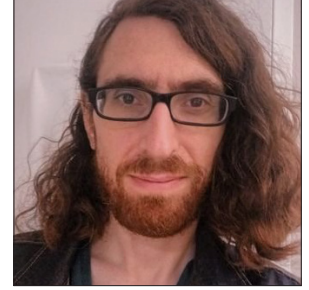
Peter Blair
Editor,
The New York Times



Marisa Brahney
Emmy award-winning
television host



Debbie Coffey
Chief Communications
Officer, Atlas Air
Worldwide



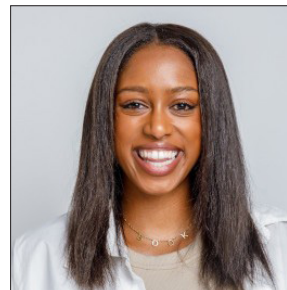
James daSilva
Content Marketing
Manager, Rep Cap



Jackie Harig
PR Director,
Baltimore Orioles



Joelle Hernandez
Account Manager,
Dotdash Meredith



Jordan Hernandez
Associate Director of
Content Marketing,
Citizen Relations



Christopher Nelson
Director of Talent
Relations and
Recruitment for
NewsNation



Jay O'Brien
Vice President,
Broadcasting & Gameday
Productions at Baltimore
Ravens



Aimee Pagano
Global Head of Talent
Acquisition at VML



Krista Phillips
EVP, Head of Consumer
Credit Cards & Lending
Marketing
at Wells Fargo



Nick Scutari
Brand Marketing &
Digital Lead, United
States Beverage

Academic Achievement Awards

These top 10 students with highest GPAs in Communication received academic achievement awards at the Communication Honors Banquet on April 16.



Nicole Bacallao



Julia Gagliardi



Matt Gamerdinger



Stephanie Gutwirth



Rain Kesler



Sophie LaBella



Grace McCarthy



Claire Marino



Nick Mangold



Meaghan Parsons

Anita and Elliot King Communication Medal Recipients

Graduating seniors Nicole Bacallao and Grace McCarthy have jointly won the Anita and Elliot King Communication Medal in 2024.

As of Fall 2023, both Nicole and Grace had a perfect CGPA of 4.0. This award is given to the student with the highest GPA in communication (and media).

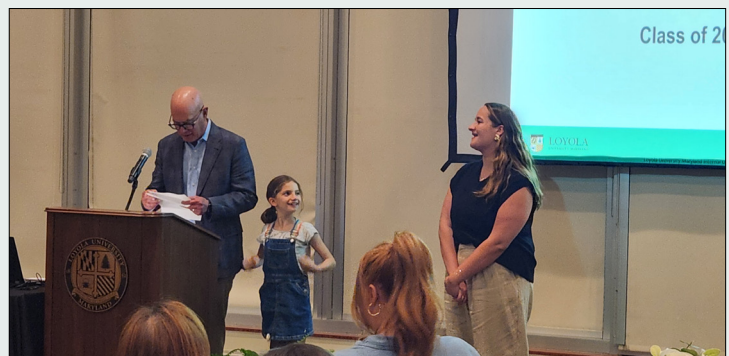


Photo: Chris Kimani

Emerging Media Medal

This year the Emerging Media program awarded a graduate medal for the first time, which will be an annual award recognizing academic excellence in both a student's coursework and capstone project for those graduating over the past academic year. Emerging Media faculty nominated deserving students, and then voted on a winner based on the nomination letter and a copy of the student's capstone or course project.

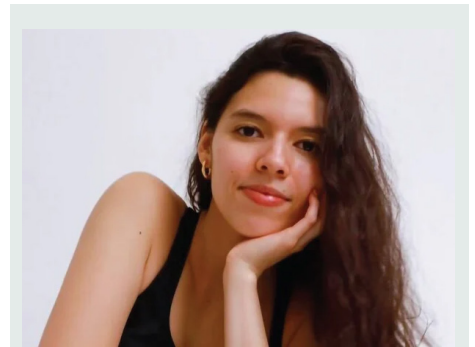


Mikey Rutigliano

Named the Graduate Medal for Academic Excellence in Emerging Media, the award recognizes the student who completes exemplary work in their courses, and submits a capstone project reflecting one of more of the following criteria: 1) importance of the topic in relation to Jesuit values of service or social justice, 2) quality of research, writing and content creation, and 3) capstone findings or outcome offer novel and useful insight to others in the emerging media field.

The 2024 medal winner is **Mikey Rutigliano**, who was recognized during the graduate awards event over Academic Excellence weekend in April. He completed a challenging capstone project within a remarkably short time frame, demonstrating an unwavering commitment to excellence. His project resulted in a comprehensive presentation on the development of professional level application wireframes and a functional application prototype. With this award, Mikey is being recognized for his integrity, knowledge, vision, and his potential to make a significant impact in the realm of user experience design and application development.

Alumni News



Credit: Truff

Communication alum Gissele Alzate wins AdAge award

Loyola Communication alum Gissele Alzate ('19) and current Social Media/Community Manager for TRUFF recently won the Social/Lead Community Manager of the Year at the 2024 Creativity Awards! To read more about Gissele and her role in spearheading TRUFF'S growth and viral brand collabs, visit this link to the article on [AdAge](#).

Alumni Engagement



Photo Credit: Mas Biswas

Madelynne Harrison (LUM '22), Associate UX/UI Designer at Exelon, spoke at CM321: Mobile Media & UX Design class in Spring 2024.



Photo Credit: Chris Kimani

A view of the Path to Multimedia Communication panel in March 2024. Invited alum speakers were Chrystelle Sharpe (Flywheel), Brandon LoBiondo (Philadelphia Union), Taleah Dixon (WBAL-TV News), Emilie Zuhowski (WCSC-TV), and James McBride (U.S. Dept. of Energy).

Faculty News: 2023 - 24

Note: Faculty achievements included in this section may not be comprehensive.

Dr. **Amy Becker** is a recipient of Public Agenda \$50,000 Democracy Renewal Grant for project entitled, "Reflective Structured Dialogues for Trust Building and Electoral Action: Insights from Living Room Conversations." Dr. Becker also received Loyola's summer research grant for a project entitled, "From TV Airwaves to a Spotify Podcast: Late Night Comedy Hosts Focus on the Personal to Engage the Public."

Professor **David Belz** was promoted to the rank Full Teaching Professor, effective with the 23-24 year's contracts. Prof. Belz was also the advisor to the Loyola University Maryland Chapter of PRSSA.

Dr. **Masudul Biswas's** co-authored book *Diversity, Equity, and Inclusion Strategies: Learning from Journalism and Mass Communication Programs with Professional Impact* was published in November 2023. This book is also [selected for author's showcase at the National Association of Black Journalists' Convention in Chicago](#). Dr. Biswas was a fellow of the Association for Education in Journalism and Mass Communication (AEJMC)'s Diverse Leadership Institute. Dr. Biswas was also [elected to the Teaching Committee of the AEJMC](#) for a 3-year term.

Professor **Noelle Dichiera's** students designed posters for multiple campus events. Lily Bistline, a Graphics I student, created the Humanities Symposium poster. Lindsey Bonavita, a Graphics II student, created the poster to advertise the Caulfield Lecture. Furthermore, students of both Graphics I and II exhibited their printed poster designs and 3D projects during the month of March to promote the Humanities Symposium. Prof. Dichiera's students also redesigned The Greyhound newspaper logo.

Professor **Jenny Glick**, who is also [the Greyhound](#) faculty advisor, planned for and supervised the work on the first print edition of the student-run newspaper in 10 years.

[Emerging Media](#) Graduate Director Dr. **Greg Hoplamazian** participated in the Key Bridge Teach-

In on Loyola campus in early April. He Supervised 3 graduate capstone projects.

Dr. **Elliot King** served as a digital faculty Fellow exploring the use of A.I. in Higher Education. While supervising four M.A. capstones, one honor's thesis, and two private studies, Dr. King finished the fifth edition of *Currents in Communication* with new chapters on intercultural communication and digital literacy.

Dr. **Jonathan Lillie** presented this past February at the annual Southwest Popular Culture Association Conference in Albuquerque, New Mexico. His research project looks at Netflix's popular reality TV series *Blown Away*, which has introduced millions of viewers to the processes of making art through glassblowing. This study seeks to contribute to our understanding of the impact of popular culture, in this case reality TV, on the arts. It also aims to offer insight to art educators for how they might use popular culture texts as resource for teaching students about art-making practices.

Dr. **Sara Magee** published an article, "Educating Beyond Borders: Piloting a global journalism and media class," in *Journal of Media Education* based on the Global Journalism class that she created and ran in Spring '23. Dr. Magee started her second term as District 3 Representative on the Broadcast Education Association Board.

Professor **April Newton** was appointed as the co-director of the [Messina](#), a first-year experience program to help students adjust to college-level expectations and develop a path to success after university education.

Professor **Nguyen Nguyễn** is a 2024 Baker Artist Award Finalist in Literary Arts. From nearly 700 portfolios created this year, he is among 36 artists selected by an anonymous jury. On April 20th, he participated in a Baker finalist showcase at City Lit Festival. Awardees will be announced in June.

Students in Professor **Molly Robey's** Multimedia Storytelling classes in Spring 2024 created content to share the news of the Francis Scott Key bridge collapse on the day of the event. Professor Robey

Faculty News: 2023 - 24

and her students worked with *The Greyhound* to publish the work in a timely manner. Prof. Robey's classes also helped two communication majors secure two summer internships – Digital Media Olympic Internship with NBC Sports (Haley Cisewski) and an internship with WJZ-TV in Baltimore this summer (Lhila Schutzman).

News outlets in India covered the work of **Dr. Paola Pascual-Ferrá** and Professor Emeritus **Dr. Neil Alperstein's** work using WhatsApp paired with an artificial intelligence (AI) chatbot to help promote vaccine confidence in Odisha, India. The results of the project named "[Happy Baby Program](#)" were announced in March, 2024, at an event in Odisha, India. Dr. Pascual- Ferrá also co-led the work on university's strategic plan, *Together We Rise*.

Dr. Tania Rosas-Moreno and Dr. Samantha Joyce received a contract from the Lexington for their book on "Making Room for Brazilian TV and Beyond," which is scheduled to be published in 2026. Additionally, Dr. Rosas-Moreno received a summer research grant to work on her article on "Trafficking

in Brazil." Dr. Rosas-Moreno's multiple co-authored research articles were accepted for presentation at two major international conferences -- International Communication Association's annual conference in Australia and International Association for Media and Communication Research conference in New Zealand.

Professor **Andrew Shumway** has been awarded a Course Development Grant from the Center for Community, Service and Justice (CCSJ) for Summer 2024. This grant will help Prof. Shumway to transform an existing public relations course into a "place-based," community-engaged course.

Professor **Katie Wollman** piloted a new grading system for my public speaking course to implement some equitable grading practices. She also taught her second class at Jessup Correctional Institution through the University of Baltimore's Second Chance Program. Prof. Wollman helped *The Greyhound* with newspaper layout design ready for the "come back" print edition this summer.

Loyola Magazine features Affiliate Professor Jay Dunmore and his mentee

(Reposted from the [Loyola Magazine](#), Spring 2024 Issue) - As a Loyola student, April Hartman, '23, wore many hats: Editor in chief of the Greyhound student newspaper. Co-president of the Public Relations Student Society of America. Evergreen student leader. Director of Campus Outreach for the Student Government Association. Member of the club softball team."

But the role that gave the Pennsville, New Jersey, native the confidence and desire to get involved at Loyola was serving as vice president of production for GreyComm Studios, the University's student-run TV station. "GreyComm was the first thing I really felt like was mine, the first community that I could really call home," she says.



Photo Credit: Scott Loraditch, Loyola Magazine

Events

Caulfield lecture features journalists who broke the Flint water crisis



Caulfield Lecture on April 4, 2024.

Photo: Chris Kimani

Communication and Media Department invited journalists Curt Guyette and Lindsey Smith to speak on their reporting of the Flint water crisis at this year's Caulfield Lecture on April 4.

The Caulfield Lecture series at Loyola, which was in 34th year, was established by the family of Clarence J. Caulfield, a 1922 graduate. Clarence Caulfield was the editor at The Baltimore Sun for 26 years. The department's Caulfield Lecture committee includes Prof. April Newton, Prof. Molly Robey and Prof. Noelle Dichiera.

Read more about this event on TheGreyHound.Org: [Journalists Who Broke the Flint Water Crisis.](#)

Career Workshop & Networking Event

Communication Honor Society, Lambda Pi Eta (LPE), partnered with Baltimore-based brand marketing agency, Mission, to organize a career workshop in communication and marketing on February 22. At the end of the workshop, communication students were able to interact with the Mission's account strategists, marketing & analytics strategist, and project Manager.

Ashleigh Torchiana, Associate Director Accounts & Strategy (LUM, '12), Ally Moscucci, Senior Account Strategist, Karsyn Jimenez, Marketing & Analytics Strategist, and Brennan Nolan, Project Manager at Mission spoke at the workshop



Photo Credit: Mas Biswas

Events

Communication Honors Banquet



A group photo of LPE inductees, new and returning members.



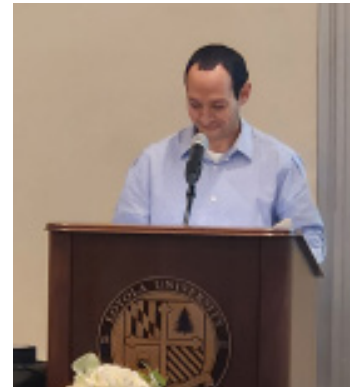
A group photo of Alpha Delta Sigma Honor Society, sponsored by American Advertising Federation (AAF)



Alumna speakers, Aliza Friedlander ('14), CEO and Founder of Freed Up Communications, and Jackie Harig ('16), PR Director, Baltimore Orioles, spoke at the banquet.



Dept. Chair Dr. Mas Biswas spoke at the event.



Dr. Greg Hoplamazian conducted induction ceremony for Alpha Delta Sigma Honor Society



LPE leadership Marie Bosslett (President), Nina Elio (Vice President) and Alexandra Gately (Social Media Coordinator) conducted the honor society induction.



A view of the ceremony.

Student Media & Clubs



Students in Prof. Tooten's class in spring 2024 interviewed President Sawyer at the Greycomm Studio. Photo: Jay Dunmore



The Greyhound editors and writers

Photo: Jenny Glick

GreyComm Highlights

- Assisted upper-level communication classes with media projects and provided advanced training towards skill building.
- DEI-focused collaboration with Student Government engagement and ALANA services.
- Collaborated with LNDL to provide virtual sessions in digital media production.

Greyhound is back in print after 10 years

- First print edition in 10 years will be published this summer for the freshmen orientation.
- This student-run newspaper ran two news series: [2024 campaign](#) and [Loyola's ties to slavery](#).
- The newspaper also introduced a brand new logo and header for the [Greyhound News Site](#).



Greycomm team in action.

Photo: Jay Dunmore



Source: Jenny Glick

PRSSA Business: AY 23-24

- Hosted 7 guest speakers, including from the USDA, Zest Social Media Solutions, and the Walters Art Museum.
- Held resume critique session with guest professional Barbara Brotman Kaylor of Rooftop Communications.
- Collaborated with GEDCO (Govans Ecumenical Development Corporation) to design promotional brochures. Collaborated with the Rizzo Career Center for a LinkedIn Workshop.
- Promoted PRSSA at the Activities Fairs, Falling for Communication event, and Accepted Students.