

An Edge above the Rest: Internships that Make a Difference



Maggie Doherty



Jamie Atkinson



Jenn Picard

Elizabeth Tully

Knowing the right people always helps in the quest for an ideal internship and this need for networking is more than satisfied at the Hofstra School of Communication. With a dedicated staff of professors experienced in a myriad of fields, that dream internship isn't too far out of reach. Maggie Doherty, Jamie Atkinson, and Jenn Picard are just three of many students that have obtained top-notch internships because of the School of Communication.

Maggie Doherty, 21, of Saratoga New York is currently majoring in print journalism. She obtained a prestigious internship with OK magazine. "My professor informed me of the internship and encouraged me to pursue the opportunity," said Maggie. "In my brief time at OK, I have already conducted an interview with Chris Medina from American idol which was published on the online version of the magazine," she added. Doherty is currently preparing an interview with Lo Bosworth from The Hills, gaining experience many college students never have access to.

Jamie Atkinson, 22, of Little Rock Arkansas is majoring in print journalism and archeology. This unique pairing limited her internship field to a small pool of opportunities, many of which wouldn't combine her two fields of study. Through

her advisors and Professor Goodman, Atkinson was able to network with curators at the Museum of Natural History in New York. Ultimately her successful studies at Hofstra enabled her to obtain this dream internship. Atkinson currently works in cataloging artifacts, and conducting back checks on items. Her research on ancient textiles has been so successful that she has been offered a grant to publish her work.

Jenn Picard, 20, of Red Hook New York also has had the opportunity to combine her unique studies at Hofstra in a dream internship working on a campaign for Congressman, Anthony Weiner. Picard has a double major in public relations and political science and without guidance from Hofstra she wouldn't have gotten this opportunity. At the internship Picard learned to canvas audiences, run public events, and work alongside campaign managers to successfully re-elect Weiner. "I was able to combine my two fields of study, and get hands on experience that will benefit me in the future," said Picard.

Students in the Hofstra School of Communication have the support and encouragement of a dedicated staff, and the opportunities to succeed in their fields. These opportunities are the building blocks to successful careers, and an edge for Hofstra students that many other schools do not offer.



We Are Comm

Max Kolb Telethon Raises Over \$5,000 in Memory of Film Student

Nick Schweers

Hofstra students came together May 8, 2011 to celebrate the 10th anniversary of the Max Kolb telethon. The telethon is broadcast live inside Dempster Hall's Studio A on Hofstra Channels 34 and 35, as well as online at the Max Kolb and Hofstra HTVi websites.

The Max Kolb telethon is in memory of Max Kolb, a dedicated film student at Hofstra University who passed away in 2001. Every year, the telethon raises money for a scholarship fund that Max's parents created to present to Hofstra film students. The award recognizes students' passions for their craft and helps lower production costs students spend in selected courses at the University.

The Max Kolb telethon invites Hofstra students of all experience levels, class years, and majors to participate. Senior television students in RTVF 165, the capstone TV class, produce most of the broadcast. In addition, the production branches out to involve other majors such public relations, graphic arts, drama, and journalism. The event is a special time for all majors in the School of Communica-

tion to unite in remembering a student who was in their shoes a decade ago.

Brian Marquis, a senior television major at Hofstra produced this year's telethon with fellow senior Matthew Wooden. Together with the rest of the class, they were responsible for making sure the show broadcasted successfully on TV and online. In the



past, Brian

co-hosted the event and also served as an associate producer. "I first found out about the event my sophomore year when I hosted, and loved the idea and concept...It is amazing to see Dempster Hall so alive with 80+ people working on that one night for the telethon," says Marquis. "I love that this production branches out to the University and uses the resources right on campus to produce the show."

Organizers of the event encourage film students to answer the phones dur-

ing the telethon. The crew runs pre-packaged content during the show featuring interviews from current film students and highlights of their work. There are also live musical acts including artists who are Hofstra and non-Hofstra students. This year, Erin Willet, a fellow Hofstra student performed along with

other artists such as Jacob Incao and Amanda Kaletsky. Since this is the 10-year anniversary, students celebrated the past nine telethons through "Top 10" moments from past years during the show. This was also the first year that social media was heavily involved in the event as well. Live tweeting took place during the telethon to engage in conversations with viewers.

The telethon raised over \$5,000 during the live broadcast. To date, the telethon has raised over \$35,000. "I am a television and film major and to be able to give back or help out a fellow student really means a lot," Marquis says. "There are not many productions, and this may be the only one that is able to directly involve the campus at large and impact a specific group of people."

In This Issue

Max Kolb Telethon	Page 1
PRSSA Networking Dinner	Page 2
Hofstra Students Attend the Oscars	Page 3
Student Internships	Page 4

Public Relations Students Network With Industry's Top Professionals

Rebecca Wool

"Where should I make the drop off?" Junior public relations major Nikki Croney read the text aloud to her friends. She was endowed with the task of escorting Island Def Jam Records President Steve Bartels into the building for the Hofstra Public Relations Student Society of America (PRSSA) Networking Dinner, and was making plans with his driver. For a student who had previously held an internship with Hot 97, this was a once in a lifetime opportunity for Croney. She spent the entire three-minute walk from his car to Plaza Room West making a more personal, lasting first impression.

Every year, PRSSA hosts its annual Networking Dinner where public relations majors get the opportunity to meet and network with professionals from multiple sectors of the industry.

"In this industry, it's not always what you know, but who you know" Vice President of Fundraising for Philanthropy Kimberly Caro explained. "The event provides students with an amazing opportunity to network with public relations professionals from all different areas of the industry."

Professionals from sectors of public relations such as sports, travel, non-profit, wedding, entertainment and music attended, as well as the Director of Communications for PIX 11. Often times, the professionals are Hofstra gradu-



ates, exemplifying the strength of Hofstra's alumni network.

"We pride ourselves on our alumni network," Croney said. "They know, firsthand, that Hofstra provides students with a great education and they are excited to come back and offer positions to our students."

At the event, professionals stay seated at respective tables as students moved around, resumes in hand, mingling with the professionals of their choice. While students hand out their resumes, professionals reciprocate by honoring them with a networking golden ticket—the business card.

"Many of the students who attend leave the event with internship offers," Caro said, but she was quick to add that there is more to the event than just getting an offer. Students gain a better understanding of the determination needed to succeed in the industry, and hear stories about how alumni transitioned from the life of a student to that of a public relations professional.

Hofstra PRSSA also hosts Find Your Niche, a similar networking event, which takes place in the spring. This event is a little more structured, calling for students to choose only two sectors to hear professionals speak about.

As for Croney and Bartels: "I still speak to him," she said. "He e-mailed me in December to wish me a Happy New Year. It's nice to know that I have someone like that on my side, thanks to the Networking Dinner."

School of Comm Goes to the Oscars



MTVU CONTEST WINNERS LUZ PENA AND PHILIP ROBIBERO FROM HOFSTRA UNIVERSITY

Hannah Taylor

Students Luz Pena and Phil Robibero had a dream: to be on the red carpet. Not as actors and actresses, but as broadcast professionals filming and interviewing celebrities just like the other influential reporters. MTVu and Hofstra University's School of Communication helped these students make it to where few students have been before, the 83rd Annual Academy Awards. As winners of MTVu's 2011 Oscars Red Carpet Correspondent Contest, Pena describes the surreal event as "the moment we had envisioned, the moment to live our dream".

Pena and Robibero collaborated after receiving an email from a Hofstra professor detailing the MTVu competition, and spent a month perfecting their first film which described why they should be this year's MTVu Oscars Correspondent. "The Communication department was a huge aid in this process," comments Pena. The students used equipment from WRHU and the equipment room in Dempster to film, and even brought Hofstra equipment onto the Red Carpet.

While Pena was the on-screen face that MTVu grew to love, Robibero focused on filming and editing in order to craft a professional and well produced film. "Hofstra helped me to understand how to pace a story and structure beats appropriately," Robibero stated. Both School of Communications students believe their Hofstra professors contributed to their success. "The professors at Hofstra have been most encouraging and are always available to help me grow as a student and future journalist," Pena proclaimed.

The competition relied partially on acquiring votes on social networking sites from individuals who considered the

film to be the best out of the other contestants. While Pena and Robibero recruited votes from their friends and colleagues, the School of Communication sent mass emails encouraging students to vote through their weekly news feed "ScoScoop". The professors also placed posters in Dempster Hall to commend the duo on their remarkable accomplishment.

Competing against schools like University of South Carolina, University of Georgia, and University of Missouri (that have a student body of 26,000- 45,000), Hofstra seemed like no competition to the accredited and highly ranked schools. But, Pena and Robibero persevered to break all the odds, and once again reclaimed Hofstra's School of Communication as a nationally recognized school and a leader in the New York area for communication studies.

What was it like to win the MTVu Oscars Correspondent Contest? "That day, we weren't college students any longer. We were on the same level as every reporter on the red carpet. We had envisioned the grand prize, and now, we were standing in front of it. We began to do our job like we had learned back at Hofstra," Pena explained.

The opportunity did not only present itself as a "dream come true", but was also an opportunity for the students to network with other broadcast and film professionals. "I was able to give my business card to a couple of people and have conversations with Jeff Bridges, Christian Bale, Justin Timberlake, Annette Benings, Hilary Swank, Anne Hathaway," Pena stated. After accomplishing so much as a student, she now has high chances of working with the stars she passionately interviewed at the Academy Awards.

WE ARE COMM. NEWSLETTER

Produced by PRSSA at Hofstra University

Editor in Chief: Nick Schweers

Staff Writers: Hannah Taylor, Elizabeth Tully, Rebecca Wool

Advisor: Professor S. Berman