



We are comm.

PRESS SECRETARIES TALK DEBATE, STRATEGY AND POLITICS

by Claire Sojda

Since Hofstra students arrived on campus for the start of their classes this fall there has been a feeling of excitement and chaos all around. This was of course due to the once in a life time opportunity that Hofstra University was given when they were chosen as the site for the third and final Presidential Debate. Students on campus were given a variety of ways to become included in the debate. Some of these opportunities were comprised of becoming a student volunteer, becoming an advocate for one of the candidates, or just becoming involved in the assortment of events and activities that took place on campus throughout the semester as part of Educate '08: Dialogue, Democracy, and the '08 Debates.

One of the most popular events held as part of Educate '08 was the speaking event with Ari Fleisher and Dee Dee Myers. Fleisher was the press secretary for President George W. Bush from January 2001 to July 2003. Myers was the press secretary for President Bill Clinton from January 1993 to December 1994. The event gave the University a chance to hear the opinions, predictions and views of two political figures only a week before the election was to take place. At the beginning both Fleisher and Myers were given time to speak separately. They then sat down opposite each other to answer questions that were asked by audience members. Since Fleisher prides himself on being a republican and Myers

prides herself on being a democrat a lot of what they expressed were contrary to each other. There was one prediction that they both agreed on; that Barack Obama was going to win the election and become



Dee Dee Myers and Ari Fleisher sit on opposite sides of the Monroe Lecture Hall as part of the Educate '08 speaker series

the next President of the United States. As we know now they were both correct. But of course just because they agreed on that point, did not mean that they both supported him.

Both speakers tried to balance their speeches by including humor and their honest opinions about the election and the government right now. Fleisher started his speech by jokingly admitting to the audience that he was raised a liberal democrat to which the audience responded with a lot of laughter and even some clapping. He went on to add that his father once said that "its better that he became a republican than a drug dealer... but not by much." He went on to talk about his views regarding the election that was about to take place between Barack Obama and John McCain. In humor he declared to the audience that "if the democrats don't win in 2008 they need

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to stop trying". Some of his reasons for his view included that as of right now the current president, George W. Bush who is a republican only has a 27% approval rating, and that a record breaking 85% say that right now the country is on the wrong track. As a result the number of people in the United States who consider themselves to be republicans has dropped while the number who consider themselves to be democrats has risen.

Myers started her speech with a joke as well. She explained to the audience that she lived the opposite life of Fleisher, "I had a republican father who sent me to a Jesuit University and I came out a raging liberal!" She went on to talk about the ways that this presidential election was different from previous ones. The primary point that she made was the length of this election. This election has been going on longer than any other in history. Candidates started declaring their intentions to run almost two whole years before the election was going to take place. She compared the election to a ballgame in its 18th inning. For a laugh Myers added "but its 1:30 in the morning, they stopped selling beer three hours ago and we just want to go home!" She went on to admit that although this election has been particularly long we have discovered that candidates like Barak Obama who get involved early can gain the advantage.

MY NAME IS REB... AND I NETWORK

The annual PRSSA Networking Dinner was held November 12th at 7:30 pm in the Business Development Center in Axinn Library. The PRSSA Networking Dinner serves as a way for PRSSA members to interact with professionals and as a fundraiser for PRSSA. E-board members Laura Newman and Stephanie Golden organized the event, raising \$650. Among the professionals who attended were Rachel Zabinski (Ruder Finn) and Veronica Gerosimo (Jazz Lincoln Center), recent Hofstra graduates and two of last year's PRSSA E-board members. Some other organizations represented were Big Apple Circus, the CW 11, Quinn & Co., and the New York Giants.

Most PR majors attend the Networking Dinner to find internship opportunities, practice their networking skills, or show off their snazzy business wear. I did my part this year, smiling, shaking hands, and exchanging business cards. I connected and received cards from Michael Wach of the YES Network, Dwayne Cumberbatch, CEO and owner of Alpha II Omega Public Relations, and Thea Linscott of CooperKatz & Co, Inc. Professor Geyer remarked during the following PRSSA Common Hour meeting it was one of the most successful events PRSSA had. Hopefully there will be more to come.

For more insights from Rebecca Carlson be sure to visit her blog at <http://amavericksquestforculture.blogspot.com>.



DOCUMENTARIES: THE NEW "IT" THING IN FILM

by Caitlin Thoreson

As many experts will tell you, storytelling has been a part of the human culture since the beginning of our existence. And for thousands of years people have told their stories through endless means of communication; on ancient drawings in cave dwellings, written texts that date back to the start of all centuries, thousands of paintings, endless reels of films, and most recently, documentaries.

Understanding the importance of documentaries, Hofstra is taking advantage of this long tradition. Over the past few semesters Hofstra has dedicated itself to broadening the horizons and opportunities for enrolled film makers, most notably for those studying documentary film. This fall alone, Hofstra has added three additional courses, "Documentary Perspectives: Presidential Campaigns," "Documentary Production I" and "Experimental Documentary" to cater to these interests.

All three of these courses are being taught by Professor Skip Blumberg, who is one of the many renowned and well-versed faculty members that Hofstra has employed. As producer of hundreds of award-winning documentaries about culture for National Geographic TV, Sesame Street and MyHero.com, Blumberg is able to offer students invaluable expertise. As Blumberg sees it documentaries have brought powerful

serious messages as well as pure entertainment to wide popular audiences on television, movie theaters and the web and he encourages students to take advantage.

Many individuals and networks have



Panel Discussing Documentary Making at a Viewing on The War Room in The Student Center Theatre

chosen to invest in documenting reality. Michael Moore is a prime example; many of his works, including *SICKO*, *Farhenheit 9/11*, & *Bowling for Columbine* have been theatrically released and a sensation among its viewers. Major networks such as PBS, The History Channel and HBO are following suit as well. As they have discovered, and as the dean of the School of Communications Dr. DelGaudio put it, documentaries are "riding a wave of high interest" and as a result, they are the new era of reality television.

Along with a dedicated undergraduate program, Hofstra now boasts a Master of Fine Arts (M.F.A) in Documentary Studies

and Production. While talk of offering the graduate program started some ten years ago, it did not become concrete until the fall of 2007, when the University became one of just two documentary-specific M.F.A programs in the country. In its first year, Hofstra welcomed seven students into the program, and this fall the University ushered in five more eager.

As the program description boasts, it emphasizes storytelling, the development of ideas, and the means for effectively communicating them through visual and aural media. With the availability of Hofstra's superb faculty, top-notch facilities, and array of connections, students are able to take advantage of the rapidly increasing career opportunities in the field, as well as explore their own passions and creativity. Strangely enough, Hofstra is one of only a few universities in the country to offer a similar program. Stanford is among one of its competitors.

But the classroom is not where Hofstra's outreach ends. On Wednesday, October 22, the Reel Politics series kicked off in the Student Center with the showing of *The War Room*. The documentary, produced by filmmakers Chris Hegedus and DA Pennebaker, focused on the 1992 Clinton campaign.

It is clear, as Blumberg stated, "the documentary form is popular and alive. The future is limitless," and students should continue to take advantage.

READY TO CELEBRATE
50 YEARS;
WRHU POLISHES
PLANS AND AWARDS

by Samantha Sannazzaro

For nearly half a century, WRHU has spread through the airwaves reaching out to six million listeners. Next November, the Hofstra University Radio station will celebrate its 50th anniversary by welcoming back radio alumni to interact with current students.

The WRHU staff hopes to have alumni participate at the radio station by recording and airing shows. The President of Radio Hofstra Alumni, Marc Wiener, has been busy contacting them by e-mail and telephone. The exact plans for the alumni radio programs are still being worked out; however the station will incorporate the number 50 either by having 50 weeks or 50 hours of programming during the anniversary week.

The actual celebration is the weekend of November 6-8, 2009. During this time WRHU will open the Radio Station Hofstra Hall of Fame. There will be public performances and workshops for the students and alumni with programming directors. WRHU will also give out a 50 Years yearbook, including a CD of audio clippings and advertisements run on air over the past years. On that Saturday night, Hofstra radio will also host a banquet for the students to network and celebrate.

"This is a real business. We're on deadline and it better be ready" Avery says. The radio station is listened to by a sophisticated audience, putting it out there for public scrutiny. However, most college radio stations don't even compare to WRHU. WRHU's mission is to educate students and provide a good foundation which they can polish in order to pursue

future careers in radio. Through WRHU students receive hands-on experience in radio, on-air and behind the board.

In June of 1959, Hofstra received its FCC license.

This put Hofstra

radio at 88.7 FM, where you can still listen in. On July 25, 1983 Hofstra radio officially became WRHU-FM and since then, it has developed its facilities located in Dempster Hall and now webcasts all of its programs.



STUDENTS SHOW OFF WORK WITH HELP FROM **htv**

by Daniel Williams

There's a new addition to the Hofstra University School of Communication, but don't worry they didn't use anyone's tuition money to pay for it. In fact it is an absolutely priceless addition that is going to help the entire school broadcast to the world. This new addition is HTVinteractive.com (Hofstra Television interactive), and you won't find this type of web based television on any other college or university website. HTVinteractive (HTVi) is an interactive web page that allows Hofstra students to post original content that they have created onto a website that is being run by Jamie Cohen. Jamie is Assistant Facilities Manager for the School of Communication and the web master and lead coordinator of HTVi.

Cohen thought of the idea whilst in a meeting on how students in the School of Communication could further interact. He immediately thought of three previous graduates who had a major success with mini webisodes (TV episodes aired online) entitled, "We Need Girlfriends" which were picked up by CBS. The three creators, Angel Acevedo, Brian Amyot and Steven Tsapelas, now have their own production company, Ragtag Productions. The success of these Hofstra University graduates gave Cohen the idea that if these graduates had created this show while at Hofstra, there must be more students with

ideas for shows who need an outlet to broadcast them. Cohen says, "The goal of HTVi is for students to interact in the School of Communication and make and create original content that anyone can see."

One show that is in the works right now is C-oh!-bra, which is a comedy about an 80's rock band trying to make it big in 2008. These series are the types of content that Cohen hopes to post on the site but that's not all that HTVi will broadcast. HTVi is not limited by any means to students in the School of



Stars of the new comedy, C-oh!-bra, on HTVinteractive.com

Communication. While it is run by the Cohen and his communication department, anyone that goes to Hofstra University can propose an original idea that they would like to see produced and posted onto HTVi. What's more is that the content you create is yours to own. The School of Communication has arranged for a dual ownership of the content that is posted on the website so if another Ragtag Productions were to happen, the students who created the content posted on the site maintain the rights to their content upon graduation.

The site is only in its first few months and already Cohen is feeling that this could be a huge step for Hofstra University and it's School of Communication.

RADIO LEGEND ED INGLES

TRICKS OF THE TRADE, OUTLOOKS ON LIVING AND A LIFETIME IN RADIO

by Alexandra Cortes

Ed Ingles has spent 53 years in broadcasting, 24 of them at CBS. He's done sports broadcasting for the New York Jets and St. John's University sports teams, and reported on 11 Olympics tournaments and 35 Masters golf-tournaments. He has 11 years under his belt as a professional in-resident at Hofstra University. Professionalism naturally exudes from this gentleman. Currently, he speaks with pride about his experience working with students at Hofstra's WRHU radio for the occasion of the station's 50th anniversary.

"The key [with teaching] is to take a lot of time with students, to teach them how to be pros," he said. "Expectations are high in New York! Almost unrealistic. But, this year we've [Hofstra] beat out the big Universities in awards; the station's come very far."

The awards he refers to are the 2008 national Hearst journalism award, won by student Lauren Brookmeyer and the 2008 RTNDA (Radio TV News Directors Association) journalism competition won by Kim Saltmarsh.

Ingles' method on professionalism correlates with working as a group. He says it takes camaraderie to bring about quality broadcasting, though it takes students giving up many of their own desires.

In this respect, he views himself as a mentor as well as a professional. He said:

"If students don't want to listen, you're not a mentor. They need to learn to put their personal desires on the back burner, but they need sense and pleasure to learn and feel good about

themselves."

A native of the Bronx, Ingles began his interest in radio at about ten years old. He says it "wowed" him at a young age, especially since his family loved sports broadcast. After spending four years in the Navy, he studied journalism at University of Georgia and then, in 1962, moved back to New York to work



Ed Ingles in the WRHU studio. Photo courtesy of wrhu.org

for New Jersey's Daily News newspaper. From then he began his work at CBS as a sports broadcast director on AM radio. Television and network radio since then, he says, has become "overwhelming."

"Things have changed," he said. "When I started, we focused on the past. I learned from the few old-school writers at 'Daily News.' Now the sheer number of media people is enormous."

Ingles first found himself at Hofstra in 1997 when he presented an award at the University. He was still a CBS sports broadcaster. Hofstra's president at the

time James M. Stuart gave Ingles a tour of the University and mentioned his desire to find more professionals to work within the school.

Bruce Avery, then-and-current WRHU General Manager, then asked Ingles to come work as a professional in-resident.

"Avery really had a great thing going with the radio station," said Ingles. "WRHU's success is due a lot to him.

His secret was to allow people to do what they had to do to make it work."

Since then, he mentions, the station has been up-to-date and very successful.

On the change in technology, Ingles has only positive things to say. He emphasizes that although the growth in technology differs greatly from when he learned about broadcast, the demand for credibility and accuracy in the news remains the same. As a mentor to WRHU students, this

gives him the ability to connect to and influence the future professionals.

"Technology drives us, so the way we teach is different," he said. "One thing that's remained is the style of writing, the good fundamentals."

Working with the students, he says, is his best advice to any adult.

"If you're an older person, hang out with young people!" he says with a laugh. "They have great energy and possess a very interesting view on life. Most importantly, they laugh at all your jokes."

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