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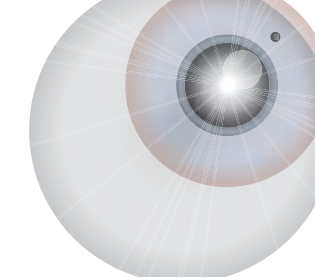
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Alumni Spotlight

■ **Lenny Muroff—B.F.A. '70**

"I earned a degree in communication arts and began working in broadcasting. After videotaping a well-known ophthalmologist's surgical procedures, I subsequently became professionally involved with him. This led me to attend Baylor College of Medicine and train to assist in ophthalmic surgery. In 1988, I moved to Florida, where I started a medical staffing service and continued to work in ophthalmology. To help patients use eye drops properly, I developed E-Z Drops, an eye-drop application strip that is now sold throughout Florida."

■ **Patrick Carella—B.F.A. '83**

"I am the executive creative director for the Moss/Dragoti New York advertising agency. I am fortunate enough to work with advertising legends Charlie Moss and Stan Dragoti. I love my job. I can't think of any other profession that combines so many disciplines."

■ **Frank DiMauro—B.F.A '87**

"I am a sound engineer and sound editor for 'As The World Turns,' a soap opera on CBS. Previous to that I was the senior audio engineer and mixer for the live talk show 'The View' on ABC. I have received two daytime Emmy Awards for sound mixing and have just received my 5th nomination."

■ **Doug Spero—B.F.A. '72, M.A. '96**

"I am currently an assistant professor at Meredith College in Raleigh, N.C., teaching mass communications. I am also a partner in a media training business. Before entering teaching, I spent five years as a news director at two ABC-TV affiliates, and before that I was a reporter for WCBS 880 radio in New York and Long Island correspondent/bureau chief for WNBC-TV. It all happened due to my start at NYIT!"

New Fine Arts Facility Opens

by John DiNapoli

With more than 200 in attendance, members of the NYIT community, alumni and prestigious computer graphics professionals celebrated the opening of the college's new fine arts facility on the ninth floor of 16 West 61st Street.

On display was an impressive array of student artwork and 3-D animation created from some of the most advanced programs in the computer graphics field, such as Maya, 3D Max and After Effects.

Proud of the new facility and the students' work, Edward Guiliano, Ph.D., president of NYIT, told the enthusiastic group how the new 61st Street space enabled NYIT to transform the fine arts department into a state-of-the art workplace for the 21st century.

"Our new program and facilities enable us to live up to the 'technology' in our name," he said. "As NYIT evolves, we want to continue to deliver upon the promise of our name." He reiterated, as he has time and again, that students come first at NYIT and that their personal growth and development is of the utmost importance.

The dean of the School of Arts, Sciences and Communication, Roger Yu, Ph.D., credited Peter Voci, chairperson of the fine arts department, with outstanding enrollment growth, which is up 39 percent in five years. He noted that classes are running at full capacity, and anticipates even greater growth with the addition of new faculty members and cutting-edge computer equipment and software programs.



From left to right, Chairperson Peter Voci, President Edward Guiliano, Dean Roger Yu

Yu also took this time to note NYIT's long history of innovation in the computer graphics area, especially in the field of animation. "Our fine arts program is one of the best in the country," he said, "and we expect that our reputation will be further enhanced with the offering of a new 64-credit M.F.A. degree with three specializations: 3-D computer animation, graphic design, and art and technology." Within three years, the department anticipates an enrollment of 160 students in the new degree program.

Voci thanked the fine arts faculty, staff and students, all of whom worked together to make the department and the Open House a tremendous success. He especially thanked Lynn Pocock, M.F.A., coordinator of computer graphics in fine arts, for the professionalism and international visibility she has brought to the department through her involvement with SIGGRAPH, the leading international association of computer graphics professionals. Pocock was the 2001 International SIGGRAPH chairperson and currently serves as chairperson of the New York chapter of SIGGRAPH.

New Media Management Graduate Program

by John DiNapoli

In a unique joint venture with Pattison College in Vancouver, Canada, NYIT is offering a 34-credit master's degree program in communication arts with a concentration in media management. Since the launch of the program in January, more than 50 students are enrolled in or have applied for acceptance in the intensive trimester (13 weeks each) program.

According to Vincent M. Ditingo, assistant professor of communication arts and coordinator of the master's program in media management, Vancouver students are required to take the same courses as students enrolled in the NYIT program in New

York. "They are NYIT students and will receive their diplomas from NYIT," he said, noting that the program is designed to be completed in less than a year.

The program is the brainchild of Roger Yu, Ph.D., dean of the School of Arts, Sciences and Communication, who after extensive research and international travel realized the need for a media management specialty in 2003. The goal is to enroll some 75 students by January 2005.

"For the most part, students enrolled in the Vancouver program are from China," said Yu. "As a result of successful economic and

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Peter Voci, chairperson and professor of fine arts, was selected for a panel presentation at the international SIGGRAPH 2004 convention scheduled for Los Angeles in August. For more information about the presentation as well as a listing of panelists, go to: <http://www.siggraph.org/s2004/conference/edu/techno.php?=-conference>

William Ganis, Ph.D., assistant professor of fine arts, has produced "Andy Warhol's Serial Photography" by Cambridge University Press. In this debut book, Ganis examines an enigmatic series of approximately 500 works called "stitched photographs" that Warhol made near the end of his life. Completion of this book was made possible by an NYIT Institutional Support of Research Grant.

Katherine Williams, Ph.D., chairperson and associate professor of English, was selected by the Student Affairs Recognition Committee to receive an award for her service to the students of NYIT. The Academic and Student Services Award was granted on May 5, 2004 in Manhattan.

Florence Gordon, Ph.D., professor of mathematics, had "Functioning in the Real World: A Precalculus Experience," 2nd Ed, published by Addison-Wesley Publishing, 2004. Also, her article titled "Deriving the Regression Equations Using Algebra" appeared in Journal of Math and Computer Education, Vol. 38, No. 1, 2004.

Real-World Experience—An Integral Part of the Manhattan B.S. in Advertising Program

by Brittney Nespola

One of the fastest growing majors at NYIT (and featured in NYIT's current publicity campaign) is advertising. What distinguishes NYIT's advertising program from those offered at other four-year institutions is the real-world experience gained by students who operate the advertising and public relations "Agency Workshop" on the Manhattan campus.

The Agency Workshop offers integrated marketing communications services to non-profit associations and large and small companies seeking to increase their volume of business and press, enhance their images and/or solicit volunteers.

"Classroom instruction, examinations and textbooks alone will not prepare students for successful careers after they graduate," said Dena Winokur, Ph.D., coordinator of the Manhattan campus advertising program. "At NYIT, we believe that comprehensive, strategically planned, practical studies programs are critical components of a complete education and are essential for training students who want a successful career in the \$200 billion-a-year advertising business."

The agency's students answer to and receive creative and strategic guidance from Winokur, who is their "Chief Executive Officer." They also have unique opportunities to collaborate with some of the industry's biggest names, including Don Bates, managing director, Media Distribution Services; James Wyckoff, former president of Marshall Consultants; Burt Wolder, former senior vice president of public relations at AT&T; Robert Perilla, president of Public Relations Marketing; Tom Pison, Ph.D., director of research at responsebydesign.com; and Judge Michael Gregorek, a specialist in communications law.

Elad Beni, a recent graduate of the NYIT advertising program, reflects on his experience at Agency Workshop: "This great class taught me a lot about working in an advertising agency. I experienced firsthand the pressures of working in a group environment that required creativity within specific time limits. Also, I learned how to use an array of software used in the advertising business. For me, this is a big step in obtaining the necessary skills to be successful in advertising."

"It's a working experience that I could never get in a typical classroom setting," said NYIT alum Jennifer Krosche. "It requires us to deal with the nitty-gritty of pressures and deadlines, but also provides us with creative outlets that we wouldn't normally be able to bring to an entry-level position."

LI News Tonight, NYIT's television news program, has won a Mark of Excellence Award from the national Society of Professional Journalists. The winning story, titled "Spanish Population" — which was reported by *LI News Tonight* intern Tom Allen — examined Long Island's burgeoning minority population.

LI News Tonight is celebrating its 20th year as a nightly news program in which NYIT students gain professional experience as reporters and camera operators.

NYIT's New Advertising Campaign Gets the Attention of Business Leaders Increases Visibility, Prestige and Reputation of University

by Brittney Nespola

It's a competitive market out there. To get a good job, you need something special that sets you apart from everyone else. How, then, can we, as young professionals, distinguish ourselves from the rest? Living up to its name as the school of choice for those who want a "real world" education, NYIT has the solution. Through its new 2004 integrated advertising campaign, NYIT set out to showcase students' readiness to work for leaders in global businesses, and in the process successfully increased the visibility, reputation and prestige of the college.

The new advertising campaign features students from different majors addressing "superstars" in the business and communications



fields. This reporter, Brittney (Tyler) Nespola, advertising major, is featured calling out to advertising guru Donny Deutsch, while business major Jordan Ross addressed Donald Trump, and communication arts major Shorn Joseph addressed Oscar-winning movie director Sofia Coppola.

As a matter of fact, Deutsch, chairman of the internationally known, award-winning advertising agency bearing his name, has offered this reporter a full-time position upon graduation. (The ads really are working well!)

The campaign, called "When Can You Start?," is produced by Munn Rabot, an advertising agency located in New York City.

NYIT Media Management *continued from page 1*

political reforms, the Chinese government has relaxed its hold on ownership of the media, which means local governments are eager to recruit highly skilled media managers.

"Also, because the principles of media management are entirely new for the Chinese, the government is seeking the assistance of the U.S. and other countries."

Faculty who teach in the program are both academically and professionally qualified, and include full-time and adjunct professors from the New York communication arts department. Ditingo and Michael Banks, Ph.D., chairperson of communication arts at the Manhattan campus and graduate director, also recruit and hire qualified adjunct professors from British Columbia. "Our success to date is the result of effective advertising and marketing, as well as word-of-mouth from highly satisfied administrators and students,"

said Ditingo.

Banks added, "Because New York is central to the world of media management, students enrolled in our off-campus master's degree programs are very appreciative that we bring New York City professional practices to them."

"I believe our Vancouver program is just the tip of the iceberg in terms of launching the NYIT media management degrees around the world," Ditingo said. "Due to the consolidation of media ownership and the introduction of new technologies, there is growing demand for graduates in this field. We are in negotiations with EFAP, the Paris-based school of communication that has had a joint venture with NYIT since September 2000, to launch a master's program in media management in France." Plans also include discussions of the media management program with educators in China.

Students' News

- The fine arts department held its annual BBQ and Student/Faculty Softball Game on Saturday, May 15 at the Midge Karr Fine Arts Center. For the third consecutive year, the faculty team won the game.
- Undergraduate student Michael Cronin of the English department is the winner of this year's Technical Writing Award, which is granted to the most outstanding graduate receiving the Technical Writing Certificate. In addition to compiling the highest GPA among the grads in the technical writing classes, Mike was cited for his extracurricular work, which included participating in and designing the Web site for this year's SOURCE conference, and offering assistance to students requiring help with software.
- The Carleton Group was one of the winners of the Best of Long Island (BOLI) Award for the best of University Advertising and Public Relations.

■ The Campus Slate newspaper has been honored nationally by the Communications Media Advisory council.

■ Four students from Manhasset High School and one from Brentwood High School won scholarships to NYIT for their submissions to the annual Advertising Degree Poster Contest. Joseph Zaccaria, 18, won the grand prize of a \$22,000 scholarship. Todd Conis, 17, and Brian Travers, 17, won the first prize of \$10,000 scholarships and Victor Hugo Cervo Gallas, 18, has been offered an \$8,000 scholarship. Hon-Sin Leung, 18, from Brentwood High School, won an \$8,000 scholarship. Students from 16 other high schools on Long Island submitted applications. The contest, which required entrants to submit posters representing a unique version of a print or television advertisement, was judged by professors and senior students in NYIT's advertising program.

■ An Interdisciplinary Studies major Aqil Sawar received a newly created Summer Study Fellowship for Summer 2004 in the amount of \$1,000.