

Alumni Week 2017
April 3 to April 6
Muhlenberg College
Department of Media & Communication
and The Program of Film Studies

Monday, April 3

8:30 - 11:00

Continental Breakfast
Walson Co-Lab 118, 10:00 - 11:15

10:00-11:15

Master Class: Making Films & Creating Audiences for Them – Katherine Dalldorf & Vernon Jordan, III
Faculty Host: Professor Aggie Bazaz
Walson TV Studio

11:00 - 12:15

News Worlds – Deborah Caldwell, Kathy Cruz, Insley Fowler & Katie Peikes
Faculty Host: Dr. Irene Chien
Walson 115

Master Class: Cutting Edges of Digital Promotions – Kurt Beyer, Jackson Bull & John Carter
Faculty Host: Dr. Paul McEwan
Walson TV Studio

Lunch #1: Students bring your trays and have lunch with alums Gabrielle Aboodi, Katherine Dalldorf, Kyrie Fisher, Mark McGillivray, Caroline Shadood & selected faculty
Seegers Union Event Space

12:30 - 1:45

Multiple Pathways I: Building Careers in Media, Film & International Development – Katherine Dalldorf & Kyrie Fisher
Faculty Host: Dr. Carolyn Hedges
Ettinger 213
Multiple Pathways II: Advertising, PR & Music – Gabrielle Aboodi, Mark McGillivray & Caroline Shadood

Faculty Host: Dr. John Sullivan
Shankweiler 340S

Lunch #2: Students bring your trays and have lunch with alums Kurt Beyer, Jackson Bull, Deborah Caldwell, John Carter, Kathy Cruz, Insley Fowler, Jennifer Gable, Vernon Jordan, III, Katie Peikes, Sarah Rosenthal, Elizabeth Whitney, Lauren Zipkin & selected faculty
Seegers Union Event Space

2:00 - 3:15

Multiple Pathways III: Journalism, Law, Advertising & Marketing – Deborah Caldwell, Elizabeth Whitney & Lauren Zipkin
Faculty Host: Sara Vigneri
Walson 115

Master Class: The Worlds of Television & Film Production – Insley Fowler & Vernon Jordan, III
Faculty Host: Dr. Jeff Pooley
Shankweiler 135S

3:30 - 4:45

Education, Policy, Law & Non-Profit Organizations – Elana Banin (via remote access), Jennifer Gable, Sarah Rosenthal & Deborah Whitney
Faculty Host: Dr. Sue Curry Jansen
Walson 115

5:00 - 6:00

Informal gathering with alums
Liberty Street Tavern

Tuesday, April 4

8:30 - 11:00

*Continental Breakfast
Walson Co-Lab 118*

9:30 - 10:45

*Careers in Higher Education – Diana Skowronski, Ann-Marie Smith & Ian Tauber
Faculty Host: Roberta Meek
Walson 115*

11:00 - 12:15

*Live from Disney – Laura Cirigliano: Remote Interview
Faculty Host: Dr. Lora Taub
Walson TV Studio*

*Promotional Arenas: Social Media, Publishing, Destination Marketing – Kaitie
Burger, Heather Mill & Kim O'Brien
Faculty Host: Dr. Elizabeth Nathanson
Walson 115*

*Social Media & Branding – Jeri Cohen & Taylor Gibb
Faculty Host: Dr. Beth Corzo Duchardt
Ettinger 204*

12:30 - 1:45

*Lunch: Students bring your trays and have lunch with alums Kaitie Burger, Jeri
Cohn, Katherine Dalldorf, Taylor Gibb, Kevin Glancy, Heather Mill, Kim O'Brien,
Jessica Scanlon, Diana Skowronski, Ann-Marie Smith, Ian Tauber & selected
faculty
Seegers Union Event Space*

2:00 - 3:15

*Liberal Arts Beginnings, Diverse Destinations I – Kaitie Burger, Kim O'Brien &
Ann-Marie Smith
Faculty Host: Dr. Susan Kahlenberg
Moyer 301*

*Documentary Filmmaking I – Katherine Dalldorf & Kevin Glancy
Faculty Host: Dr. Paul McEwan
Ettinger 201*

Publicity Work: How it Works – Taylor Gibb, Heather Mill & Jessica Scanlon
Faculty Host: Dr. Carolyn Hedges
Moyer 104

Branding, Marketing & Networking – Jeri Cohen & Tricia Bowman
Faculty Host: Dr. Elizabeth Nathanson
Walson 115

3:30 - 4:45

Documentary Filmmaking II – Katherine Dalldorf & Kevin Glancy
Faculty Host: Dr. Paul McEwan
Walson 111

5:00 - 6:00

Informal gathering with alums
Liberty Street Tavern

Wednesday, April 5

8:30 - 11:00

Continental Breakfast
Walson Co-Lab 118

9:30 - 10:45

Social Media as a Promotional Tool in Commercial & Educational Contexts –
Jillian Fligge & Heather Lavin
Faculty Host: Dr. John Sullivan
Walson 115

11:00 - 12:15

Working in Media Industries – Jeremy Fuchs & Lisa Siciliano
Faculty Host: Dr. Irene Chien
Walson 115

Master Class: The Music Industry – Michael Alexander & Diane Tamulavage
Faculty Host: Professor Aggie Bazaz
Walson TV Studio

12:30 - 1:45

Lunch: Students bring your trays and have lunch with alums Michael Alexander, Jillian Fligge, Jeremy Fuchs, Heather Lavin, Jack McCallum, Lisa Siciliano, Diane Tamulavage & selected faculty
Seegers Union Event Space

2:00 - 3:15

Sound & Image – Music & Television Industry – Michael Alexander & Lisa Siciliano
Faculty Host: Sara Vigneri
Walson 115

3:30 - 4:45

Master Class: Sports Illustrated – Jeremy Fuchs & Jack McCallum
Faculty Host: Dr. Sue Curry Jansen
Walson 115

5:00 - 6:00

Informal gathering with alums - *Liberty Street Tavern*
Thursday, April 6

8:30 - 11:00

Continental Breakfast
Walson Co-Lab 118

9:30 - 10:45

Advocacy Communication – Heather Lavin & David Slotnick
Faculty Host: Dr. Susan Kahlenberg
Shankweiler 340S

11:00 - 12:15

Advertising, Marketing & Public Relations – Kendall Bryant & Phillip Lakin
Faculty Host: Dr. Beth Corzo-Duchardt
Ettinger 204

Marketing, PR & Recruiting – Daniel Schloss, Malcom Spurlock & Max Suitovsky
Faculty Host: Dr. Paul McEwan
Walson 111

Sports Media & Communications Strategies I – DJ Carey & Joe Caporoso Faculty
Host: Dr. Elizabeth Nathanson
Walson 115

12:30 - 1:45

Lunch: Students bring your trays and have lunch with alums Kendall Bryant, DJ Carey, Joe Caporoso, Philip Lakin, Heather Lavin, Scott Lazar, Matt Musick, Daniel Schloss, David Slotnick, Malcolm Spurlock, Max Suitovsky & selected faculty
Seegers Union Event Space

2:00 - 3:15

Master Class: Making Movies I – Scott Lazar
Faculty Host: Anthony Dalton
Walson 111

Sports Media & Communications Strategies II – Joe Caporoso & DJ Carey Faculty
Host: Dr. Susan Kahlenberg
Moyer 301

Mixing it Up: Advertising, PR & Digital Strategies – Philip Lakin, Matt Musick & Max Suitovosky

Faculty Host: Dr. Elizabeth Nathanson

Walson 115

More Perspectives on PR & Content Creation – Kendall Bryant, Daniel Schloss, David Slotnick & Max Spurlock

Faculty Host: Dr. Carolyn Hedges

Moyer 104

3:30 - 4:45

Master Class: Making Movies II – Scott Lazar

Faculty Host: Dr. Paul McEwan

Walson 115

5:00 - 6:00

Informal gathering with alums

Liberty Street Tavern