



# Sacred Heart UNIVERSITY

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MASTER OF ARTS IN COMMUNICATION

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# Overview

MACOMM students will acquire the knowledge and technical skills to pursue careers in the digital world of broadcasting, digital journalism and multimedia production, as they develop a theoretical, aesthetic, and practical understanding of the professional communication industry.







The New York Times has reported on the fundamental transformation in the news industry toward digital journalists who produce, record and edit much of their material.



# Digital Journalism & Production

The master of arts in communication has two tracks: Digital Multimedia Journalism (DMJ) & Digital Multimedia Production (DMP). The programs take an intensive hands-on approach to learning for the Broadcast Journalist, Photographer, Videographer, Documentary Photographer or Filmmaker, and Television Production Specialist. DMJ/DMP students have the opportunity to work closely with major news outlets, television studios, production companies and documentary production organizations.





# Ideal Location

"[Sacred Heart is located in] the most energetic, energized, passionate, exciting place in the world. No place is there a greater exchange of ideas [among] all the different elements of our world society today."

-Dick Ebersol, former Chairman of NBC Universal Sports & Olympics

Sacred Heart's main campus is a short train ride (just 55 miles) from New York City, the media capital of the world, and is strategically positioned in the heart of suburban Fairfield County, home to the many major media companies, including NBC Sports, ESPN, Discovery Channel, Yes Network, WWE, and other production houses and businesses that make-up Connecticut's "Gold Coast."





# Professional Tracks:

Digital Multimedia Journalism or Digital Multimedia Production





# Careers

Broadcast Journalist  
Television Producer  
Art Director  
Television Director  
Production Manager  
Post Production Editor

Digital Journalist  
Photographer/Photojournalist  
Videographer  
Documentary Filmmaker  
Magazine Photo Editor  
Newspaper Journalist





# Program Coordinators



**Joseph Alicastro** is a veteran Producer of [NBC News](#). As NBC's Rome Bureau Chief, he traveled extensively around the globe covering breaking news, including the fall of the Berlin Wall, the breakup of the Soviet Union, Afghanistan, the Gulf War, and the liberation of Kuwait. Mr. Alicastro served for many years as a Special Events Producer for NBC's extensive political coverage, and from 2003 through 2007 was the lead producer for four Democratic Presidential Candidates Debates, two Presidential Debates and the Republican Convention at Madison Square Garden. Nominated seven times, he is the winner of three News & Documentary Emmy Awards.

In addition to teaching at Sacred Heart University, Mr. Alicastro most recently worked as Senior Producer for [NBC News' Education Nation](#). He is also the Associate Director of [Vision Project](#). The former Chair of Broadcast Journalism at the New York Film Academy, Mr. Alicastro joined the faculty in the Department of Communication and Media Studies at Sacred Heart University in 2009, and currently serves as Coordinator of News and Broadcasting for SHU's Masters in Communication.



# Program Coordinators



**Richard Falco** is the president of [Vision Project](#). He is a photographer, photojournalist, documentary filmmaker, curator, and educator whose work has appeared in major publications throughout North America, Europe and Asia, including Time, Business Week, Life, Newsweek, the New York Times, National Geographic Society, People, Geo, New York Magazine, U.S. News & World Report, and others. He has published two books of his photojournalism: *Medics: A Documentation of Paramedics in the Harlem Community* and *To Bear Witness/September 11*, and two eBooks: *Hunger & Rice in Asia* and *Witchcraft: Ancient Traditions Alive in Salem*. TIME magazine's former photo editor, Arnold Drapkin, has described Mr. Falco's work as "the kind of classic photojournalism which is not being practiced enough today," and American Photographer magazine has said that "Falco's photographs ... have an importance that is undeniable ... in the best tradition of concerned photojournalism." Veteran Broadcaster Bill Moyers wrote, "When I opened Mr. Falco's book, I thought immediately of that line from Hamlet: 'Look here, upon this picture, and on this.' This, in his photographs, is life. And there is much to be seen in them."

Mr. Falco has also directed and produced the film documentaries [Crossroads: Rural Health Care In America](#), [Holding Back The Surge](#), and [Josie: A Story About Williams Syndrome](#). He has over twenty years of teaching experience at the undergraduate and graduate levels. In addition to Sacred Heart, he has taught at the New School of Social Research, the School of Visual Arts, and the New York Film Academy. He currently serves as Coordinator of Multimedia Journalism in the Masters in Communication program at Sacred Heart.



# The DMJ/DMP Curriculum

CM 501 Media, Communication, and Culture

CM 517 Multimedia Production 1 - Photography/Photoshop

CM 503 Media Ethics in a Professional Context

CM 518 Multimedia Production 2 - Videography, Final Cut Pro and AVID

CM 520 InDesign & Web Development - Adobe's InDesign & Muse

CM 555 News Reporting & Producing

CM 600 Multimedia Production 3 - The News Magazine Show

CM 617 Advanced Multimedia Production - Live Event Production

CM 696 Internship

CM 697 Internship

CM 627 Capstone/Thesis

CM 699 Mentorship





# State of the Art Facilities

The new Martire Business and Communications Center features:

- Two large state-of-the-art television studios
- Two fully equipped control rooms
- Full lighting grid with built in presets
- A motion capture lab for motion picture animation video
- Large green-screen area for virtual productions
- Smart classrooms with multimedia technology
- Pro Tools Audio & AVID editing suites
- Multi-media Forum for live event production
- 110 Seat Media Theater
- Two 30 seat film screening venues
- Radio Station





# Hands-On Curriculum

In-class multimedia production  
Workshops led by visiting professionals  
Integrated laptop program





# Blended Courses and Flexible Scheduling

Full-time students can complete the degree in one year while part-time students typically finish in two years. Both plans of study feature:

- 1) Rolling acceptance
- 2) Convenient 8-week sessions
- 3) Once or Twice a week evening courses





# SHU Media Exchange

The SHU Media Exchange is an annual public event, produced by MACOMM students, that welcomes industry professionals to discuss a variety of important issues in the media. Focus is placed on the booming expansion of the media industry in Connecticut and the professional opportunities that come with this development.





# Vision Project

The Digital Multimedia Journalism & Production Program has created an ongoing collaboration with Vision Project. Vision Project is an organization dedicated to the development of investigative journalism, documentary photography, film/multimedia, and education. <http://www.visionproject.org>

Home   Mission Statement   Guiding Values   501 (c) (3) status   Key Personnel   Contact   Donors   Donations

Media Services   Education   Study Abroad   Magazine   Galleries   Multimedia   Exhibitions   Documentary Film   Podcast/Interviews   Special Projects   eBooks

**Vision project**

American Prisons

Drought, Famine & War

Sub Sahara Africa  
Refugees flee the chaos and horror of civil war

**Vision Project is an organization dedicated to the development of documentary photography, investigative journalism, video, multimedia, and education.**

**The goal of Vision Project is to produce documentary material and educational programs that encourage understanding and awareness about a broad range of social issues. This information and programming is for the general public with a particular focus on members of the younger generation. Vision Project seeks to reinforce the social, cultural and historical value documentary work contributes to society. To reach these goals, we have assembled a talented group of professionals with extensive expertise in photography, web technology, journalism, multimedia, video, design and education.**



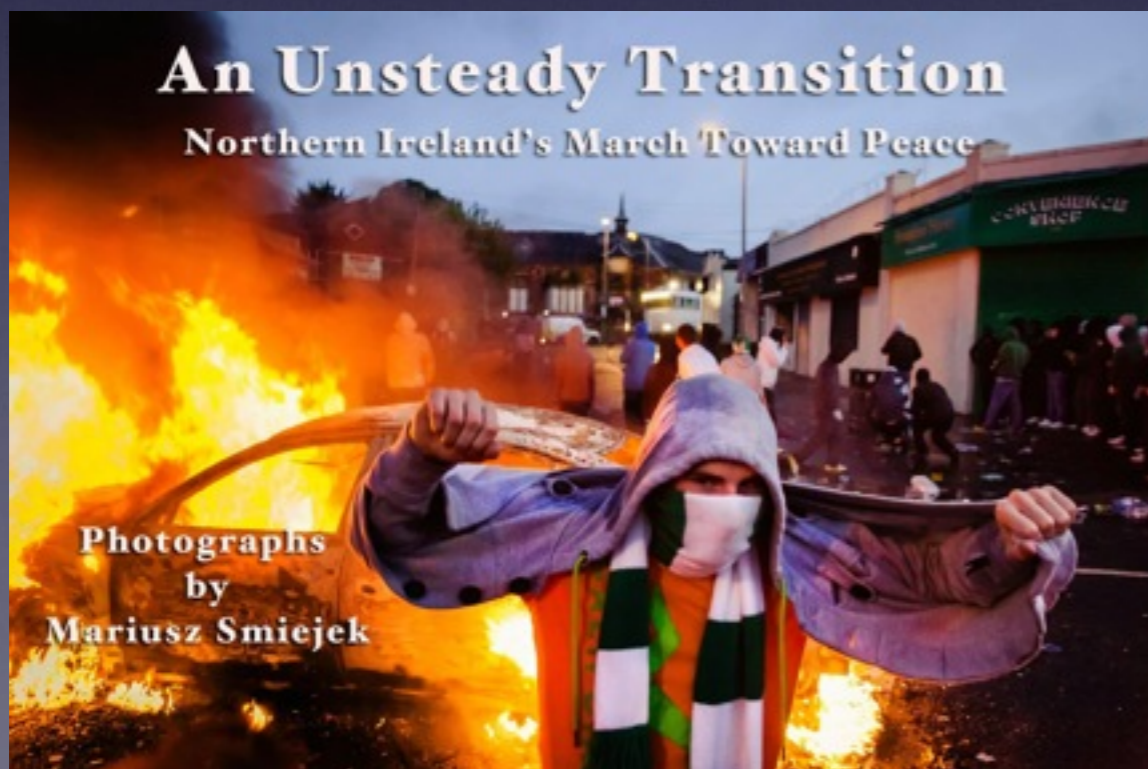
# Exhibitions

DMJ/DMP students will have an opportunity to become involved in exhibitions produced by Vision Project. These exhibitions focus on international & national social issues. The exhibitions are shown in the Art & Design Gallery at Sacred Heart and other venues throughout the United States.





# Past Exhibitions





# Photography in a Digital World Presentations

This series presents renowned individuals from the fields of photography, design, film, journalism and new media.

## PHOTOGRAPHY IN A DIGITAL WORLD

### ED KASHI

Ed Kashi is a photojournalist, filmmaker and educator dedicated to documenting the social and political issues that define our times. A sensitive eye and an intimate relationship to his subjects are signatures of his work. As a member of VII Photo Agency, Kashi has been recognized for his complex imagery and its compelling rendering of the human condition.

Kashi has done assignments throughout the world for National Geographic as well as many other magazines. He has won numerous awards and his projects have generated six books.



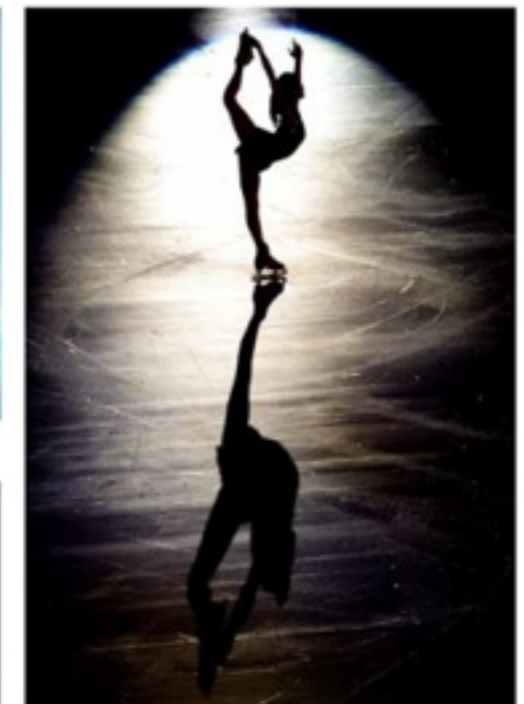
PLACE:  
Curtis Hall Theatre  
Sacred Heart University  
5151 Park Ave. Fairfield, CT 06825  
March 13, 2012 at 7:00 pm

## PHOTOGRAPHY IN A DIGITAL WORLD

### AL BELLO

#### Sports Photography

Over the last two decades, Bello has photographed almost every major sporting event on the planet. He has covered 4 Winter and 4 Summer Olympics Games, World Series Baseball, the Super Bowl, Stanley Cups, World Cup Soccer, the US Open, Wimbledon, the Pan Am Games, FINA Aquatic Championships and to countless world title boxing fights. Bello has worked on assignment for Sports Illustrated, ESPN the Magazine, Newsweek, Time, & The New York Times. He has won various awards from World Press Photo, National Press Photographers Association, Pictures of the Year International, The New York Press Photographers Association, The Boxing Writers Association, The Football Hall of Fame, The Baseball Hall of Fame and The International Olympic Committee. He brings an extraordinary vision to sports photography.



PLACE:  
Schine Auditorium  
Sacred Heart University  
5151 Park Ave. Fairfield, CT 06825  
November 15, 2011 at 7:00 pm



# Internships and Mentorships

ABC Television - Clear Channel Communications - CBS - Comedy Central - Connecticut Post - CNN en Español – CNN Medical News - Dateline NBC - Digital Photo IMA - DreamWorks Pictures - Extra! (Television Program) - Embassy Row Productions – ESPN - Fairfield County Magazine - Fairfield Minuteman - Flying Pictures Productions– WICZ FOX 40 News - FOX - FOX Sports World - GoldFinch Films - Griffin Integrated Communications - HBO - HBO Sports - KC101 Radio – KPI Television Productions - Late Night With Conan O'Brien - Late Show with David Letterman – Law & Order - Lifetime - Live with Regis and Kelly - Major Indoor Soccer League – Millenium Media Group - MTV Networks Communications Department -MTV Productions - MTV News - Muse Entertainment – National Geographic - NBC – NBC Sports - Niche Media - Nightline – New York Yankees - Outdoor Life Network - Satellite Music Group – Sesame Street - SHU Athletics - Sony BMG Music Entertainment - Soundkeeper Inc. – Teen Vogue Magazine - Titan TV Media - TriBeca Films – Vision Project - WHDH-TV 7 WNEW – WNYT News Channel 13 - WPLJ - WSHU National Public Radio - WTNH-TV Channel 8 – WWE - Univision - Vogue Magazine



# Professional Portfolios for the Digital Age

All DMJ/DMP students receive a Macbook pro laptop outfitted with cutting-edge multimedia production software, and they take ownership of their laptops when they graduate with a Masters Degree.

DMJ/DMP students build their resumes as their work is distributed, broadcast, and/or published as they move through the program.





# More Information

## Director of Graduate Admissions

Pam Pillo

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## Program Director

[James Castonguay, Ph.D.](#)

Professor & Director of CMS

Graduate Programs

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## Department Location

Martire Business & Communications Center

5401 Park Avenue

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