

Schedule

Alumni Week 2019

March 25 to March 28

Muhlenberg College

Department of Media & Communication and The Program of Film Studies

MONDAY

Registration and Continental Breakfast

Walson Hall 8:30-11

9:30-10:45 Host, Ranieri, Walson 115: Behind the Scenes at PBS and Nickelodeon I

Lisa Siciliano

Ashlee Smith

11:00-12:15 Host, Dalton, Walson 111: Producing and Directing Film and Television I

Seth Mellman

Christopher Seivard

11:00-12:15 Host, Ranieri, Walson 115: Behind the Scenes at PBS and Nickelodeon II

Lisa Siciliano

Ashlee Smith

11:00-12:15 Host, Kahlenberg, Taylor 08: Sports Radio: NBC's "The Daily Line"

Tim Murray: Remote Session

12:30-1:45 Host, Pooley, Walson 115: Producing and Directing Film and Television II

Seth Mellman

Christopher Seivard

Lunch 12:30-1:45 Students, Alums & Faculty Networking: Themed Discussions, Seegers Union Event Space: Michael Alexander, Philip Lakin, Molly Majewicz, Mark McGillivray, Seth Mellman, Christopher Seivard, Lisa Siciliano, Ashlee Smith, Rachel Zatcoff

2:00-3:15 Host, Taub, Walson TVS: Master Class: The Music Industry 2019

Michael Alexander

2:00-3:15 Host, Johnston, Shankweiler 340s: Communication and Marketing Innovations

Philip Lakin

Molly Majewicz

Rachel Zatcoff

3:30-4:45 Host, Tafler, Walson 115: Master Class: Image Makers: Advertising and Illustration

Kurt Beyer: remote interview

Mark McGillivray

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TUESDAY

Registration and Continental Breakfast

Walson Hall 8:30-11

9:30-10:45 Host, Taub, Walson 115: Promoting Performing Arts, Dance, Fitness and Comedy

Sadie Katz

Jason Leonhard

Ricardo Negron

9:30-10:45 Host, Pooley, Moyer 104: Master Class: Social Media and Russian Election Interference

Elizabeth Whitney

11:00-12:15 Host, Corbin, Shankweiler 340s: Independent Filmmaking

Katherine Dalldorf

Chris Seivard

11:00-12:15 Host, Kahlenberg, Moyer 214: Organizational Communications: Advancing Pro-Social Causes

Kayla Jacobs

Katie Southwick

Diana Tirendi

11:00-12:15 Host, Sullivan, Moyer 309: Who Owns You?

Russ Choma

Elizabeth Whitney

Lunch: 12:30-1:45 Students, Alums & Faculty Networking: Themed Discussions, Seegers Union Event

Space: Russ Choma, Katherine Dalldorf, Kayla Jacobs, Sadie Katz, Jason Leonhard, Ricardo Negron,

Chris Seivard, Katie Southwick, Diana Tirendi, Elizabeth Whitney

2:00-3:15 Host, McEwan, Walson TVS: Doc Filmmaking & Independent Filmmaking

Katherine Dalldorf

2:00-3:15, Host, Kahlenberg, Ettinger 213: Master Class: Challenges of Investigative Reporting 2019

Includes Erdman's Writing for the Media class

Russ Choma

3:30-4:45 Host, McEwan, Walson 115: Design and Production

Includes Tafler's Intro to Moviemaking class

Erin Tiffany: Remote Session

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WEDNESDAY

Registration and Continental Breakfast

Walson Hall 8:30-11

9:30-10:45 Host, Ranieri, Walson 115: Producing Media: Social Media, Radio, Television and More

Alyssa Kratz

Dylan White

11:00-12:15 Host, Dalton, Walson 111: Doing Documentary Work I

Drew Swedberg

11:00-12:15 Host, Ranieri, Walson 115: Producing Media: Social Media, Radio, Television and More

Alyssa Kratz

Dylan White

11:00-12:15 Host, Kahlenberg, Taylor 08: Management, Development, Public Relations, Public Policy and More

Jonathan Flint

Heather Lavin

Jackie Phillips

Andrew Rhodes

12:30-1:45 Host, Pooley, Walson 115: Media Writing and Promotions : Technology and Brands

Jacob Krol

Gabe Plesent: Remote Interview

Lunch: 12:30-1:45 Students, Alums & Faculty Networking: Themed Discussions, Seegers Union Event Space: Jonathan Flint, Alessandra Halperin, Allie Keller, Alyssa Kratz, Jacob Krol, Heather Lavin, Jack McCallum, Jackie Phillips, Andrew Rhodes, Drew Swedberg, Dylan White, Maggie Zerbe

2:00-3:15 Host, Johnston, Shankweiler 340s: Public Relations Matters

Alessandra Halperin

Allie Keller

Andrew Rhodes

3:30-4:45 Host, Johnston, Walson TVS: Sports Media 2019

Jack McCallum

Maggie Zerbe

3:30-4:45 Host, Tafler, Walson 115: Doing Documentary Work II

Drew Swedberg

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THURSDAY

Registration and Continental Breakfast

Walson Hall 8:30-11

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9:30-10:45 Host, Nathanson, Moyer 106: Advertising, Marketing and So Much More
Jeri Cohen

9:30-10:45 Host, Sullivan, Moyer 301: Media Planning, Marketing, Start-Ups and Entrepreneurship
Kendall Bryant
Jessica Scanlon
Tom Simon

11:00-12:15 Host, Kahlenberg, Moyer 214: Engaging Public's: From Face-to-Face to Social Media and Marketing I
Jillian Fligge
Nikki Gum
Greer Hardy

11:00-12:15 Host, Pooley, Walson TVS: Master Class: Covering Sports in the Social Media Age
Joe Caporoso

Lunch: 12:30-1:45 Students, Alums & Faculty Networking: Themed Discussions, Seegers Union Event Space: Kendall Bryant, Joe Caporoso, Jeri Cohen, Kyle Detweiler, Jillian Fligge, Nikki Gum, Greer Hardy, Jacob McDaniel, Jessica Scanlon, Drew Swedberg, Tom Simon

2:00-3:15 Host, McEwan, Walson TVS: Real World Challenges of Moviemaking I
Includes Tafler's Intro to Moviemaking class
Jacob McDaniel

2:00-3:15 Host, Nathanson, Moyer 106: Engaging Public's: From Face-to-Face to Social Media and Marketing II
Nikki Gum
Greer Hardy

2:00-3:15 Host, Erdman, Moyer 201: Sports and Sports Media
Joe Caporoso
Kyle Detweiler
3:30 session is on the next page

3:30-4:45 Host, McEwan, Walson 115: Independent Filmmaking: Freelancing and Blogging
Includes Tafler's Intro to Movie Making class
Jacob McDaniel
Drew Swedberg