Minor in arts management to increase graduates’ marketability

A new arts management minor will allow Oswego students to have the best of both worlds, said program coordinator Julie Pretzat.

“This allows students to major in their first love and minor in something that ties a lot of things together to make them more marketable,” she said.

“For the fine or performance arts major, it adds an element of marketability in what is normally a competitive field,” said Pretzat, professor and chair of music. “A lot of students who come out with a BA in theatre or music may have to take a job in this kind of field at first and have to do their creative work on the side.”

The minor has two options: A generalist track to complement a bachelor’s degree, and an MBA track for undergraduates who plan to pursue their master’s in business administration at Oswego. Communications and business courses supplement introductory classes on working in the art, music or theatre fields.

The entertainment industry is a large and hot job field, “so for a person who may have an interest in arts and business, this can be a great opportunity,” Pretzat said.

The required internship translates class concepts into real-life experience and can really help get a job after graduation, Pretzat said. Internships can range from promoting campus cultural events at Tyler Art Gallery, Tyler Hall box office or ArtsWego to interning with a London theatre company. Students could even fulfill the requirement as a non-credit option by volunteering significant hours for a summer theatre company or music festival.

While developing the program has been discussed — see “Arts management,” page 3

Resonating message — SUNY Oswego has added a new arts management minor to allow students with an interest in the performing or visual arts to augment their talents with business skills. Music faculty member Rob Auler, left, discusses marketing and the arts with two students interested in the program: Joe Backo, a freshman music and communication studies major, and Nick Gianopoulos, a junior music major. Auler turned his “Business of Music” class into a lesson in promotion and guerrilla marketing by having students find ways to promote performances.

Pieraccini’s book tunes into changing minority images on television

Professor Tina Pieraccini explores how the camera lens has impacted the wide view of minorities in the new book Color Television: Fifty Years of African American and Latino Images in Prime Time Television.

She co-authored the book with Douglass L. Allgood of BBDO New York, who has provided advertising research on the TV-viewing habits of blacks to Pieraccini for years.

The book springs from content in Pieraccini’s “Women, Children and Minorities in the Media” course at Oswego. The class started about 20 years ago as a seminar on televised depictions of children, then progressed to encompassing images of women.

“When General Education requirements added a diversity component in the 1980s, I included black images in the course, and that’s how I found the BBDO reports on how blacks and whites viewed television differently,” she recalled. She subsequently included depictions of Latinos to the syllabus.

Pieraccini credits friend and colleague Howard Gordon, the college’s executive assistant to the president, with suggesting she translate her course into a book about five years ago. She had discussions with Allgood at conferences until the project “just gelled” a couple years ago.

Examining the causes and effects of how minorities are depicted is “certainly not a new area for me, but it’s not an area a lot of people cover — unfortunately, because it is an important area,” she said.

As a generation grew up with TV as their babysitter, “that’s how so many children learned about other cultures and other races,” Pieraccini explained.

“Some children may live in isolated areas where they don’t have a black friend or a Latino friend, so this may be all they know about other cultures.”

The “Roots” miniseries in the 1970s was one example of TV transforming cultural appreciations and race relations for the better, Pieraccini said, while the runaway success of “The Cosby Show” broke down innumerable crossover barriers. But the continued under-representation of minorities, as well as stereotypical depictions of black men as shiftless or lazy and Latinos as drug dealers or street criminals, show that TV has not always helped, she added.

The book begins with how blacks were depicted in film “Birth of a Nation,” or as subservient in the movies of the early 20th century. The book ends with a discussion of how blacks and whites viewed television differently, as either sinister, as in D.W. Griffith’s Ku Klux Klan film “Birth of a Nation,” or as subservient in the movies of the early 20th century. Color Television: Fifty Years of African American and Latino Images in Prime Time Television, to Howard Gordon, executive assistant to the president, who suggested she do the book and contributed to it.

Recording images — Communication studies Professor Tina Pieraccini shows a copy of her new book, Color Television: Fifty Years of African American and Latino Images in Prime Time Television, to Howard Gordon, executive assistant to the president, who suggested she do the book and contributed to it.

Inside:
- King awards, page 2
- People in action, page 2
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- Calendar highlights, page 4
Helpful accreditation

“Regional accreditation now focuses more on student learning than in the past, but the real challenge is helping colleges learn from what students are learning,” says Jon F. Wergin, a professor of educational studies at Antioch University. Under the old model, the assumption was that if the proper infrastructure was in place, students would learn well enough, he says. But “with both the demand for access to higher education and its costs at record levels,” he writes, “it should be possible for institutions to demonstrate accountability for student learning.” Accreditation reviews now help colleges examine how well their student learning aligns with the institutions’ own goals. Accrediting bodies ... should try to get colleges to make public their learning goals and progress toward those goals, to articulate how those goals are linked to social values and students’ aspirations, and to reflect on the nature of academic quality. Colleges, meanwhile, should avoid slipping into a ‘compliance mentality.’ Mr. Wergin says.”


Online degree programs succeed

“Distance education programs that offer entire degrees online are more successful than those that offer only a scattering of courses, a new report has found. The report ... was written by Rob Abel, president of the nonprofit Alliance for Higher Education Competitiveness. ... The organization surveyed officials at 21 colleges and universities that it determined to be successful in distance education. In their responses, college officials highlighted the need for such common elements as high-quality courses and reliable technology. But what struck Mr. Abel as most important was that 89 percent of the institutions had created complete online degree programs instead of just individual online courses. Online degree programs lead to success, he said, because they have the proper infrastructure in place, students would learn well enough, he says. But ‘with both the demand for access to higher education and its costs at record levels,’ he writes, ‘it should be possible for institutions to demonstrate accountability for student learning.’”


People in action

Celebrating a legacy — The 16th annual Martin Luther King Jr. Celebration at SUNY Oswego recognized the legacy of the civil rights leader and the contributions of some members of the campus community. The Sigma Omicron Chapter of Alpha Phi Alpha presented its Martin Luther King Jr. Community Service Awards to sophomore English major Harmony Brush; Jean Grant, coordinator of clinical services for Walker Health Center; and John Kaes Smith, professor of communication studies. Shown at the ceremony in Bell Auditorium are, from left, Grant, Smith, Brush, event coordinator Tony Henderson, Fred Crisaltiulli representing the City of Oswego, guest speaker and historian Rosemary Nesbitt, and the Rev. Richard Rice.

Richard Cocks, an adjunct professor of philosophy, will present a co-authored paper at a conference, “Critical Management Studies Conference 2005,” at Cambridge University in England in July. “Music to Our Ears — Rejuvenating Deweyan Pragmatism Within Organizational Studies” is by Cocks and James Reveley of the University of Wollongong.

June Dong and Ding Zhang of the management and marketing department, jointly with Anna Nagurney of the University of Massachusetts and Jose Loo of the University of Connecticut, published a paper in a recent issue of the journal Netnomics. “In ‘Supply Chain Networks and Electronic Commerce: A Theoretical Perspective,’ they investigate the impact of electronic commerce in supply chain network design and coordination. A network model is established for studying the flow of material and information, and the relationship between demand and price.”

Josh McKeown of the International Education and Programs Office made a presentation (in Spanish) on “The Impact of Study Abroad on U.S. College Students’ Intellectual Development” at the annual conference of the Mexican Association for International Education (Asociación Mexicana para la Educación Internacional) Nov. 11 in Quintana Roo, Mexico.

Members of the music department will play two recitals in Long Island in March. They are Seung bee Yang on violin, Angela Spade on saxophone and clarinet, Richard Holland on jazz trumpet, tenor Todd Graber, and Juan Francisco La Manna and Robert Aufer, both on piano. The recitals will be March 20 at the South Huntington Public Library and March 21 at the Long Beach Public Library.

In Memoriam

Elizabeth Brindle, former member and chair of the computer science department, died Nov. 26.
The Campus Update Spotlight shines this week on Kelly Mraz, a guard on the women's basketball team. A sophomore elementary education major from Johnstown, Mraz is one of the reasons the Lakers are off their best season ever—winning their first 11 games and currently holding a 16-2 record.

Q. Why do you think the team is having such a successful season?
A. Our commitment this year has been better than ever before. I think it started in the preseason. Our captains let us know that the more we work out, the more we get in the gym, the better we'll do. I think our team chemistry is outstanding. We all get along really well on and off the court. I think that makes it easier for a good team to play well.

Q. What is your favorite part of being at SUNY?
A. I think the people here are great. I haven’t run into someone without a good personality. Everyone’s here to help you.

Q. What is your impression of other Oswego students?
A. Everyone is friendly and very personable, very easy to get along with. I’ve made so many friends. I think that a big part of college is making friends and meeting new people.

Q. What achievement are you most proud of?
A. I was in the National Honor Society in high school, and that was something to be proud of because we did a lot for the community. In basketball, I’m just very proud of any accomplishments and awards that I’ve been given. I feel like I work very hard, hours after hours. I think I’m most proud of being a SUNYAC First-Year Player of the Year and being a first-team all-star. That’s a nice honor to get in just my first year.

Q. Do you have any hobbies?
A. Love to watch any sports. I’m a sports fanatic. I’m a huge Yankees fan. I love to watch football, basketball. I could coach basketball on the varsity level.

Q. What are you interested in doing after graduation?
A. For the future, I would like to become an elementary education teacher for math, probably between the third and sixth grades. I get along with little kids really well, and they seem to like me. . . . I would also like to be in a school district where I could coach basketball on the varsity level.

Gray Wolves,” all sponsored by B. Diane Chepko

Students’ funded projects cover wide range

Nineteen student scholarly and creative projects have received nearly $15,500 in campus grants this year. Projects range from studies of terrorism to the effects of carbohydrates. Each student works with a faculty sponsor.

Two of the projects combine disciplines. James MacKenzie of the biology department and Kestus Benedinkas of the chemistry department are faculty sponsors for Jennifer Bushey’s project “Development of a Single Step Detection Method for Gamma-Hydroxybutyrate (GHB),” involving the date-rape drug. Frank Byrne of the history department and Fra Sukrungruang of the English department are sponsoring Jon Chopan’s interdisciplinary study of art.

Six of the funded projects are from the art department. Casey Fenney will work on a graphic design project involving Apple computers with her sponsor, Cynthia Clabough. “Painting in Memory” is Linda Morgan’s project, sponsored by Juan Perdiguero. Benjamin Patterson’s project is “The Westphalian Watching God,” and Toni Morrison’s “Their Eyes Were Watching God” is Sherrille Shabazz’s project. Liana Herman will work on “Comparing Education College Students’ Self-Identified Effects of Childhood Participation in Summer Day Camps with Sleepover Camps and Non-Participation” with Au- drey Sky of the curriculum and instruction department.

In the English department, Sherrille Shabazz is working with Patricia Clark on “Signifying Women in Zora Neale Hurston’s Their Eyes Were Watching God and Toni Morrison’s Sula.”

Benjamin Patterson’s project is “The Westphalian System of Terror and Terrorism,” sponsored by Craig Warken- tin of the political science department.

In the theatre department, Rebecca Barber is working on “Camp Hoover Theatre Program,” and Greg Brewe’s project is “Broadway Lighting Master Class,” both sponsored by Joe Rial.

A subcommittee of the Scholarly and Creative Activity Committee reviews proposals for Student Scholarships and Creative Activity Grants and makes recommendations for funding. Individual grants range from $330 to $2,000 this year.

The program has been in a growth mode in recent years as students submit more and better proposals, said Tom Darvill, interim director of research and sponsored programs. Last year nearly $9,000 in grants went to 16 projects.

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Gray Wolves,” all sponsored by B. Diane Chepko-Sade.

Of three projects in chemistry, Casey Raymond sponsors two: a study of carbohydrates by Robert Cleaver and Aracne Martinus’s “Development of New Fingerprinting Forensic Chemistry Laboratory Experiments.” Katherine Cook is working on “Glyco- sidation of Carbohydrates” with Benedinkas.

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Telephone callers needed to talk to prospective students in March

Members of the campus community can influence the makeup of Oswego’s class of 2009 by volunteer- ing for a few hours of the annual Oswego Calling phonton March 7 to 10.

“We’ve found that these contacts are very valuable, with students and parents really appreciating the time callers take to answer questions and provide information,” said Luke Nadzadzi of the Office of Admissions, who coordinates the project.

“It’s more contact, another person helping them make a very important decision, and it shows that we care about our students and the type of student we bring to campus.

In addition to faculty and staff initiating calls to next year’s likely freshmen, the Office of Admissions is selecting current students to join the four-day phonathon effort.

The drive will run 5 to 9 p.m. March 7 to 10. Participants will receive dinner in Mackin Dining Center at 5:30 p.m. before taking up calling duties from 6 to 9 p.m. at Computer Lab 2 on the second floor of Mack in Hall.

For more information, contact Nadzadzi at 312-2250 or lnadzadzi@oswego.edu.

‘Contrasts’ concert to present range of classical chamber works

Six musicians will team up to perform a range of four classical compositions in “Contrasts,” the next installment of the SUNY Oswego K-nekt music series. The concert will begin at 7 p.m. Wednesday, Feb. 16, in the Sheldon Hall ballroom on campus.

The program will include Johann Sebastian Bach’s violin sonata in b minor, a Robert Schumann trio, and Maurice Ravel’s piano duet on tales from Mother Goose. The program will conclude of Bela Bartók’s dramatic “Sonata for Two Pianos and Percussion.”

Bartók’s piece, groundbreaking for its time, incorporates two pianos, three timpani, xylophone, two snare drums, cymbals, suspended cymbal, bass drum, triangle and tam-tam.

SUNY Oswego music faculty members Juan F. La Manoa, Rob Auler and John McNeill will perform the piece with Oswego resident Heather Sweeting.

Another highlight is Schumann’s romantic Trio No. 1 in d minor, Op. 63, featuring Oswego faculty members Juan A. Manoa, Elizabeth La Manoa and Steung Hee Yang.

Tickets for the concert will cost $15 for adults, $10 for seniors and students, $5 for SUNY Oswego students. For information or reservations, call Tyler Hall box office at 312-5141.

Before the performance, Juan La Manoa will offer insights into, and selections of, the night’s repertoire at an admission-free treehouse sponsored by Artswe go at 3 p.m. in Room 41 of Tyler Hall.

Body Acceptance Day to offer experts, information, activities

Helping people examine their attitudes toward eating and body image is the motivation for Body Ac- ceptance and Eating Awareness Day — Wednesday, Feb. 16, in Hewitt Union — National Eating Disor- ders Screening Program.

The SUNY Oswego Counseling Services Center will offer free, anonymous education and screening for eating disorders from 10 a.m. to 3 p.m. in the Hewitt Union ballroom.

“For some of us, the desire to attain a particular shape or size becomes an obsession,” said Barbara Streets, a counselor at the center. “The focus on food, dieting and exercise extends beyond what is normal or healthy and leads to dangerous health consequenc- es and emotional pain.”

A highlight of the day will be a presentation from 12:45 to 2 p.m. titled “Path Toward Body and Self- Appreciation.” Experts will share strategies for pro- moting body and self-appreciation.

Those attending the day’s program can explore the freedom and fun of their own body by participating in “Dance Dance Revolution,” take a short self-test measuring their eating attitudes and talk briefly with a counselor about the results.

There will also be healthy food samples, “an ask the fitness trainer” booth, videos to watch, and free education brochures. Representatives from Ophelia’s Place, a resource haven for all affected by eating disorders, will be present to answer questions about recovery from an eating disorder.

Rice Creek group to offer grants

Scholars, scientists, educators and students are in- vited to submit proposals for the Rice Creek Associ- ates Small Grants Program by March 15.

This program is intended to support and encourage research, education and public service projects at the college’s Rice Creek Field Station.

An original and five copies of a proposal should be mailed to Rice Creek Associates, Small Grant Review Committee, Rice Creek Field Station, SUNY Oswego, Oswego, NY 13126.

For more information, call Peter A. Rosenbaum at 312-2775 or e-mail par@oswego.edu.

College’s Rice Creek Field Station offers series of winter activities

Wonders of winter stories, snowshoe hikes and a waterfowl tour are among the winter activities taking place at SUNY Oswego’s Rice Creek Field Station.

“Nature’s Story Hour” will take place at 1 p.m. two Saturdays: Feb. 26 and March 26. These sessions invite children and others to gather around the warm tales of animals, their wild ways and how people re- late to them. There is no fee for these sessions.

A series of naturalist-led Rice Creek Rambles hikes among the birds, bugs and creatures of the station — will start at 11 a.m. on four Saturdays: Feb. 12 and 19 and March 5 and 19. Participants should call the morning of the hike to check trail conditions. A limited number of snowshoes, which fit most chil- dren 10 years of age and older, can be loaned out on a first-come, first-served basis. An adult must accompany children for these admission-free hikes.

Feathered friends of the field will be the focus of “Ducks and Gulls of Oswego Harbor” at 1 p.m. Thursday, Feb. 20. Ornithologist Gerry Smith will lead a tour of the Oswego Harbor and lower Oswego River. Smith also will discuss the identification, behavior and winter ecology of the species. The pro- gram is not recommended for children. Program size is limited and pre-registration is required before Feb. 10.

There is a $12 program fee.

Rice Creek Field Station includes the 26-acre Rice Pond surrounded by 400 acres of land ranging from open fields to forests. The research building, with exhibits and an indoor viewing gallery, is open week- days from 9 a.m. to 4:30 p.m. and Saturdays from 9 a.m. to 3 p.m. Trails are open every day for hiking and biking from dawn to dusk.

The field station accommodates the general pub- lic and serves as a center for college courses and research. It is located on Thompson Road, a quarter- mile south of State Route 104, just west of the main SUNY Oswego entrance.

For additional information on any of these pro- grams, or to make reservations, call 312-7961. Program sizes are limited, so early registration is strongly encouraged for the special sessions.

Police report

Since Jan. 21, University Police investigated several cases of theft, harassment and vandalism and made one arrest. Officers charged a Seneca Hall resident with possession of a weapon on campus grounds. He is accused of having a pellet gun and a box of BBs.

Trustees schedule meeting

The board of trustees of the State University of New York will hold a public hearing March 1 in con- junction with the March board meeting in Albany. It will be held in the State University Plaza’s Federal Courtroom at 3 p.m.

The purpose of the hearing is to receive testimony and statements from concerned individuals about uni- versity issues.

Those wishing to present proposed testimony are asked to get a letter to John J. O’Connor, vice chan- cellor and secretary of the university, State University Plaza, Albany, New York 12246 no later than noon Thursday, Feb. 24. Letters should identify the subject of testimony and provide a telephone number and an address. Such testimony will be limited to five min- utes, and the speakers are asked to provide six copies of their written testimony on the day of the hearing.

Those who wish to make extemporaneous com- ments of no more than three minutes are requested to file their names with the hearing registration officer on the day of the hearing.

‘Vagina Monologues’ Feb. 17 to 19

A benefit production of Eve Ensler’s Obie Award- winning play “The Vagina Monologues” will take at 7 p.m. Feb. 17 to 19 in the ballroom of Hewitt Union.

Part of the V-Day 2005 College Campaign, the production is sponsored by SUNY Oswego’s Women’s Center.

Tickets are on sale at the Hewitt Union box office. Beneficiaries of the production will be the V-Day 2005 Spotlight — “Women of Iraq, Under Siege” — and Oswego’s Services to Aid Families.

For more information about V-Day, call the Women’s Center at 312-2967.

Calendar highlights

- College Council meeting, Feb. 10
- Rice Creek Rambles, Feb. 12 and 19
- General faculty meeting, Feb. 14
- Body Acceptance and Eating Awareness Day, Feb. 16
- “Contrasts” chamber concert, Feb. 16
- “The Vagina Monologues,” Feb. 17 to 19
- “Big: The Musical” preview, Feb. 24

For a more complete calendar, see SUNY Oswego Events online at www.oswego.edu/news/calendar.