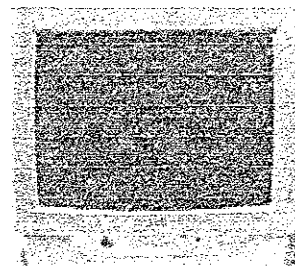
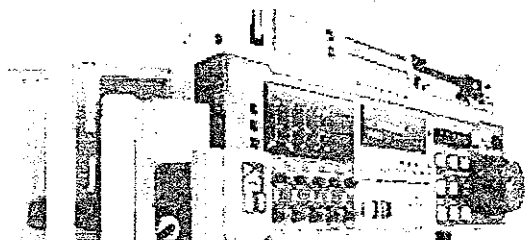
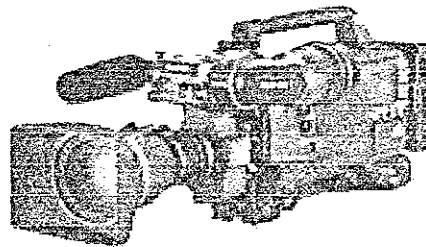
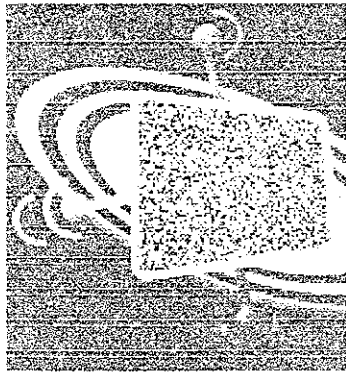


**THE DEPARTMENT OF  
MASS COMMUNICATION  
PRESENTS:**

***THE ART OF THE STORY***



THE DEPARTMENT OF MASS COMMUNICATION PRESENTS  
*THE ART OF THE STORY*

10:50am - 11:20am  
Hampshire Room

*The Many Facets of the Story.*

**D. Arnie Arnesen** is a radio talk show host for *Morning Attitude* on WSMN-AM 1590, a columnist for the Boston Globe - NH weekly section, a political commentator regularly seen on WNDS-TV and New England Cable News, a nationally recognized speaker on tax reform, gender politics, education and religious right issues as well as an adjunct faculty member and special assistant to the Vice President for Academic Affairs at Franklin Pierce College.

Ms. Arnesen also holds the distinction of being the first woman candidate for Governor on a major party ticket in the state of New Hampshire. She has been honored as a Visiting Scholar at the Harvard School of Public Health and as a Fellow at the Institute of Politics at the Kennedy School of Government at Harvard.

**KEYNOTE ADDRESS**

11:30am - 12:30pm  
Cheney Hall

*Telling All the Stories: Television as Socialization.*

**Dr. George Gerbner**, renowned researcher on the effects of television violence, currently serves as Bell Atlantic Professor of Telecommunication at Temple University and is Dean Emeritus of The Annenberg School for Communication at the University of Pennsylvania.

Dr. Gerbner is the founder and current director of the Cultural Indicators Project which monitors and analyzes prime-time network television dramatic program content; he is also the founding president of the Cultural Environment Movement, an international coalition of over 250 organizations and 6,300 individuals united in working for gender equity and general diversity in mass media employment, ownership and representation.

*Special Introduction by Dr. J. Michael Kittross, Managing Director, KIEG Associates and Editor of Media Ethics magazine*

8:30am - 9:30am  
Alumni Lounge

Registration

Sponsored by the Department of Alumni Relations

9:00am - 9:45am  
Pierce Room

*Telling The Story With Pictures And Sounds.*

**Bob Crowley** is a Photographer/Editor with more than fifteen years of national and international experience. He currently is the photographer for the Boston bureau of the Cable News Network (CNN).

Mr. Crowley is a two-time Edward R. Murrow Award recipient, the National Press Photographer's Association Region One Photographer of the Year two of the last three years, and the winner of one New England Emmy and five Associated Press Awards.

9:55am - 10:40am  
Hampshire Room

*A New Way Of Telling The Story.*

**Jack Heath** is the co-founder and President of biznews24.com. His experience in start-up ventures is laudable, having started a news operation from scratch at WNDS-TV that within one year earned the Associated Press award for "Best Newscast" in the state.

Mr. Heath has extensive experience as a News Director and Vice President for News, formerly for WMUR-TV, as well as an on-air news reporter at several stations, including WCVB-TV in Boston. He is also the founder and principal of Heath Communications, a firm that advises companies on media and public relations strategies

**Denise Clay** is Vice President in charge of daily operations at biznews24. Her experience is principally in broadcast news, where she executive produced the award-winning nightly newscast at WNDS-TV, as well as several live forums with featured guests such as Vice President Al Gore, and a weekly one-hour talk show.

Ms. Clay also has experience as an on-air features reporter and assignment editor. She is a recent graduate of Emerson College with a B.S. in Journalism.

2:00pm - 2:50pm  
**Marcucella 102**

*Putting The Story Together For Broadcast.*

- Featuring a Documentary by Stacy Pietrafitta -

**Paula Fidalgo** is the day-side Assignment Editor for WGGB -News 40 in Springfield, Massachusetts. She is a recent graduate of Emerson College, where she received an Associated Press Award for Breaking News Coverage.

**Alex Boyer** is a reporter with WGGB - News 40 in Springfield, Massachusetts. Mr. Boyer also worked as the morning anchor and general assignment reporter for WUFT-TV in Gainesville, Florida. He is a graduate of the University of Florida with degrees in Telecommunications and Sociology.

3:00pm - 3:50pm  
**Marcucella 102**

*FPC Success Stories - How Alumni Get to Tell the Story.*

**Kurt Muhlfelder**, '82. Creative Services Director, Northeast Communications, Franklin, NH.

**Bill Dow**, '89. Deputy City Clerk/Records Manager, City of Keene, Keene, NH.

**Adam Lewis**, '91. President, The Planetary Group, Ltd. Boston, MA.

**Thomas Burke**, '94. Media Services Supervisor/Lecturer in Television Arts, Assumption College, Worcester, MA.

**Kimberly Thomas**, 95. Sales Promotions/Events Manager - Marketing, BJ's Wholesale Club, Inc., Corporate Offices, Natick, MA

**Brent C. Merrill**, '99. News Assignment Editor, WGME TV News 13, Portland, ME.

**Gordon Berridge**, '00. Audio Operations, WMUR-TV Channel 9, Manchester, NH.

**Jason Cyr**, '00. Member Services/Products Team, Abuzz Technologies, Cambridge, MA.

4:00pm - 4:30pm  
**Library**

*The Marlin Fitzwater Center for Communication:  
Unveiling Ceremony.*