



# Sacred Heart UNIVERSITY

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MASTER OF ARTS IN COMMUNICATION

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# Overview

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





The Master of Arts in Communication

# Broadcast Journalism & Media Production





The programs take an intensive hands-on approach to learning for the Broadcast Journalist, Photographer, Videographer, Photojournalist or Filmmaker, and Television Production Specialist. Our 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 capitol of the world, and is strategically positioned in the heart of suburban Fairfield County, home to 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."





# Careers

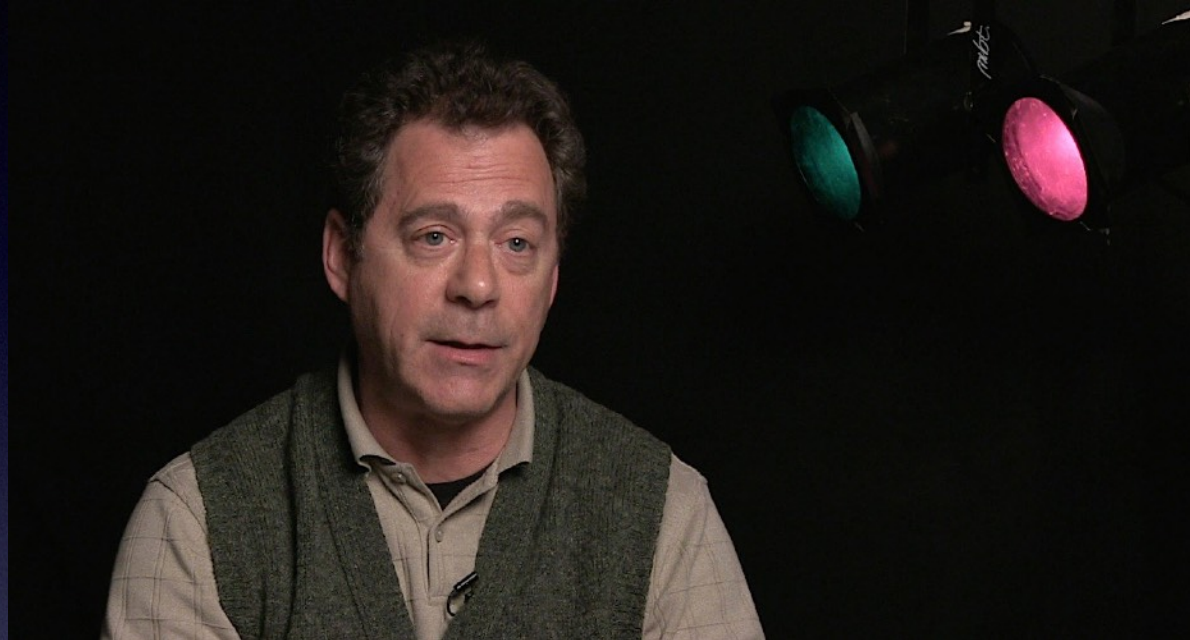
Broadcast Journalist  
Television Producer  
Photographer  
Television Director  
Production Manager  
Post Production Editor

Digital Journalist  
Photojournalist  
Videographer  
Documentary Filmmaker  
Magazine Photo Editor  
Newspaper Journalist





# Program Director



**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. 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 the Director of Broadcast Journalism and Media Production.



# Program Coordinator



**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 Curriculum

CM 501 Media, Communication, and Culture  
CM 517 Multimedia Production 1 - The Power of the Image  
CM 563 Social Media & Journalism  
CM 518 Multimedia Production 2 - The Digital Storyteller  
CM 503 Media Ethics & Democracy  
CM 564 News Reporting & Producing  
CM 615 TV News Magazine & Production  
CM 617 Live Event Production – The SHU Media Exchange  
CM 696 Internship 1  
CM 697 Internship 2  
CM 627 Communication Capstone  
CM 699 Digital Portfolio





# 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 Audio & Editing suites
- Multi-media Forum for live event production
- 110 Seat Media Theater
- Two 30 seat film screening venue
- Radio Station





The program's TV Control Rooms integrate the most advanced digital equipment and technology available to the industry.





# 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) Convenient 8-week sessions
- 2) Once or Twice a week evening courses







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.



# SHU Media Exchange

The SHU Media Exchange is an annual public event, produced by 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.





# Special Events

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



SCHOOL OF COMMUNICATION  
AND MEDIA ARTS

Sacred Heart University

Vision Project & SCMA are proud to present the Oscar  
qualifying film

## Trial by Fire

Lives Re-Forged

with executive producer - William Harris

With heart and grace, TRIAL BY FIRE: Lives Re-forged celebrates the courage and strength of burn survivors as they reclaim their lives after the devastation of fire. The film follows the journeys of ordinary people who rise above their injuries to discover unexpected insights and a transformed worldview. Through extraordinary courage, grit, and determination, all re-forge their destinies by first embracing – and then achieving – new dreams. These powerful stories are framed and given insight by veteran, actor and speaker, J.R. Martinez.



The screening will be followed by a panel discussion with executive producer, Bill Harris and Sacred Heart Professors Christina Gunther, Bronwyn Cross-Denny, June-Ann Greeley, and Richard Falco.

**Martire Building - Media Theater**  
Sacred Heart University  
5481 Park Ave. - Fairfield, CT  
February 21, 2017 - 7:30 - 9:30pm



SCHOOL OF COMMUNICATION  
AND MEDIA ARTS

Sacred Heart University

Vision Project & SCMA are proud to present a new film  
by  
Keith Maciog & Geer Teng

## Dorothea's Tears

The State of Mental Health Care in America

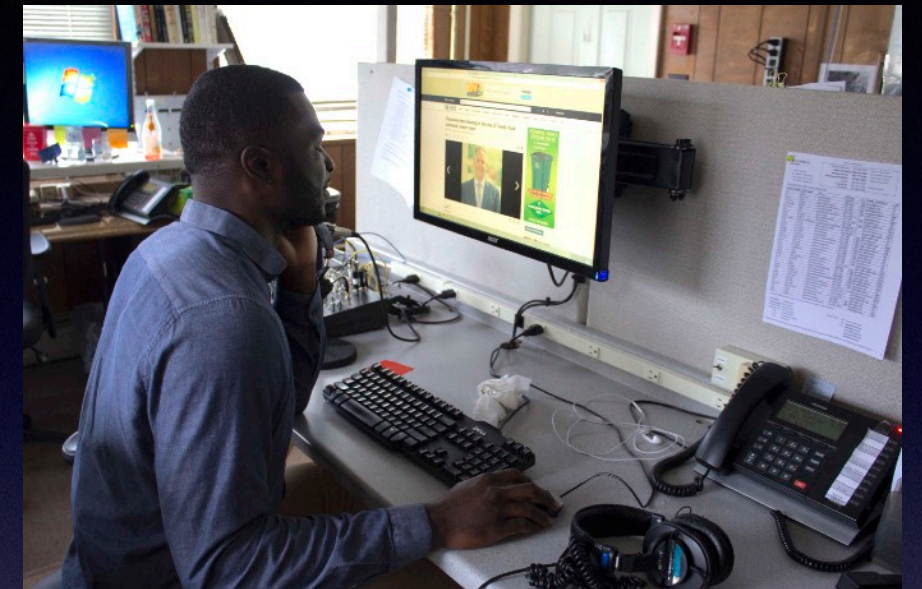
For over 50 years, America has been shutting down its state mental hospitals. The movement known as "deinstitutionalization" was intended to normalize the mentally ill and integrate them into the community. However, while once they were cared for by the states, the severely mentally ill are ending up in our nation's prisons, on our city streets, and in county morgues. Few small towns in our nation better symbolize the problems with the mental health system than Newtown, CT - site of the former Fairfield Hills State Hospital and of the Sandy Hook Elementary School massacre. This film documents those who have worked (and currently work) in the trenches of the mental health system, and those who have felt the impact of a system that many have dubbed a "failure".



**Martire Building - Media Theater**  
Sacred Heart University  
5481 Park Ave. - Fairfield, CT  
February 27, 2017 - 7:30 - 9:30pm



# WSHU PUBLIC RADIO GRADUATE ASSISTANT POSITIONS



WSHU Public Radio is dedicated to expanding local news coverage in cooperation with the School of Communication, Media and the Arts by providing Graduate Assistant positions to students in the Broadcast Journalism and Media Production program. Students are trained to become the next generation on air reporters for public radio.

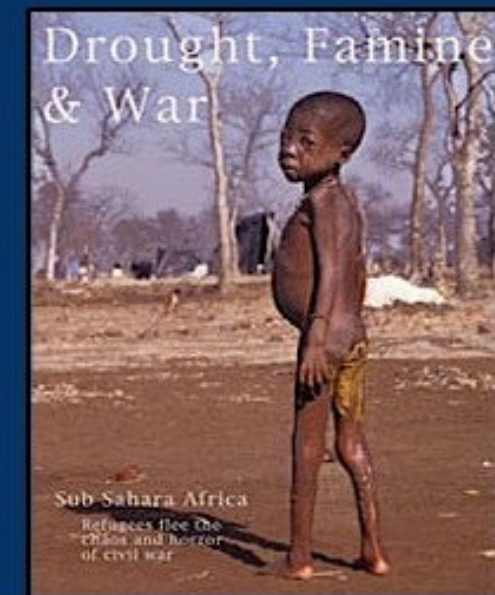
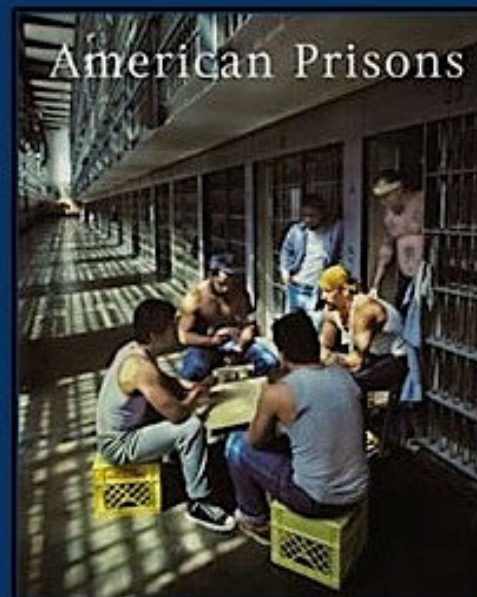




# Vision Project

Our programs have established 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>

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



**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.**



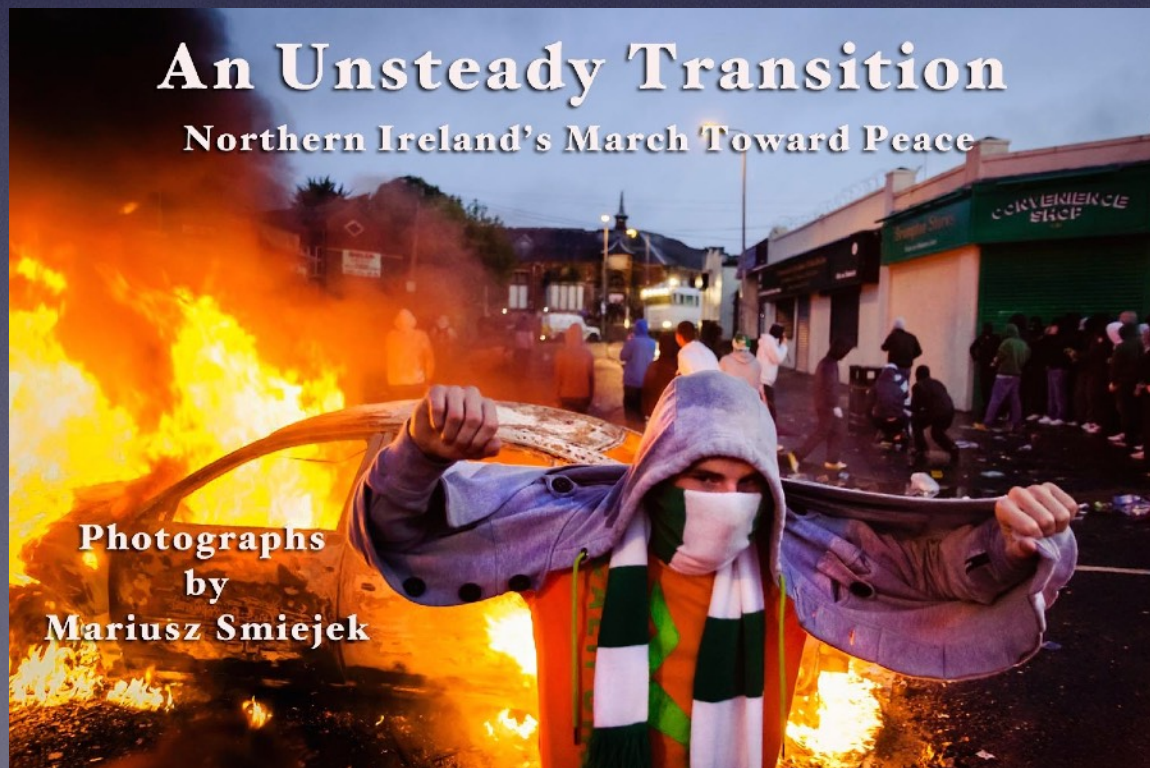
# Exhibitions

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





# Student Exhibitions in Photography



Natalie Moncada



Paxton McLane



Jacob Doble



Laura Vero



Gianna Iannotti

**Martire Building**  
Sacred Heart University  
5401 Park Ave - 2nd Floor  
Fairfield, Ct.

**Opening Reception: March 1, 2018 - 4:00 - 6:00**

**Martire Building**  
SCMA Second Floor  
5151 Park Ave  
Fairfield, Ct.

**Opening Reception: November 22, 2016 - 4:30 - 6:30**



# 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 of our 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.

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





# For more information

## Graduate Admissions

Edward Nassr

Tel: 203-396-6877

[nassre@sacredheart.edu](mailto:nassre@sacredheart.edu)

## Program Director

[Joe Alicastro](mailto:joe.alicastro@sacredheart.edu)

Tel: 203-396-8081

[alicastroj@sacredheart.edu](mailto:alicastroj@sacredheart.edu)

## Department Location

Sacred Heart University

Martire Business & Communications Center

5401 Park Avenue

Fairfield, CT 06825