



IMPACT REPORT 2024-2025

School to College: Our Last Impact Report as
the School of Communication and Media



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MESSAGE FROM THE DEAN

As we mark the end of the 2024-25 academic calendar and the beginning of the subsequent year, our transition from a School to a College became official. This marks more than a change in title. It's the realization of a collective vision and, more importantly, an opportunity to provide even more life-altering opportunities to our diverse group of talented students. That means finding more ways for our students to tell stories. It means leveraging cutting-edge tools and technologies that help them create, innovate, and influence. It means new pathways for our faculty and staff to engage in groundbreaking research and work. In essence, even more of the things that have made our academic home such a vibrant space since its inception. Our name may have changed, but our spirit remains the same—collaborative, curious, and committed to telling meaningful stories that shape our world.

As we move from a School to a College, we are proud of what we've accomplished, and even more excited for what lies ahead: new programs, expanded partnerships, and the continued launch of innovative degrees like our online master's in Strategic Communication and Media. Thank you for being part of our journey. Whether you connect with us through events, mentorship, social media, or philanthropy, your support empowers the next generation of storytellers, leaders, and change-makers.

Sincerely,

Dr. Keith Strudler, Ph.D.

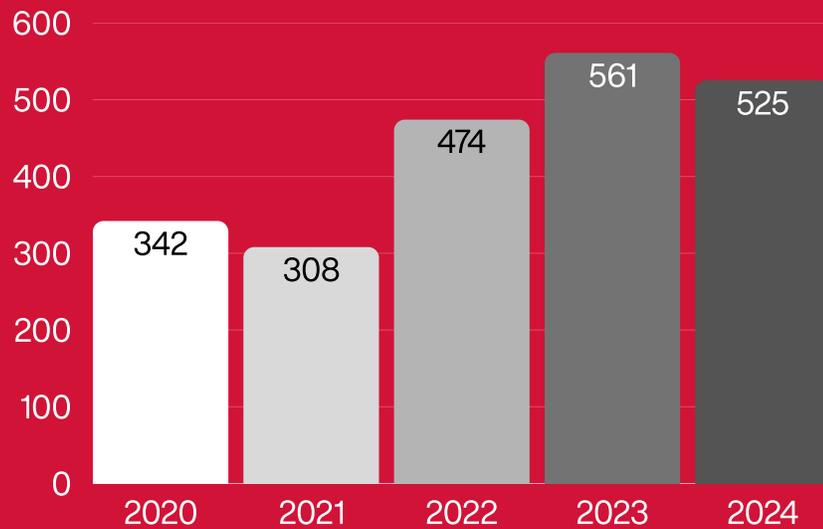
Dean

College of Communication and Media

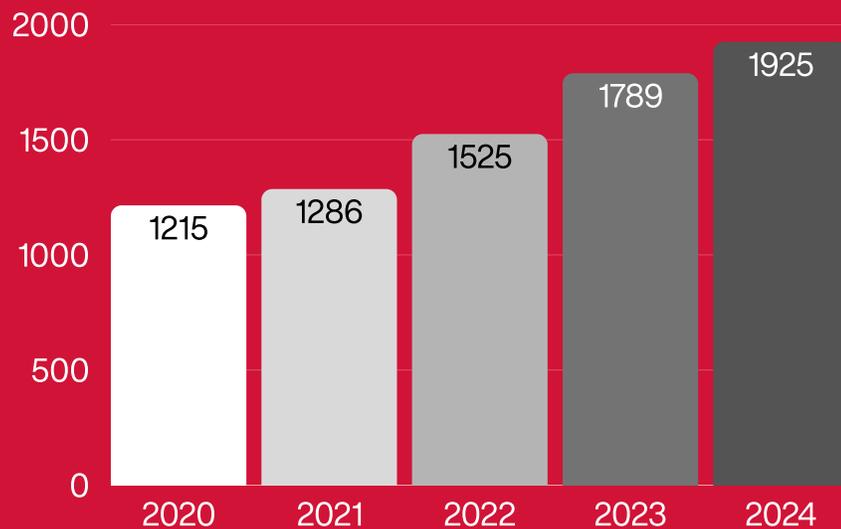


ENROLLMENT DATA

New Student Enrollment (Start of Fall Semester)



Total Enrollment (Start of Fall Semester)



MONTHLY STUDENT ACHIEVEMENTS, FACULTY HIGHLIGHTS, SPECIAL EVENTS, EXCITING PARTNERSHIPS, AND NEW INITIATIVES

JULY

For the second consecutive year, we welcomed high school students to campus for the University's Pre-College Program. The weeklong residential experience offered hands-on learning modules in social media, film and television, and sports communication. More than 60 students from across the region and out of state participated in activities that included group projects, social events, and field trips to New York City agencies, MSNBC, and a New York Red Bulls game.



Professor Stephen Andon and Pre-College Program students attend a New York Red Bulls Game.



Professor Stuart MacLelland taught more than 130 students in China.

From July 1-12, Professor **Stuart MacLelland** taught a two-week course, "Advanced Television Production Genres" at the Hebei Institute of Communications (HEBIC) in Shijiazhuang, China. HEBIC, a private institution and one of the country's leading universities for media production, hosted 130 students from its School of Film and Television Arts for the intensive production course. This marked MacLelland's fourth visit to HEBIC since 2017. Students wrote, produced, directed, and edited a series of single and multi-camera productions.

AUGUST

On Aug. 15, Provost and Senior Vice President for Academic Affairs **Junius Gonzales** announced that we would become a stand-alone college effective July 1, 2025, with **Dr. Keith Strudler** serving as the dean.



The shift includes updates to academic and administrative structures, technological systems, student services, and curriculum development. As one of the largest and most comprehensive programs of its kind, our growth positions the new College (watch our CCOM Welcome Video [here](#)) to gain greater national visibility and create more opportunities for leadership development, interdisciplinary collaboration, faculty research, and student success.

“This is an exciting moment that will spark even greater distinctive opportunities for our students,” Dean Strudler said. “I am grateful for the continued efforts of our talented faculty and staff, and I am truly looking forward to growing the national profile and impact of this College while forging the future of our collective fields.”



Rocky the Red Hawk energizes the crowd at orientation.

Over two orientation sessions, Dean **Keith Strudler** officially welcomed 525 first-year and transfer students. While enrollment trends remain uneven nationwide, our application and enrollment numbers continue to be strong, reflecting our growing appeal among local, regional, national and international students who value a high-quality education, affordability, diversity, and award-winning co-curricular media opportunities.

SEPTEMBER

Cooking with Koppell, launched to provide uniquely enriching learning opportunities for students while celebrating the diversity of Montclair State University, presented a new challenge for Season 2—a live broadcast produced by our students. The series features President **Jonathan Koppell** cooking alongside members of the Montclair community as they prepare meals connected to their heritage and/or childhood. Season 2 showcased Filipino, Italian, Korean, and Argentinian dishes, along with a creative twist on a classic American comfort food.

A highlight of the season was a live episode featuring Blue's Clues & You! host **Josh Dela Cruz ('11)**, who joined President Koppell on stage during Homecoming on Sept. 28. In front of a full house in Presentation Hall, Cruz fondly reflected on his time at Montclair, discussed his work on Broadway, and offered advice to students pursuing careers in the entertainment industry.



President Koppell and Josh Dela Cruz share the stage during the live taping at Presentation Hall.

More than 60 Red Hawk Sports Network (RHSN) students produced five hours of live homecoming coverage under the direction of Professor **Stacy Gitlin**. The production included a pregame show, live coverage of the homecoming football game vs Wilkes University, a 10-camera setup, six broadcasters, and 20 students split among the control room and the field, with others managing social media and support operations. Despite heavy rain, students adapted in real time gaining invaluable hands-on experience in live sports and entertainment production.



RHSN students battled the elements during the live broadcast.

OCTOBER

After finishing second in the prestigious Bateman Case Study Competition, organized by the Public Relations Student Society of America (PRSSA) during the Spring 2024 semester, members of the Bateman team traveled to Anaheim, California to attend the Public Relations Society of America's International Conference and accept their award.

PRSSA, Fireside Chat, and #FOCUS

The Bateman Competition is the premier national case study competition for public relations students, providing an opportunity to design and implement a full campaign for a real client. PRSSA Chapter President, **Gina-Marie Zoccoli** and **Kaylee Seitz** accepted the second-place award on behalf of teammates **Rianna Cafaro ('24)**, **Gabriella Castillo ('24)** and **Diana Ochoa-Perez ('24)**. We covered the team's travel expenses, reflecting our commitment to student success through co-curricular programs and media organizations.



Our PRSSA Bateman Competition team finished second in the nation.

We also hosted a Fireside Chat on Democracy, a thought-provoking panel discussion examining the state of democracy in the United States. Panelists included **Chuck Todd**, chief political analyst at NBC; **Dr. Lindsay M. Chervinsky**, author and presidential historian; and President **Jonathan Koppell**. The wide-ranging discussion and Q&A session, held just weeks before the historic presidential election, explored issues central to the Montclair community and beyond.



Fireside chats are popular events in Presentation Hall.

NOVEMBER

News Lab students produced an election-preview show, focusing on the presidential election titled **#FOCUS: Democracy Our Election: The 2024 Vote**. The special aired on the University's official streaming service, **Hawk+**, and was created in collaboration with other campus groups, students from Michigan State University, and our partners at WNBC and Telemundo 47.

Highlights included what Gen Z could expect from a Harris 1.0 or Trump 2.0 presidency, commentary from NBC News and MSNBC National Political Correspondent **Steve Kornacki**, and a bilingual interview with Telemundo 47 anchor **Allan Villafaña**. The broadcast also featured a live report from News Lab student **Isabella Alvarez** studying abroad at Bournemouth University in England, who examined what it's like to be an American student overseas during one of the most consequential elections of the past 50 years.

Dannis B. Eaton Speech Competition and WMSC Awards



Our award-winning FOCUS productions are collaborative efforts among our media organizations.

The #FOCUS initiatives, produced each semester by our students, showcase their skills in journalism, content creation, social media, and public relations. Each semester's show explores a different theme. In April, #FOCUS: Our Mental Health examined positive ways college students manage stress through bodybuilding, yoga, music, and reducing cell phone use. The 35-minute special followed previous #FOCUS programming on topics such as immigration, democracy, climate change, and food—all available on [Hawk+](#).

The topic for the Dannis B. Eaton Speech Competition, held by our Fundamentals of Speech Program was "My Phone," exploring how mobile devices have transformed society—from spreading (mis)information to shaping social media, cancel culture and fandom. **Maya Roberson** won the competition, Film and Television major **Ezra King Del Toro** placed second, and **Jordan Lester** finished third.

DECEMBER



WMSC celebrate their wins at the IBS Awards in NYC.

In early December, WMSC 90.3 FM received an impressive **16 national award nominations from the Intercollegiate Broadcasting System (IBS)**, leading to the station earning four first-place national awards in March for Best Radio Drama, Best Community Outreach Program, Best Sports Play-by-Play, and Best Promotion Director. WMSC and its students were also finalists in 12 additional categories, including Best Station in the Nation.

Student Emmy Nomination and Hall of Fame Induction

Students from Professors **Steve McCarthy** and **Tom Franklin's** JOUR 360 "On the Road: Reporting from the Field" course received a College Television Award nomination for the multimedia series they created, *Arizona Stories: Border, Water & Politics*, produced during the spring 2024 semester. The series explored issues along the U.S.-Mexico border, including the experiences of asylum seekers, the work of aid organizations and law enforcement, youth voting activism at Arizona State University, and the challenges faced by farmers, Indigenous communities and artists.



JOUR 360 students produced award-winning work from their trip to Arizona.

In April 2025, a team of students traveled to Los Angeles to accept top honors in the "Best in News" category, along with the Seymour Bricker Humanitarian Award. Winning both awards in a single year marked a remarkable achievement and underscored the real-world opportunities available to students within our programs.



JOUR 360 students shine at the College Television Awards.

JANUARY

Professor Kelly Whiteside received the 2025 Bert McGrane Award from the Football Writers Association of America (FWAA) on Jan. 17. She is the first female to receive the organization's highest honor, which recognizes members who have made outstanding contributions to journalism, college football and the FWAA. The award serves as the association's Hall of Fame, and Whiteside is now permanently recognized at the College Football Hall of Fame in Atlanta.



Professor Kelly Whiteside being inducted at the College Football Hall of Fame in Atlanta.

Mentoring Program and Montclair Ad Club



The Mentoring Program achieved a record high this year, securing 32 student placements in its latest cohort.

Our Mentoring Program held its second meeting of the academic year on Jan. 23 in Presentation Hall. The program accelerates and enhances the job search process for our top students, preparing them for the workforce through one-on-one meetings, mock interviews, networking opportunities, and resume and cover letter guidance.

This year's program paired a record 32 majors with highly-accomplished leaders in media, public relations, news, social media, marketing, production, and creative industries nationwide. Mentors represented organizations including ABC News, NASCAR, NBCUniversal, Disney, the New York Giants, FIFA, MTV, SiriusXM, The Simpsons, Coyne PR, Litzky PR, Business Insider, Yelp, and others.

FEBRUARY

Under the guidance of Professor **Keith Cutler**, the Montclair Ad Club (MAC) held its inaugural meeting.

Designed to complement coursework in our Advertising major, the club enhances learning, networking and career opportunities through guest speakers, campaign discussions, and collaborative projects. Senior Advertising major **Stephanie Blais**, along with **John Brennan, Nadia Muhammad, Stephanie Twentyman and Becky Wang**, served as the club's founding members.



MAC members attend their inaugural club meeting.

New Faculty Research and Student Spotlight

A team of faculty from the Joetta DiBella and Fred C. Sautter III Center for Strategic Communication **examined social media data to explore public sentiment surrounding the Kansas City Chiefs, the Super Bowl, and Taylor Swift.** Collecting data from 92,000 unique users between Jan. 27 and Feb. 2, the researchers analyzed more than 821,000 posts using keywords such as “Chiefs” and “Super Bowl,” and “Taylor Swift.”

Dr. Jin-A Choi, Dr. Bond Benton, Dr. Yi Luo and Ines Hwang, found 45% more negative than positive sentiment toward the Chiefs, with nearly 80% of users expressing frustration, anger or disgust about the team’s third straight Super Bowl appearance. Mentions of Taylor Swift and the Super Bowl also declined 67% compared with last year’s event.

The team conducted 10 studies during the academic year on topics including hate speech surrounding Pride Month and LGBTQIA+ branding, drone sightings in New Jersey, Gen Z and the 2024 election, and the cultural phenomenon of pumpkin spice.



Inspired by the Swift–Kelce romance, our faculty and staff teamed up to research its impact.

The studies generated millions of earned media impressions worldwide, with coverage on **CNN**, CBS News, News 12 New Jersey, New Jersey Spotlight News, NBC 4 New York, **The Tamron Hall Show** and other outlets.

MARCH



Isabella Alvarez was the first Montclair student to be selected for the UNC-CBC fellowship.

Senior Social Media and Public Relations major **Isabella Alvarez** was one of 12 students nationwide selected for a UNC-CBC News Fellowship at WRAL in Raleigh, North Carolina. During her time at the station, Alvarez anchored a newscast and reported on stories important to the local community. She also spent the fall semester studying abroad in England, where she collaborated with News Lab students to provide an overseas perspective on the 2024 presidential election for the #FOCUS: Democracy programs.

Scholarship Win, CBS Sports, Guest Speaker Series, and Telemundo 47



Xavier Daly won a \$2,000 scholarship in recognition of his exceptional video-editing skills.

Junior Sports Communication major **Xavier Daly** won a video-editing contest promoting an AAU basketball team's spring and summer seasons. Daly earned \$2,000 for his winning entry, which was featured on basketball influencer Cam Wider's team account, Rod Wave Elite, reaching more than 600,000 Instagram followers.

Continuing with basketball, four Sports Communication students, including Daly, covered the men's NCAA basketball tournament in Newark as part of a collaboration with CBS Sports. Red Hawk Sports Network interns **Ryan Nussbaum** and **Vincent Piccone** reported from the tournament, while **Xavier Daly** and **Ryan Tullio** worked at the CBS Sports Studio.

As part of the School's guest speaker series, Montclair alumna **Emma Kaptein** of the New York Giants, and program friends **Matthew Hiltzik** of Hiltzik Strategies, and **Adam Zucker** of CBS Sports visited Presentation Hall in April to share insights from their respective fields.

Through engaging presentations and interactive Q&A sessions on topics including networking, interviewing strategies, and tips for advancing in competitive industries such as sports and strategic communication, these sessions provided students with invaluable real-world guidance and inspiration.



Adam Zucker of CBS Sports shared his career experience with students.

APRIL

Students enrolled in a new course, News Lab en Español, **collaborated with Telemundo 47/WNJU to produce a mini-documentary commemorating the station's 60th anniversary.** The film, Celebrating Telemundo 47 at 60, premiered April 21 in Presentation Hall. Under the guidance of Montclair alumna and Telemundo 47 News Anchor and Reporter **Odalys Molina**, along with Professors **Mark Efron** and **Vernard Gantt**, students **Adarlin Batista Núñez**, **Rubi Capellan**, **Montserrat Nava**, **Dani Mazariegos** and **Jennifer Sanchez** conducted dozens of interviews and poured through hundreds of hours of archival footage to complete the documentary.

New Production Course and Graduation



Students got an inside look at broadcast journalism during an exclusive visit to Telemundo 47.

This exciting and distinctive project reflects the kind of hands-on, career-building experiences students can expect here, enhancing their professional portfolios, expanding their networks and strengthening their readiness for the media industry.

MAY

Students in Professor **Vernard Gantt's** class and the Broadcast and Media Operations team collaborated with the Department of Art and Design for an annual fashion show produced and promoted by students enrolled in ARTX 400: Fashion Promotion. Titled **L'Atelier Montclair: Threaded Awakening**, the show took place on May 1 in Presentation Hall and streamed live on Hawk+. The show offered a vibrant showcase of student creativity, craftsmanship and innovation, featuring original collections developed in a range of fashion courses.

Professor Gantt's students gained valuable experience planning and executing every aspect of a live production, including camera work, staging, audio, video, lighting, crew management, and audience engagement.



Students gained valuable experience producing a live fashion show.

Goodbye SCM—and hello to CCOM! Nearly 345 seniors proudly walked across the stage at the Prudential Center on May 7 as the final graduating class of Montclair's School of Communication and Media. Before entering the arena, hundreds of faculty, students and staff signed the soon-to-be-retired banner, creating a fun keepsake that will be permanently displayed in the building.



Hundreds of students, faculty, and staff took turns to sign the soon-to-be-retired banner.

JUNE

After earning a championship ring with the WNBA's New York Liberty as part of the team's front office last season, Montclair alumnus **Jonathan Edmond** began his second season with the team in exciting fashion, serving as the play-by-play announcer for one of the team's exhibition games. A 2023 graduate, Edmond is the senior coordinator of content management for BSE Global, the parent company that owns the Liberty and the NBA's Brooklyn Nets. As an undergraduate, Edmond gained extensive experience on the air and behind the camera as part of the student-led Red Hawk Sports Network.



Alum Jonathan Edmond calls his first WNBA game.



Continuing a proud tradition, students were recognized at this year's FOLIO Awards.

For the sixth consecutive year, our students were recognized for their collaborative journalism and digital media storytelling efforts by **winning FOLIO Awards from the Fair Media Council**. The FOLIO Awards honor excellence in news coverage at the hyperlocal, regional, and national levels and are considered among the industry's leading honors. The Fair Media Council is a nonprofit organization that advocates for quality journalism and promotes media literacy.

Students won awards in the Best News Documentary category for *Across the Battleground State: The Road to Pennsylvania* and in the Social Media Justice Reporting category for *Accessibility for All*. They also earned recognition in the Local Reporting on National Issues category for *FOCUS: Democracy: Our Election: The 2024 Vote* and captured top honors in Best Talk Show/Magazine for News Lab programming.

MORE HIGHLIGHTS

Professors **Thomas E. Franklin** and **Kelly Whiteside** produced **The Pride of Paterson – An Oral History of Hinchliffe Stadium**, a multimedia exhibit featured at the Charles J. Muth Museum. Supported by the NJ Historical Commission and Montclair State University, the project explored the cultural legacy and community impact of Hinchliffe Stadium, one of America’s last remaining Negro League stadiums. Through original video interviews with former players, historians, educators, elected officials, and longtime Paterson residents, the exhibit captures untold stories and vivid memories tied to this historic landmark. Students **Izzy Conklin**, **Dani Mazariegos**, **Gloria Perez**, **Ryan Tullio**, and **Daniela Marin** served as associate producers on the project.



Professor Chloe Sarbib earned a coveted spot in the 2025 Sundance Screenwriters Lab in January. This incredible experience allowed her to share valuable industry tips with her students while accelerating her film project. The Sundance Screenwriters Lab is a five-day, immersive workshop held annually at the Sundance Mountain Resort in Utah. The prestigious program offers emerging screenwriters the opportunity to refine their projects with guidance from top industry professionals. Only nine other filmmakers received invitations from a pool of more than 3,300 applications. Participants received one-on-one mentorship from accomplished filmmakers and engaged in group activities designed to sharpen their scripts.



MORE HIGHLIGHTS



Eighteen students participated in an 11-day study abroad program in Costa Rica, organized by Professor **Thomas E. Franklin**, where they immersed themselves in the country's culture, environment, and history. For many, the trip marked several firsts including traveling abroad or even boarding a plane. Notable moments included visiting the leading source for Costa Rican broadcast news and entertainment, Teletica Canal 7. The experience encouraged students to step outside their comfort zones, fostering both personal and academic growth. They returned with lasting memories, new perspectives, and stories to share forever.



Alumna **Giselle Huasipoma ('21)**, Senior Coordinator of Global Influence at Calvin Klein, was among the 24 rising professionals recognized on Ad Age's **"Gen Zers to Watch"** list. The annual feature celebrates emerging talent in marketing, media, and creativity—spotlighting innovators like Giselle who are shaping the future of the industry. Huasipoma also serves as an Adjunct Professor at CCOM, teaching Brand Storytelling and Strategic Communication, as well as courses in our Pre-College Program.

FRESH FACES

A dynamic group of faculty joined us during the 2024-25 Academic Year, bringing valuable experience from across media, industry, and academia.



Dr. Carrie Brown

Dr. Carrie Brown emphasizes collaboration with New Jersey news outlets and innovative audience engagement through social media, newsletters, and events. She founded CUNY’s Engagement Journalism master’s program, previously taught at the University of Memphis, and holds a Ph.D. from the University of Missouri. A former reporter and editor, she’s also a recipient of multiple teaching awards.

Professor **Keith Cutler** teaches advertising, media, and sports marketing courses, including Advertising Campaigns, Media Ownership, Multimedia Projects, and Sports Sponsorships. He brings decades of leadership in sports and entertainment marketing, having held senior roles at CBS-TV Digital Media, Turner Broadcasting, and USA TODAY. Cutler earned his B.S. in Advertising from the University of Florida.



Keith Cutler



Dr. Martina Santina

Dr. Martina Santina explores how media shapes democracy, public opinion, and voting behavior. She has a dual role as an Assistant Professor of Political Communication in the Department of Political Science and Law at the College of Humanities and Social Sciences and at CCOM. Her research examines media’s influence on political representation, with attention to gender and race. She earned her Ph.D. in political communication from Louisiana State University.

FRESH FACES

Professor **Erin Weinberg** brings over 25 years of experience leading global brand strategy across industries including retail, healthcare, and consumer goods. She specializes in sports and lifestyle marketing, developing partnerships with the Olympic Games, FIFA World Cup, NASCAR, and the NFL. Before joining Montclair, she held senior roles at United Entertainment Group, Edelman, 360PR+, and Taylor Strategy. Weinberg also serves on the National Board for Women in Sports and Events (WISE).



Erin Weinberg



Dr. Dongdong Yang researches impression management, intercultural and gender communication, and sports communication. Her work highlights cultural understanding and identity across contexts. She earned her Ph.D. in Communication from the University of Connecticut and an M.A. in Translation and Interpreting Studies from Wake Forest University. A former Tencent-NBA reporter, she is also an ATA-certified English-Chinese translator.

Dr. Dongdong Yang



FILM FORUM SCREENINGS

SEPTEMBER 10

* FLATBRUSH MISDEMEANORS WITH WRITER AND DIRECTOR DAN PERLMAN



SEPTEMBER 17

* NO ONE ASKED YOU DIRECTOR AND FILMMAKER RUTH LEITMAN



SEPTEMBER 24

* SUMMER QUAMP WITH WRITER, DIRECTOR, AND PRODUCER JEN MARKOWITZ



OCTOBER 1

* THE LAST REPAIR SHOP WITH FILMMAKER BEN PROUDFOOT



OCTOBER 8

* WORKS FROM SUBMARINE DISTRIBUTION WITH PRODUCER AND DISTRIBUTOR DANIEL BRAUN



OCTOBER 15

* BOOGER WITH PRODUCER LEXI TANNENHOLTZ



OCTOBER 22

* FATHER, SOLDIER, SON WITH DIRECTOR CATRIN EINHORN



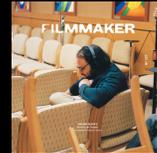
OCTOBER 29

* SONGS FROM THE HOLE WITH DIRECTOR AND CINEMATOGRAPHER CONTESSA GAYLES



NOVEMBER 12

* BETWEEN THE TEMPLES WITH FILMMAKER NATHAN SILVER



NOVEMBER 19

* HIS THREE DAUGHTERS WITH FILMMAKER AZA JACOBS



NOVEMBER 26

* GOOD BAD THINGS WITH MSU ALUM AND EXECUTIVE PRODUCER STEVE WAY



DECEMBER 3

* LANDSCAPE WITH "INVISIBLE HAND" WITH DIRECTOR COREY FINLEY

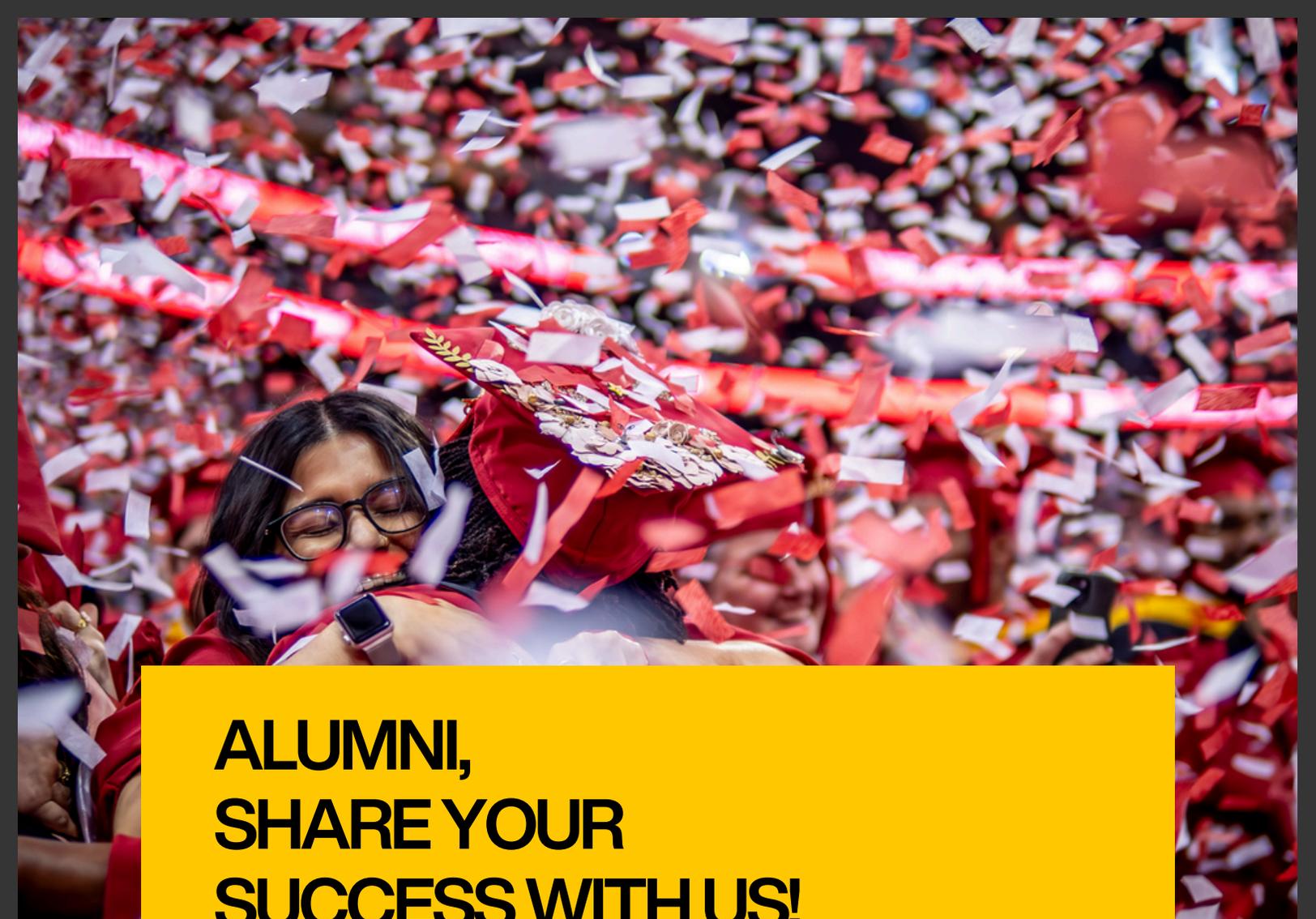


DECEMBER 10

* LIL NAS X'S "MONTERO" WITH DIRECTOR ZAC MANUEL



Film Forum leverages our wonderfully dedicated Filmmaking faculty, our rich resources in film, and film scholarship together with the impressive array of film industry assets and opportunities in New York City, New Jersey, and Los Angeles.



ALUMNI, SHARE YOUR SUCCESS WITH US!

If you are an alum and recently got a new job or promotion or simply want to update us on your career, please share your great news with us via this [Google form!](#)

On a related note, our career services team, and our faculty and staff have helped hundreds of students into high-profile internship and job roles across the country— including the New York Red Bulls, Coyne PR, Nike Communications, FOX, CNBC, Warner Music Group, NBCUniversal, Klein Creative Media, and dozens of others. Whether you're an undergraduate student or an alum—we are here to support for you in your job search!

DURING THE 2025-26 ACADEMIC YEAR, KEEP AN EYE OUT FOR...

Over the past two years, faculty and staff have worked tirelessly to launch a new Master's of Arts degree in Strategic Communication and Media. Targeted to today's modern student who desires more flexibility and online, asynchronous courses, this degree program will offer future-facing topics that are not featured in the current program, and introduce us to new audiences outside of our immediate geographic footprint. Starting in Fall 2025, students can enroll in the 30-credit program in the Fall, Spring, or Summer semesters to fit their needs, and can be easily completed as quickly as one year depending upon a student's schedule.

And if you have read this far and would like to recognize a professor or staff member who impacted your career or to support research and infrastructure to support our rapid growth, please consider making a gift in any amount [by visiting this link](#) on our website.

Finally, all of these amazing accomplishments by our students, faculty and staff are a testimonial to our community's commitment to excellence. It's an exciting time to be part of our family, so please continue to visit our website and engage with us on our new social media channels via [@Montclair_CCOM](#).

