

BRILLIANTLY CREATIVE AND GAINFULLY EMPLOYED:

SUNY New Paltz Students and Alumni Speak from Experience

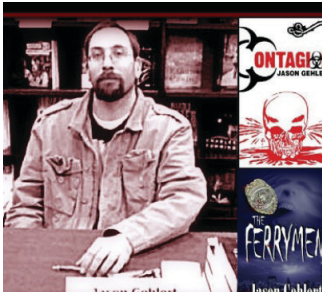
Thursday December 5, 2013

7:00 P.M.

The College Terrace, SUNY New Paltz

SUNY New Paltz Alumni Presenters

JASON GEHLERT '98 (Communication & Media):



Jason Gehlert's library continues to evolve and expand towards new genres, his emergence as a literary voice continues to build momentum. On the heels of his highly successful jungle zombie novel, *Contagion* and his short story collection *Demon Revolver*, comes *JEREMIAH BLACK*, a full-length novel and what many are calling his "best effort to date." Mr. Gehlert is also the author of the acclaimed science fiction series *Europa* continues

to enthrall readers, blending sci-fi and horror into what Countgore.com calls a "killer series." Gehlert's early werewolf series *Quiver* is currently being adapted for feature film, as is his work *The Woodsman*, and he is currently penning a shark novel, and a short story collection featuring BBS authors. Armed with a Communication and Media Degree from SUNY-New Paltz, Gehlert continues to tour the country, from the Playboy Mansion, to various horror conventions, offering advice about writing, marketing, and the promotional side of being an author, Jason is conquering the world with his fiction even as you read this. Jason lives with his wife, teacher and fellow author Tammy Gehlert, and their children, Natalie, Delanie and Cara.

ZACHARY GIOIA '13 (Communication & Media):



Having just graduated in May 2013, Zachary Gioia has been combining his degree and skills with a passion for the outdoors and his concern for the environment. Mr. Gioia is already establishing a career in environmental communications, and has focused his work in Westchester County working for organizations such as *Energize New York*, *Bedford 2020*, and the *Northern Westchester Energy Action Consortium*. These jobs have allowed Zach to exercise the skills he learned into real world situations such as public

outreach, mass communications, marketing, and social media strategy. Mr. Gioia has even (already) turned down job offers to "greenwash" for a company who preached sustainability, but did not practice it. Ready to *Energize New York* Mr. Gioia is a great inspiration to students in social media, media, promotions that you can have your "green" and eat it too!

Current Student Presenters



SHERYL KATZ is a senior at SUNY New Paltz with a major in the Public Relations Concentration and a minor in Linguistics, and will graduate in December 2013. During the spring semester of 2012, Katz created a public relations campaign for the YMCA of Kingston and Ulster County in her Advanced Public Relations class. The campaign has been used as a model in the class, was implemented by the YMCA, and will be featured in a textbook. Ms. Katz has had internships with Pitch Control PR and CrewCuts Inc. and is currently an intern for PMK*BNC and the New York State Communication Association 2013 Conference. Through these internships, Sheryl has had the opportunity to attend events such as the MLB Fan Cave 2013 All Star jacket re-launch, a Nivea product launch and Netflix's red carpet event and premiere of Aziz Ansari's "Buried Alive."



MARIA PIANELLI is a senior at SUNY New Paltz majoring in Journalism with a concentration in Public Relations. Maria began taking college courses at the College of Staten Island when she was 14 and is now set to graduate a year early. In Spring 2013, Maria began working as a PR/Marketing intern at the New Paltz Regional Chamber of Commerce. Inspired by the experience, Maria went on to intern at the *Staten Island Advance* and the *New Paltz Times*, where she has published over 75 profiles, features and news articles. Maria has also done freelance work for local businesses and emerging bands. This spring, she will be working as a paid intern at LaunchSquad, a public relations firm located on Park Avenue. A native New Yorker, Maria is excited to start her career in the city she grew up in.



HAYLEY WARD and **SAMANTHA PERKINS** are both SUNY New Paltz Students with a major in the Public Relations Concentration within Journalism. The two were interested in creating a greater sense of community amongst students in the Public Relations Concentration, and Hayley and Samantha are now the founding President and Vice President of the Public Relations Student Society of America Chapter (PRSSA) at SUNY New Paltz. The SUNY New Paltz PRSSA Chapter will give students access to networking experiences, internship databases, and scholarship opportunities that will help enhance their education and their future career. The application for official chapter status was sent on November 1, 2013, required an enormous amount of work, and was praised at the PRSSA central office as a "model student group application."

Organized by Professor Donna Flayhan, Department of Communication & Media

Co-Sponsored by the Department of Communication & Media, the Dean of the College of Liberal Arts and Science, the Office of the Provost, the Career Resource Center, and the Office of Alumni Relations

