

New Media, New Beginnings

The biggest change in the media today, according to **Paul Condolora '82**, senior vice president and general manager for Cartoon Network New Media, is the control the consumer has. "On-demand is revolutionizing the media," he told those assembled for the third annual **Louis A. Borrelli Jr. '77** Media Summit Oct. 17 in Sheldon Hall on campus. "We will access media when, where and how we want."

The top names in the media industry convened on the Oswego State campus to discuss how new technologies and new generations are creating the media of the future.

The daylong event featured classroom visits and small discussions with panelists, highlighted by a panel presentation moderated by **Al Roker '76** of NBC's "Today" show.



Al Roker '76 is interviewed by student-run television station **WTOP** after the Media Summit panel discussion.

ROBERT MESCAVAGE PHOTOGRAPHY



JIM RUSSELL '83

Media Summit panelists react to a question from Moderator **Al Roker '76** (far left). They are **Paul Condolora '82**, senior vice president and general manager for Cartoon Network New Media; **Russell Quay**, vice president and executive producer of IMG Media; **Geraldine B. Laybourne**, founder, chair and CEO of Oxygen Media; **Doug McMonagle**, regional director of Inergize Digital Media; and **Shelly Palmer**, managing director of Advanced Media Ventures Group LLC.

In addition to Condolora, this year's panelists included **Geraldine B. Laybourne**, founder, chair and CEO of Oxygen Media; **Doug McMonagle**, regional director of Inergize Digital Media; **Russell Quay**, vice president and executive producer of IMG Media; and **Shelly Palmer**, managing director of Advanced Media Ventures Group LLC.

Moderator Roker had a personal message for the students in the audience. As an alumnus, he said, "I feel blessed I got to go to this school. This school will allow you to do whatever you want."

The summit closed with a moving tribute to a former professor. **Borrelli** and **Roker** have started an endowed fund to name the summit in honor of **Dr. Lewis B. "Doc" O'Donnell**, professor emeritus of communication studies, who passed away Aug. 28. **Doc's** widow, **Betty '68**, and several family members were on hand for the unveiling of the new logo for the **Dr. Lewis B. O'Donnell Media Summit**.

"Interning for the summit really helped me to see what's available out there, careerwise," said journalism major **Anthony Borrelli '08**. "Being on the inside of the summit and really involved throughout the day opened my eyes more than just attending the panel discussion. It was a whole new perspective." ●

— **Kristin Quinn '08** and **Michele Reed** contributed to this article