

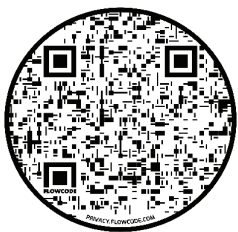
Pioneer Promise Tips of the Week:

SET REASONABLE GOALS. GIVE YOURSELF CREDIT FOR ACHIEVING THEM!

DON'T FORGET TO EAT A HEALTHY, WELL-BALANCED MEAL TODAY!



SCAN THE QR CODE TO VIEW THE PIONEER PROMISE!



Fairfield Listed as a “Red Zone”

BY GABRIELLA LEFEBVRE
Staff Writer

On Oct. 22, the town of Fairfield, Conn. was placed on red alert for COVID-19 cases. However, on Oct. 30, Fairfield improved to a code orange, while the city of Bridgeport is now listed as a red alert community according to the Sacred Heart Coronavirus Planning Team.

Being a red alert community means that “the town has a two-week average daily case rate higher than 15 per 100,000 residents. The town attributed the increase in cases largely to an outbreak at Fairfield University, but Sacred Heart’s cases are contributing, too,” according to an email from the Sacred Heart Coronavirus Planning Team.

From analyzing the data, Michael Iannazzi, Vice President of Marketing and Communications at Sacred Heart, knows the increase in cases is not coming from the classroom.

“The virus is really spreading in these informal social circumstances. Not in the classroom, not in the workplace,” said Iannazzi. “In social gatherings, in home situations, that’s where it is spreading.”

While Fairfield was previously identified as a red zone, there are currently other southeastern towns in Connecticut still on red alert.

“In other parts of the state, East Hartford, Norwalk, Fairfield, Prospect and Waterbury were identified as red alert communities,” according to AP reporters.

Iannazzi wants students to be aware that COVID-19 is here and will be around even when people think it is gone. Even though students are more distanced on the Sacred Heart campus, Iannazzi would like the university community to always keep this in mind when both on and off campus.

“When you don’t have that structure, and you are in a more social circumstance, that’s where the danger is,” said Iannazzi. “We are always trying to message that in our COVID emails and updates.”

One way that Sacred Heart has tried to combat the spread of the virus is to increase their random COVID-19 testing.

Iannazzi said, “We are lucky and fortunate that we have access to this new testing with SalivaDirect. We have enough testing to now test up to 2,000 people a week.”

Gary MacNamara, the Chief Executive Director of Public Safety and Governmental Affairs at Sacred Heart, wants to make sure that students continue to go to their COVID-19 tests when selected.

“We are shooting for 400 a day with Saliva Direct, and we couldn’t meet that number because we had difficulties getting students to come,” said MacNamara.

Although COVID-19 numbers are rising in Fairfield, MacNamara

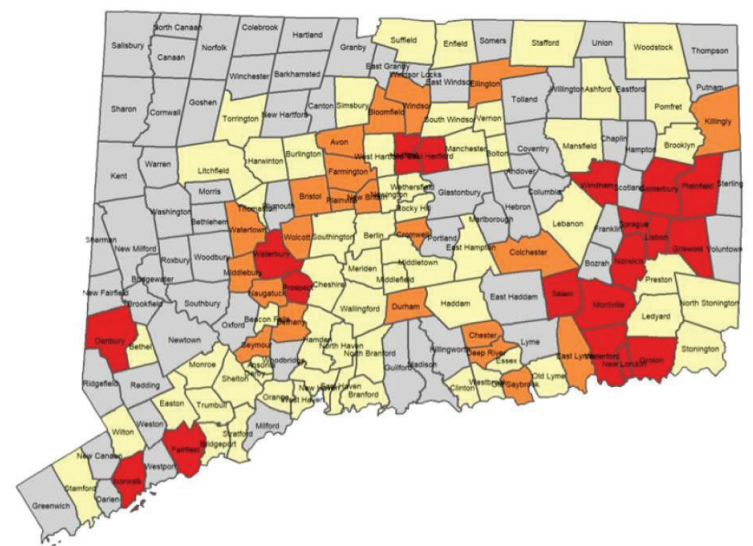
mentioned how he does not want students to fear the virus.

“Concern is always good, fear is not. We are not trying to drive fear in these conversations, we are trying to drive concern,” said MacNamara.

Junior Frank Turechek believes that Fairfield’s shops and restaurants are where a great number of students go on the weekend for entertainment, so this may be where a large percentage of the increase in COVID-19 numbers is occurring.

“The state has opened up more in capacity, and Fairfield has a lot of restaurants and stores compared to other towns,” said Turechek. “However, I am not going to those areas that are very congested on the weekends. I am trying to stay safe during this recent uptick in numbers.”

As of press time, Fairfield remains at a level of orange.



CONNECTICUT POST
THE TOWN OF FAIRFIELD WAS LISTED AS A “RED ZONE” IN TERMS OF COVID-19 CASES ON OCT. 22, BUT HAS SINCE IMPROVED TO A CODE ORANGE.

Overcoming Limits in the “New Normal”

BY SIAN STOCKMAN
Staff Writer

On Wednesday, Oct. 28, a colloquium titled “Overcoming Limits in the New Normal” was held virtually. Kerry Lassen, a therapist who specializes in meditation and self-help, hosted this event. She guided students through a meditation to ease stress about the pandemic.

The “new normal” is described as life during the current pandemic. Lassen described how college students have been feeling an overwhelming sense of stress while facing school and social life.

“It’s hard trying to maintain a normal feeling when the outside world is chaotic,” said Lassen.

Some of the tips Lassen gave the group were to take each day one at a time and not to get too overwhelmed by schoolwork. She explained that sometimes we get too chaotic and that we should take moments out of our day to slow down and breathe. We should also make a list every week of tasks we must do and focus on our personal goals as well.

“I thought it was really interesting and helpful to use the points she said to adapt to the new normal,” said sophomore Sarah Arcuni.

After explaining the “new normal” and how to overcome it, Lassen walked students through a guided meditation. She played relaxing music and talked everyone through a stress-defeating seminar. She talked about visualizing a beautiful mountain range and seeing all of our problems melt away.

“During quarantine and adjusting to the ‘new normal,’ I actually was suffering, and still do, with depression and anxiety. It was actually a struggle for me to adjust,” said sophomore Amanda Ford. “After the meditation, the instructor pointed out that some people may not have been able to see and picture the mountains. I was unable to picture it because of my anxiety, so my mind was everywhere.”

James Cafran, who is the Recovery Program Coordinator at Sacred Heart, discussed why this colloquium was chosen and what he wanted students to take away from the session.

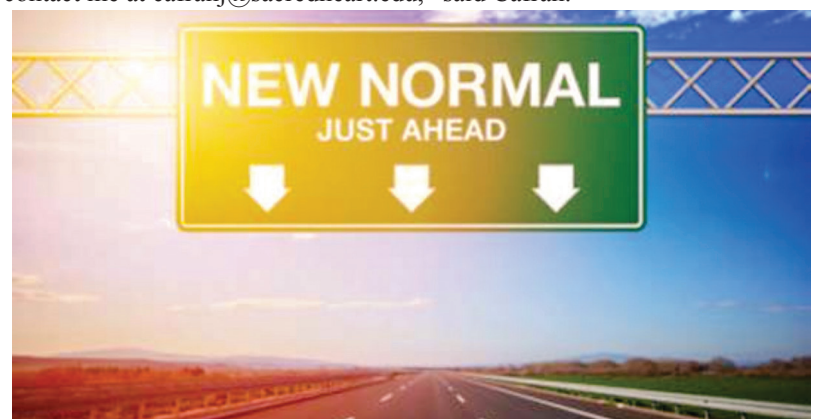
“This colloquium was picked because I run a Recovery Program here at Sacred Heart

University. We wanted to reach out to students who may be struggling with mental health issues and stress during the time that we currently find ourselves in,” said Cafran.

“I believe the importance of this colloquium was to realize, even in a time like we are in now, how much our mind and negative thoughts can prevent us from continuing to grow,” said Cafran. “It shows that no matter what the circumstances are, there are ways to help your mental health and continue to become a better version of yourself.”

Cafran hopes that students benefited from the colloquium and the practice techniques that were discussed.

“I hope students get out of this colloquium the importance of positive thinking and the desire to grow more even in the times that we are now in. I also hope they may find interest in meditation. If they do want something more like this to be added to Sacred Heart, contact me at cafran@ SacredHeart.edu,” said Cafran.



SACRED HEART UNIVERSITY
KERRY LASSEN HOSTS “OVERCOMING LIMITS IN THE NEW NORMAL,” A COLLOQUIUM DISCUSSING WAYS TO EASE STRESS DURING THE UNCERTAIN TIMES OF COVID-19.

News

The Great Debate

BY **GABRIELLA TAMBURRI**
Staff Writer

On Monday, Oct. 26, Sacred Heart University held a debate between the SHU College Democrats and the SHU College Republicans in the Shine Auditorium.

Dr. Gary Rose, Chair of the Government Department at Sacred Heart, moderated the event. Rose kept both parties on track while answering questions based on three debate topics, which included the Affordable Care Act, President Trump's Tax Cuts, and Defunding Police and Law Enforcement.

During the first round of the debate, College Republican junior Ryan Silverstien argued why the Affordable Care Act should be appealed.

"Insurance plans are costly to poor people," said Silverstein. "The Affordable Care Act is too complex to understand. Therefore, we should replace it with a better plan."

Sacred Heart Democrats thought differently on the issue.

"When we take action to improve health care, we take action in helping millions of people. No one should receive a death sentence because of their socioeconomic status, race or gender," said College Democrat senior Alexandra Myers.

Not only was the Affordable Care Act discussed, but also opinions on whether to repeal or retain Trump's tax cuts.

Sacred Heart Republicans argued that it would be beneficial for the economy if Trump's tax cuts remained.

College Republicans club president Matteo Menta believes tax cuts can be used effectively.

"This plan is to focus on opportunities. This plan calls for a 20% increase of benefits for small business owners," said Menta. "Again, this plan is not focused on cash, it is focused on opportunities so they can build their own jobs and wealth."

College Democrats club president Kolby Driscoll disagreed.

"Donald Trump was focusing on the rich that paid for his campaign. He is for his allies and not for the average Americans," said Driscoll.

Along with the Affordable Care Act and Trump's tax cut, the last round of the debate brought a significant upheaval of opinions as debaters discussed the defunding of police and law enforcement.

"There is no reasonable justification for the murder of black Americans from police officers," said Driscoll.

Driscoll concluded her argument with a call to change.

"We must implement meaningful and effective change and move past the racism in this country once and for all," said Driscoll.

The College Republicans made the argument not to defund the police, but rather to fund it even more than it is today.

"By funding more police and hiring more, you relieve the load. When you change the role of police and society, you change how they are directed. You need people to do the job necessary," said Menta.

In the final analysis of the debate, Sacred Heart students voiced their opinions on their

preferred candidate of the 2020 presidential election.

Many students thought Trump should be reelected.

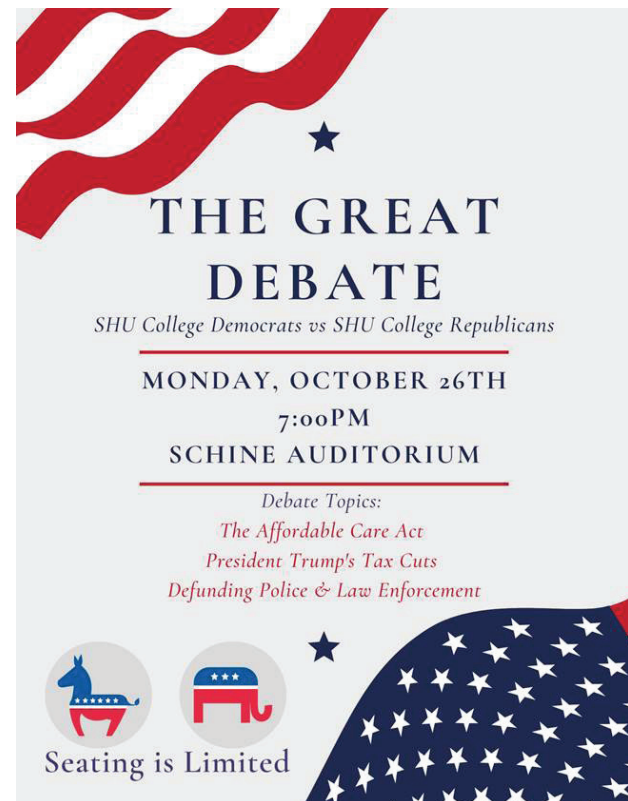
"Would you rather have a candidate who has something to say than a candidate who just puts down the other, because that's what Joe Biden does," said Silverstein.

However, numerous students do want to see change.

"As president, Joe Biden is the candidate of compromise. We deserve change. All Americans deserve change," said Myers.

College Republicans and College Democrats heightened reactions and anticipation for the upcoming 2020 presidential election.

"Go out and vote," said Rose.



SACRED HEART UNIVERSITY
ON OCT. 26, SACRED HEART STUDENTS FROM THE COLLEGE DEMOCRATS AND COLLEGE REPUBLICANS CLUBS PARTICIPATED IN AN ON-CAMPUS DEBATE.

Amy Coney Barrett Appointed Supreme Court Justice

BY **CITLALLI GODINEZ**
News Editor

On Oct. 27, Amy Coney Barrett was appointed Supreme Court Justice. Barrett will fill Ruth Bader Ginsberg's seat.

"Having an opening on the Supreme Court only a few days before the election has been incredibly shocking and chaotic. I am personally torn by the issue. I firmly believe that the President has the duty to fill an open court seat during their term," said junior Gian Capolino, member of College Republicans at Sacred Heart.

"I was very upset to see a hearing was held for [Barrett] and then to see that she was confirmed to the Supreme Court within a week of Election Day. In the last year of Barack Obama's presidency, there was a vacancy on the Supreme Court. He nominated a judge, and the Senate refused to hold a hearing, claiming it was too close to Election Day," said President of Club Democrats Kolby Driscoll.

A Supreme Court Justice is appointed for life, and that raised concerns regarding the confirmation of Barrett.

"Barrett's appointment is especially important in history because the Supreme Court now has a strong majority of conservative leaning justices who tend to interpret the Constitution as it was written," said Capolino. "This could lead to many of the court's previous decisions being overturned and will shape future American law for decades to come."

"I do not believe she is a good fit for the court. She lets her personal beliefs and opinions cloud her judgement and influence her decisions. A Supreme Court Justice is supposed to be objective and uphold the values and standards set by the Constitution," said Driscoll. "Barrett has come out publicly and said she is against Roe v. Wade and is going to work to overturn it."

The role Barrett could play to either Biden or Trump is essential regardless which candidate gets elected.

"I believe Amy Coney Barrett will be a good fit for the Supreme Court regardless of whether or not President Trump is reelected. This is because Barrett does not need to 'fit' with Biden. Their roles in our government are separate, and they should not have any alliance whatsoever," said Capolino.

"Barrett and Biden have clearly clashing ideologies and stances on issues. If Biden wins the election, there is potential for the two individuals to struggle to get along, but that is something we will not know until it happens," said Driscoll.

Driscoll also discussed future consequences of the appointing of Barrett.

"I believe that Trump was looking to forward and advance his conservative agenda by appointing Barrett. Trump has ensured a conservative majority on the Supreme Court, and that is going to be highly consequential in the years to come," said Driscoll.

It is only a matter of time to see the way in which Barrett contributes to the Supreme Court.

"The ideologies she holds and the agenda she has in mind for the Supreme Court

are toxic and do not represent what is in the best interest of the American people. I am always willing to give individuals a fighting chance, and I am eager to watch how Barrett performs in her first critical months of her job. We can only hope that she will rule fairly and constitutionally from this day forward," said Driscoll.

"I believe that regardless of her political beliefs, Amy Coney Barrett has a very strong record and is qualified for the Supreme Court. Appointing three Supreme Court Justices in one presidential term will be viewed as a huge win for conservatives for decades to come," said Capolino.



ASSOCIATED PRESS
AMY CONEY BARRETT WAS APPOINTED TO THE SUPREME COURT BY PRESIDENT DONALD TRUMP FOLLOWING THE DEATH OF RUTH BADER GINSBERG.

Perspectives

Shopping Locally or Shopping Largely?

BY SOPHIE CAMIZZI
Staff Writer

Where do you prefer to shop?

“One of my favorite small local businesses is Bohemian High in Milford. It’s a cute store that sells a bunch of different things, including holistic healing options and clothes,” said senior Callie Merva. “I prefer small businesses because I would rather support families in my community.”

Between small businesses, large chains and online retailers, students have many options when it comes to purchasing goods and services, the most popular among these choices being locally-owned businesses.

According to Oberlo, a computer software company, “In 2020, the number of small businesses in the U.S. reached 31.7 million, making up nearly all (99.9 percent) U.S. businesses.”

While the actual number of small businesses is large, the level of economic activity is still lower than chains.

According to the Small Business Administration, “[Small businesses] account for 44 percent of U.S. economic activity.”

One reason for their popularity may be that they offer their customers a chance to form intimate relationships with local business owners.

“I get to know all of my customers on a first-name basis so when they come in, I know about their life, they know about mine. People come in and say ‘I needed to talk to you’ or ‘I feel better after I come here,’ so it’s not just about the shakes and teas,” said Megan Uhrynowski, owner of Next Level Nutrition. Next Level Nutrition, located in downtown Fairfield, serves healthy shakes and energizing teas.

While small businesses have many advantages, there are some disadvantages as well.

“At a local business, some things may be priced higher than they are online or at a chain store,” said senior Julia Miloscia. “However, with that price comes the quality and love that the owners put into it.”

Some students feel that large chains overshadow small businesses.

“I don’t think local businesses are as well known around Bridgeport because the mall is at the center,” said junior Isabelle Estremera. “I know that there are local businesses because I did Community Connections. If I didn’t do that, I probably wouldn’t have known.”

With the COVID-19 pandemic, it has become even more difficult for small businesses to thrive.

According to NBC News, “From March 1 to Aug. 11, about 155,000 businesses shuttered. Yelp estimates roughly 91,000 of the closures are permanent.”

Some students have also been using online shopping as a safer alternative to shopping in-person.

“I have been shopping online mostly when it comes to buying clothes or just stuff to have in the house,” said senior Deasha Bent. “I buy in bulk so I don’t have to constantly

risk exposure.”

With the influx of traffic, digital retailers, such as Amazon, have gained more profit.

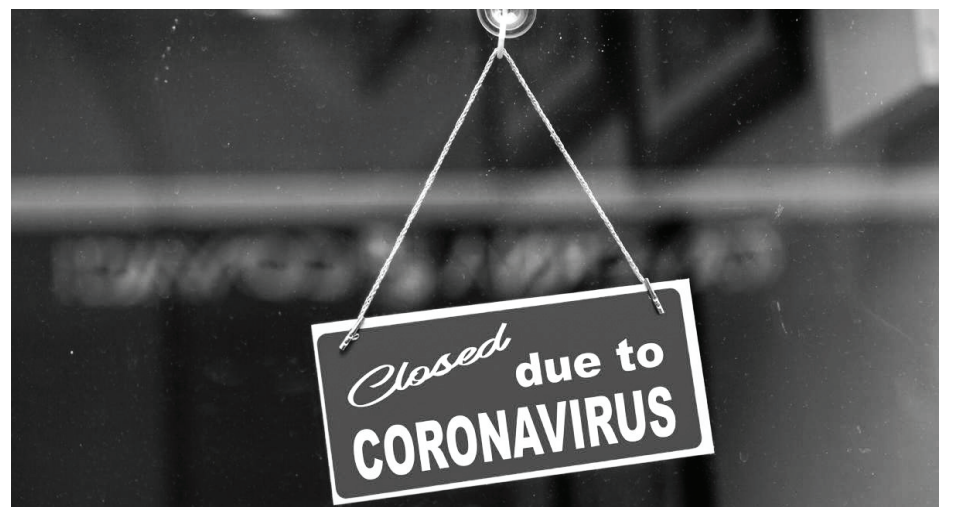
According to TIME, “Every lockdown ‘click to purchase’ has nudged [Amazon] a little further toward utter domination of online shopping as total e-commerce sales nearly doubled in May.”

However, some students who have ordered online have noticed issues with their items.

“As a society, we got to see a disadvantage with shopping online: when things go out of stock or backorder to months later,” said junior Mason Duckworth.

Although local businesses may be losing profit during the pandemic, their unique aspect of socialization still makes them attractive places for some students.

“I prefer small business because I like being able to socialize and connect with the people I am going to benefit by buying at their store,” said Miloscia. “If I were to shop online, yes, it would be easier, but I would not develop a relationship with the people who make the store possible.”



CBS NEWS

SACRED HEART STUDENTS ANSWER THE QUESTION, WHERE DO YOU PREFER TO SHOP, LOCALLY OR LARGELY?

Why is Among Us So Popular?

BY ASHLIN HALEY
Staff Writer

Among Us is an app that originally gained traction through gamers uploading videos of themselves playing to YouTube and Twitch, which influenced people to engage in the game. Although the game was created in June of 2018, the app rose to the top charts of the App Store around two months ago.

Among Us is a space-themed multiplayer game where players can join online games or play with friends. Before the game commences, players are notified if they are a “crewmate” or the “imposter.” The crewmates complete tasks around the spaceship while the imposter tries to secretly kill off the crewmates without being caught.

The immense popularity of Among Us has influenced many students to play daily.

“I typically play for 30 to 60 minutes a day or every other day depending on how busy I am,” said sophomore Leslie Duda.

Others enjoy not only playing daily, but watching streamers share their experiences and tactics through uploading videos.

“I play Among Us on a daily basis with friends or in random online games, and I enjoy watching streamers play the game as well because you can also learn more about the game that way,” said junior Corry Brinken.

Some students say they first learned about the game and were exposed to Among Us through streamers.

“I first heard about it through a streamer I watch. A bunch of them started playing it, which is how the game got popular,” said senior Matt Lawrence. “I started playing two weeks ago, and it’s a fun game to play with friends.”

Although Among Us successfully gained and kept the attention of many students, others have not been convinced enough to download the app.

“I feel like there’s so much hype about it that it makes me not want to download it,” said junior Jackie Champoux. “It does not really interest me because I do not play many games, and I am honestly too busy.”

Similarly, others do not feel a dire need to download the game nor feel like they are missing anything.

“I haven’t downloaded Among Us just because I do not feel a lot of pressure to. Even though it’s popular, I don’t feel like I’m missing out because I am not much of a game person in general,” said junior Tori Hanuschak.

On the other hand, the game attracts many players due to its suspenseful and mysterious qualities.

“I think the mystery aspect of the game is what drew me in. I think what’s most appealing about the game for me is the whole idea that either you’re a crewmate trying to do tasks and not die or you’re the imposter trying to not get caught,” said Duda.

Additionally, the strategy of the game draws people in and keeps students entertained.

“It’s also a strategy game where you don’t know who’s trying to kill you or who’s trying to help you,” said Lawrence. “So it’s super entertaining and keeps you locked into it while you play.”

Among Us also allows players to collaborate and communicate in the game in order to figure out who the imposter is.

“The cooperative and collaborative aspect of the game and working with others is fun as well. I also think it’s fun being the imposter and having a devious strategy in trying to win,” said Brinken.

Some students that have not downloaded Among Us predict that they will eventually start playing due to its popularity and good reviews they have heard.

“Although I don’t play a lot of games on my phone, I’m probably going to end up downloading it anyway. I haven’t heard any bad reviews on it,” said Hanuschak. “Almost everyone I know has the game, and it seems like a fun thing to do with friends.”



SOPHIE CAMIZZI/SPECTRUM

AMONG US, THE NEW MULTIPLAYER GAME, HAS QUICKLY GAINED POPULARITY WITHIN THE PAST TWO MONTHS.

Features

Theta Phi Alpha Open Recruitment

BY JULIA HALLISEY
Staff Writer

Theta Phi Alpha, a national sorority founded in 1912 and brought to Sacred Heart in 2009, is currently holding open recruitment to allow students who did not join an organization during formal recruitment to learn more about theirs.

“We are a very diverse organization that comes together to bring awareness to our philanthropy,” said junior Alexis McCartney, President of Theta Phi Alpha.

Their philanthropy, a charitable project sponsored by their organization, is hunger and homeless awareness.

For open recruitment in the past, Theta Phi Alpha has held events such as lawn games and pizza and “Tie-Dye with Theta Phi,” but this year they are required to hold most of their events virtually.

One of these events was “Get to Know Theta Phi Alpha,” where students had the opportunity to learn about Theta Phi Alpha’s members, sisterhood and philanthropy.

On Oct. 29, Theta Phi Alpha hosted an in-person event called “Treat Yo’ Self With Theta Phi.”

“We’ve come up with COVID-friendly ideas that are still fun to do,” said junior Lindsey Rosania, Recruitment and Public Relations Chair. “We’ve done make-your-own sugar scrub and make-your-own candy bag events.”

Open recruitment is not limited to those who can attend these events. Theta Phi Alpha has been connecting with students in other ways as well.

“We have been doing table times for the past two weeks,” said junior Claudette Garcia, Assistant Recruitment Chair. “It’s the easiest way to get to know people.”

This year, Theta Phi Alpha, along with all other sororities at Sacred Heart, had to participate in virtual recruitment.

“Virtual recruitment had its difficulties,” said McCartney. “But it was necessary to keep everyone safe.”

Virtual recruitment was held from Sept. 25 to Sept. 27.

“It definitely took lots of practice mastering breakout rooms and Zoom itself,” said Rosania. “I was happy to see it go well virtually.”

While virtual recruitment was an adjustment, some members found it to be beneficial.

“I think it helped all of us new recruiters get used to recruiting people,” said Garcia. “And allowed us to sit in comfy sweats instead of standing the whole time.”

Right now, Theta Phi Alpha is looking to recruit members who hold their core values—justice, wisdom, honor, faith, loyalty and truth.

“Theta Phi Alpha encourages members to find their true self and embrace it,” said Garcia.

Although many students participate in formal recruitment, not everyone joins an organization by the end of the weekend.

“I know freshman year can be a lot as it is, so providing the option of doing informal

recruitment is very beneficial,” said Rosania.

Some students may opt-out of formal recruitment entirely to participate in open recruitment instead.

“To some people formal recruitment is intimidating, but they still want to join a sorority,” said Garcia.

Open recruitment allows potential new members to talk to existing members of Theta Phi Alpha numerous times and then decide if they would like to join the sorority.

“It’s more relaxed,” said Garcia. “With open recruitment, it’s meeting over coffee or getting lunch and just talking about Theta Phi Alpha.”

Formal recruitment has gained popularity over open recruitment, but it may not be favored by all.

“I think women who wait to rush after formal recruitment will have a more seamless process of joining a sorority,” said Rosania. “It’s less energy and less stress.”

Theta Phi Alpha encourages any student who is interested in joining to reach out to them and find a time to meet with a sister. They will also be holding recruitment during the spring.

“I personally went through open recruitment and it was the best decision I made,” said McCartney.



JOSEPH DECARLO/SPECTRUM

THETA PHI ALPHA IS CURRENTLY HOLDING OPEN RECRUITMENT AS AN EXTENSION OF THEIR FALL RECRUITMENT THAT WAS HELD JUST A FEW MONTHS AGO.

Public Relations Student Society of America

BY TYLER DUFF
Staff Writer

The Sacred Heart University Public Relations Student Society of America (PRSSA) chapter is a campus organization that has existed on and off but has recently been started up again. The chapter consists of 47 current members: 14 graduate students and 33 undergraduate students.

PRSSA is open to all majors and anyone that is interested in growing their knowledge of Public Relations by getting hands-on experience with campaigns for clients at Sacred Heart or in the local community. PRSSA is housed within the School of Communications, Media, and the Arts.

Public Relations is a large, diverse community that is crucial to the survival of businesses and companies in each industry. People who enter this field aim to build their communication skills and professional connections.

PRSSA is the collegiate organization started by Public Relations Society of America (PRSA) who are an industry of professionals that encourage networking and mentoring for college students, so they are more prepared when entering the field. PRSSA National started in 1967 and consists of various chapters across the United States.

“Here at Sacred Heart’s chapter of PRSSA, we strive to provide members with the opportunity to broaden their network, learn new career skills and help launch their careers in the right direction,” said President of PRSSA Jayson Sementilli.

PRSSA at Sacred Heart started several years ago but was inactive for undergraduate students in recent years.

“As a new faculty member and PRSSA advisor, I am tasked with growing and engaging undergraduates in PRSSA,” said PRSSA advisor Professor Mark Congdon. “It’s not new but more so about reengaging and introducing PR to the community and trying to get involvement in ways we have not.”

During the beginning of the fall semester, the chapter was relaunched, giving undergraduates the ability to learn about an ever-changing industry.

“Anyone who would like to get involved can join at prssa.prsa.org/join-prssa by enrolling in the Sacred Heart University chapter,” said Sofia Henrich-Herrera, Director of Digital Communication & Social Media.

There are multiple benefits to becoming a member of the PRSSA. Students have access to workshops and events that provide them with hands-on learning to enhance their personal portfolio and gain insight on a particular field with similar interests.

“Having a career in Public Relations is an excellent opportunity because PR is in every business and organization,” said Sementilli. “I chose to get involved in PR because I want to refine my writing, speaking and communication skills, as well as the ability to grow my network connections and be involved in several different industries of interest.”

“I got involved with PR in my undergraduate courses. As a member of the chapter, I saw an email to apply for the Vice President position, so I went for it. Now I am the only

graduate student on the current E-board,” said Abigail Frisoli, Vice President of PRSSA. “As a graduate student, my classes are PR-heavy, and I am also fortunate enough to have a graduate position with Sacred Heart’s Marketing and Communication Department, where I get exposure to the field.”

PRSSA is always posting career and internship opportunities on their website and Instagram page (@sacredheart_prssa) as well as hosting events. Students who belong to the chapter across the nation receive primary access to these listings.

There are exclusive programs for members, such as career-building workshops. On Monday, Nov. 2 from 9 a.m. to 12 p.m., current PRSSA members held table times, answering any questions about the benefits of joining the chapter, upcoming events, time commitment and chapter fees.

On Nov. 12, there will be a virtual event with a panel of Sacred Heart alumni in the Public Relations and Communications field. There are various events planned later this semester and in the upcoming spring semester, including a professional branding workshop, resume building and more events geared toward professional development. Additional information and registration opportunities are available on the Sacred Heart Public Relations Instagram page.



WHY JOIN SHU'S PRSSA CHAPTER?

- ✓ Enhance your **knowledge** of PR, media relations, & marketing.
- ✓ Broaden your **network** by connecting you with industry professionals.
- ✓ Launch your **career** by providing you with professional opportunities.
- ✓ Open to ALL majors!

~ Join SHU's PRSSA chapter today & receive 25% off annual membership ~



prssa.prsa.org/join-prssa

For a limited time: Only \$41.25 to join!*

Bi-Weekly Virtual Chapter Meetings:
Friday's @ 12:00pm - 1:00pm starting October 16th via Zoom

Questions?
Visit <http://prssa.prsa.org/join-prssa> to learn more.
Email: SHU's PRSSA E-Board at PRSSASacredHeart@gmail.com

*25% discount on annual membership does not include \$10.00 PRSSA dues increase in 2020 starting 10/16/2020

SACRED HEART UNIVERSITY

THE SACRED HEART UNIVERSITY PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA CHAPTER IS OPEN TO ANYONE LOOKING TO EXPAND THEIR KNOWLEDGE OF PUBLIC RELATIONS.

Spotlight

Pinky Swear PACK Club

BY JENNIFER HALLOWELL
Staff Writer

On Oct. 29 and Oct. 30, the Pinky Swear PACK Club intended to hold a Ronald McDonald House Charities (RMHC) Wishlist Drive on the Sacred Heart 63's Patio, but the event was cancelled due to inclement weather. The event will be rescheduled in the coming weeks.

PACK stands for "Pinky Swear Ambassadors on Campus for Kids with Cancer," according to the Club Relations Chair, senior Caitlin Beranger.

The Pinky Swear PACK Club is a part of the Pinky Swear Foundation's campus program, which previously operated as the Love Your Melon campus crew. The Love Your Melon campus crew program disbanded across the nation due to the impact of COVID-19.

"The student leaders collaborated together to find a way to continue to spread awareness about pediatric cancer and joined the Pinky Swear Foundation," said Club Advisor Amanda Wagner. "The Pinky Swear Foundation started Pinky Swear PACK this year nationwide to help spread the awareness of pediatric cancer throughout colleges and universities. The PACK at SHU consists of an executive board and a campus PACK."

The Ronald McDonald House Charities, with which the PACK club is partnering, is a nonprofit organization that works to support the overall health and well-being of children and their families.

"The two houses we work closely with are located in Springfield, Mass. and New Haven, Conn.," said Club President, senior Lindsey McCarthy. "Each house has a special place in our hearts, as in previous years, we would volunteer there to make dinners, cookies or crafts with the kids."

These houses are often located near hospitals so families that have children in cancer wings of the hospital have a place to rest between visits.

"The Ronald McDonald House has a special place in my heart because my cousin had to have cancer treatment in New York when he was younger, and staying at the Ronald McDonald House was such a saving grace for his family," said Beranger. "Not having to worry about housing in an unfamiliar place is such a relief and allows the family to really focus on their child."

The goal of the event is to raise awareness and support the Ronald McDonald House Charities by supplying them with items they would need for the house.

"They supply clubs with a Wishlist of items they are currently in need of, such as household or pantry items," said McCarthy. "Our goal is to gather as many donations as possible to help support them."

Pinky Swear PACK will be raising money for the Ronald McDonald House. In addition to accepting monetary donations, they will also accept basic pantry or household items.

"The house hosts families who live far away from the hospital or cannot afford the

constant transportation back and forth," said McCarthy. "The donated items will be used throughout any families currently staying at the home so they will not have to worry about how they will have their next meal or money to purchase items while their child is in the hospital."

Throughout the years, this organization has held swab drives, volunteered and worked with the Ronald McDonald House Charities houses and children's hospitals, ran fundraisers and hosted many more events to help raise awareness for children with pediatric cancer.

"The impact we have had the opportunity to make in the lives of children and their families has been incredible. For this particular event, the items and monetary donations will truly help the lives of others. This club has been a huge component of my college career, and I can't wait to see what we are able to do next," said McCarthy.




PINKY SWEAR FOUNDATION

THE PINKY SWEAR PACK CLUB HAS PARTNERED WITH RONALD MCDONALD HOUSE CHARITIES TO RAISE MONEY, FOOD AND HOUSEHOLD ITEMS FOR THOSE IN NEED.



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Arts & Entertainment

Ariana Grande Releases "Positions"

BY ALEX MCCLOSKEY
Staff Writer

Ariana Grande released her sixth studio album, "Positions," on Friday, Oct. 30.

Adjunct music instructor Darren Litzie said, "Ariana Grande is a really fascinating artist. She has a diverse array of influences, from Judy Garland to Mariah Carey, and from musical theater to hip-hop."

Grande's new album came less than a week after she released the album's title track "positions" as a single along with a music video for the track. The new fourteen-song pop album features artists including Doja Cat, The Weeknd and Ty Dolla \$ign. It was recorded and produced throughout the COVID-19 quarantine.

As a whole, the album was received well by critics. Maura Johnston from TIME magazine wrote in her review, "Grande's most potent weapon as a pop star is her ability to make the personal universal; on record, her honesty about her struggles is rocket-fueled by her innate knowledge of what makes a hook undeniable, and those two qualities are all over 'Positions.'"

In "shut up," the first track of Grande's new album, she sings, "All these demons helped me see **** differently, so don't be sad for me." The album deals with Grande's inner strength and self-awareness.

Several of the songs deal with the feelings of starting new relationships after experiencing the loss of a loved one, the desire to better one's self and the more intimate side of relationships.

In terms of style, Grande doesn't stray far from the R&B-inspired pop for which she has become well-known.

On some tracks, Grande goes for more of an orchestral track with a tight and poppy 80's sound, like the track "34+35." In the track "my hair," the production sounds more like something off of a late 90's R&B ballad.

Senior Mickey Pirro said, "She writes music that I can relate to. Her song 'no tears left to cry' is about overcoming her biggest hardships. Her song 'Break Free' is about being your true self and not letting people bring you down. These themes are common in her music and are relatable to so many people."

One of the things Pirro loves about Grande is that she creates all different kinds of music.

"Her album 'Sweetener' is one of her best because of how unique it is. She has always been able to explore different genres of music, and that is what I like most about her – she always does something unexpected but never disappoints."

As for how Litzie sees Grande's importance in pop, he said, "I think years from now we'll be referring to Ariana Grande, and probably Beyoncé and Adele, as the most iconic female pop singers of this period, the same way we associate Mariah Carey with the 90's and Aretha Franklin with the 60's and 70's."

Litzie also said, "When I listen to Ariana's records, I don't hear someone doing an

imitation of Mariah Carey. I hear a distinct style that is uniquely her own."

Grande's new album can be found on most streaming platforms, including Spotify, Apple Music and Amazon Music. The "Positions" music video can be found on Grande's Official Artist Channel on YouTube.



YAHOO NEWS

ARIANA GRANDE RELEASES HER NEW ALBUM "POSITIONS" ON FRIDAY, OCT. 30 WHICH INCLUDES 14 NEW SONGS AND FEATURES FROM A VARIETY OF ARTISTS.

Film & TV Zoom Reunions

BY CHRISTINA MASSEI
Staff Writer

Multiple casts from various beloved shows and movies have been doing reunions via Zoom since the start of the COVID-19 pandemic. Popular shows and films like "Parks & Recreation," "Community," "High School Musical," "Legally Blonde" and others have done table reads and cast reunions for fans to watch.

"For fans, Zoom reunions can be a great opportunity to revisit their favorite shows or films," said Dr. Lori Bindig Yousman, Department Chair of Communication Studies.

Casts have been participating in nostalgia-filled Zoom call reunions as a way to entertain fans, come together and catch up since their shows or films have wrapped.

Some reunions included new content, while others involved repeats of old episodes or scenes.

"'Parks & Recreation' was a full-on TV episode in canon with a whole new storyline and whatnot, which was a bonus," said junior Ryan McHallam. "As for the 'Community' one, they did a virtual table read of an older episode and just sort of hung out after, which I thought was great to see."

"Watching live table reads, reactions to scenes or conversations between actors can deepen a connection with the original show or film," said Bindig Yousman.

Fans were able to see actors from their favorite shows be together again and talk about the shows that they used to star in.

"While the technology to do Zoom reunions has been in existence pre-COVID-19, it's the fact that actors are home and not working on other projects that we are seeing a rise in these reunions," said Bindig Yousman.

"Since the days of self-quarantine began earlier this spring, dozens of stars from long-gone television shows have reunited virtually," said Rebecca Lannucci, writer for TV Line.

Stars including John Krasinski, Reese Witherspoon and Donald Glover have all been a part of these Zoom reunions as well.

"The reunions I was most excited for hands-down were 'Parks & Rec' and 'Community,' and those happen to be my favorite shows, so it just really worked out," said McHallam.

Most shows were able to get the whole cast back together for a Zoom call.

"'Community' is one of my favorite shows, and I watched the entire reunion. I was so happy about it," said senior Matthew Russo.

"Parks & Recreation" released a brand-new episode with the entire cast playing their characters as if the characters were in a Zoom call. The episode aired on April 30.

"One of TV's most beloved sitcoms found a way to come together to give fans 30 minutes of entertainment and remind us how good it feels to be a surrogate citizen of Pawnee," said Megan Vick, writer for TV Guide.

"I really enjoyed watching the 'Parks & Rec' Zoom reunion. It's my favorite show, and I loved being able to see all of my favorite characters back together after not seeing them

for so long," said junior Gabrielle Premont.

The "Community" cast talked and caught up on each other's lives and also read a script from an older episode.

"I was so excited when I saw that Donald Glover was going to be a part of the Zoom reunion because he was my favorite part of the show and he left early, so I don't think that many people saw it coming," said junior Rachael Gilroy.

"During quarantine, I was so happy that shows were doing reunions because I literally ran out of shows to watch in the first month, and it gave me something to do," said junior Cora Koproski.

Fans were happy to see these reunions and their favorite actors together again.

"I was so happy to see that so many shows were doing reunions and I loved getting to watch them," said senior Maya Isom.



PEOPLE

SINCE THE BEGINNING OF THE PANDEMIC, TV SHOWS AND MOVIES, LIKE "VICTORIOUS," HAVE HELD CAST REUNIONS ON ZOOM.

Sports

New SHU&42 Scholarship

BY **MADELINE GIRANDOLA**
Staff Writer

Sacred Heart University has collaborated with the Jackie Robinson Foundation (JRF) to start the Jackie Robinson Foundation Scholarship called SHU&42.

The JRF was founded in 1973 by Rachel Isum, the wife of Major League Baseball (MLB) player Jackie Robinson. Jackie Robinson was the first African American to play in the MLB and broke baseball color barriers by starting as a first baseman on the Brooklyn Dodgers.

Isum wanted to continue Robinson's legacy and started the JRF to provide equal opportunities of higher education for everyone.

According to Sacred Heart Athletics, the university's Executive Athletic Director Bobby Valentine said, "Both organizations are dedicated to helping young people succeed."

On Oct. 22, Valentine hosted a virtual charity event with Joe Torre, a former MLB player and manager who is now an MLB executive. During the event, the two spoke about their 2000 World Series matchup between the New York Yankees and New York Mets, as well as the past, present and future of baseball.

They were joined by moderator Harold Reynolds, who was also a former MLB player and is now a sports analyst. All of the proceeds from the event went toward the JRF scholarship.

Other celebrities like NBC announcer Bob Costas and Sharon Robinson, the daughter of Jackie Robinson, made an appearance at the event. Golden State Warriors coach Steve Kerr and general manager of the Philadelphia 76ers Elton Brand asked Valentine and Torre questions about the World Series.

"The event included a great conversation about the 2000 World Series that brought together the New York Mets and the New York Yankees in a Subway Series," said Vice President of University Advancement William Reidy. "A number of friends also asked Valentine and Torre questions about the series itself. It was a really vibrant and dynamic show."

The JRF will select a Sacred Heart student for a 4-year scholarship that meets the scholarship's criteria, which are staying true to the core values of diversity and inclusion initiatives.

According to Sacred Heart, the scholarship will follow a highly selective application process. Once a student has been selected, they will participate in JRF programs to promote the morals and values of Robinson.

Although the event was virtual due to COVID-19 restrictions, a large number of people still gathered with the help of the press and social media.

"The SHU&42 celebrity and media tweets reached a potential total of 3.8 million fans.

The press also helped get the word out there. Bobby Valentine did several interviews with places like CBS Sports Radio and the Hartford Courant that helped put this event in front of tens of thousands of people," said Reidy.

Reidy mentioned that the event itself required a donation to the new JRF scholarship, and hundreds of people attended.

According to Sacred Heart, the event required a minimum \$20 donation to access the virtual event. There were several donation options, including \$42 to commemorate Robinson's 42 jersey number, and a maximum donation amount of \$1,000.

The \$1,000 donation included access to the event, a piece of memorabilia signed by Valentine, special recognition at the event and limited-edition commemorative event memorabilia.

"I don't know much about baseball, but I do know Jackie Robinson and how he was the first African American baseball player," said junior Divalee Iglesias. "Sacred Heart collaborating with the Jackie Robinson Foundation to create a 4-year scholarship will be such a powerful thing to have in the future and helps with SHU's steps into making campus a more diverse and inclusive place."



this is bigger than baseball

SACRED HEART UNIVERSITY ATHLETICS

SACRED HEART UNIVERSITY HAS STARTED THE JACKIE ROBINSON FOUNDATION SCHOLARSHIP CALLED SHU&42.

New Director of Athletic Communications & Marketing

BY **KYLE BRENNAN**
Staff Writer

According to Sacred Heart Athletics, on Oct. 22, Michael Smoose was added as the new Director of Athletic Communications and Marketing.

Smoose has worked in athletics for 20 years. Prior to coming to Sacred Heart University, Smoose was the Associate Athletics Director of Communications and Operations at Johnson and Wales University. Prior to that, he was at Armstrong University, Ohio University, Fresno State University, and Florida State University.

"While most private universities are seeing drops in enrollment, Sacred Heart keeps growing. In addition to the university growing, the athletics department keeps expanding with the addition of new sports," said Smoose.

Smoose will oversee all of SHU's Division I athletic programs and report to the university's Communications and Marketing division. He will also serve as SHU's primary media contact, supervise broadcast and media coverage, oversee athletic websites and social media accounts, and manage promotional efforts for all sports.

"I oversee all the communications and marketing for the athletics department. That includes working with the media and promoting the athletics department through social media and the department's website, as well as coordinating home game broadcasts," said Smoose.

In addition, Smoose will write press releases and feature stories that will be published on the Sacred Heart Athletics website and will also be promoted on social media platforms.

"We also create graphics, videos and content specific to social media. For games that are broadcasted, we produce game notes that are distributed to the media and then to the staff at the home games where we are responsible for stats, photographs, video, social media and the post-game recap," said Smoose.

Smoose is also in charge of the university's liaison to the media, and he pitches stories as well as sets up interviews. Another part of his job is accepting the role of Director of Marketing.

"From the marketing end, our job is to bring fans to the game, then provide a great atmosphere while they're there. Before the season, we put together a promotional schedule with various giveaways and themes to bring people to the game," said Smoose.

Smoose and his staff are also in charge of broadcasting the games. They are responsible for creating the content for the video boards at basketball, football, wrestling and other sports games.

"We also produce the content for the video boards at football, basketball, volleyball, wrestling and lacrosse, as well as highlight videos," said Smoose.

Smoose's job is to do everything he can to promote athletes' accomplishments not only during games and practices, but also in the classroom. Additionally, he strives to prepare them for the future.

"We have a great school of communications and sports management program, and I want to incorporate them into what we're doing in order to help them build their resumes," said Smoose.

Through his new position, Smoose will work to support athletes' successes in the classroom, on the field and in the community.



SACRED HEART UNIVERSITY ATHLETICS

MICHAEL SMOOSE WAS ADDED AS SACRED HEART UNIVERSITY'S NEW DIRECTOR OF ATHLETIC COMMUNICATIONS AND MARKETING.

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Diehard Twihard

AMBER MARTINEZ
WEB MANAGER

I don't care what anyone says: Twilight is an amazing movie franchise. I refuse to listen to any negativity about it. Do I know that it has many flaws...yes, yes I do. But who doesn't have flaws? People like to judge it without even watching it or giving it a chance. Just because it is about vampires and werewolves does not mean that it is not a film franchise worthy of praise. It is a cinematic masterpiece! The world of Twilight is so magical and breathtaking-it never fails to spark a release of serotonin in my brain.

Some may say that I have an obsession with Twilight, but I like to call it a deep dedication to a work of art! Great acting (especially as it goes on), amazing plots, a killer soundtrack, perfectly executed filming. What more could you ask for?

The first Twilight movie came out when I was only eight years old, and I was a diehard fan from the beginning--or should I say Twihard fan.

I remember first watching Twilight with my Titi (aunt in Spanish), on her laptop a month before it came out on DVD. The day it came out, we went to Walmart to get it; I carried that DVD with me everywhere I went, so much so that my mom told me it was illegal to have a DVD in your backpack.

From then on, my dad's whole side of the family and I went to the movie theaters to watch the other films. Though no one liked it as much as my Titi and I did, it was a big event for all of us. I would give so much to feel that type of excitement again.

Since then, I have read all the books and am currently rereading them with one of my best friends. Being a reader means often getting frustrated in the production of a book to a movie adaptation. I don't know if it is because I watched the movies before I read the books, but I like them equally the same.

An important question for Twihards is: Are you team Edward or team Jacob? Though I don't have to give a detailed response when I get asked this, I feel that I must. When I was little, I was team Jacob. I was obsessed with werewolves, so since (SPOILER) Jacob was a werewolf, that made him better in my eight-year-old mind.

My Titi would tell me that Jacob sucked, and I would defend him like my life depended on it. Now that I am older and have a better understanding of what is happening in the movies, I completely agree with her. He sucks! Which is what led me to do a 180 and join team Edward. There is no doubt in my mind that he is the better man and better choice. Jacob is possessive, a control freak, has anger issues, and never asked Bella what she wanted. Edward, on the other hand, is a complete gentleman who actually cares about Bella as a person who is his equal and not as a toy.

To me, Twilight is more than a movie about vampires and werewolves. It is a movie/book franchise that shows us what true love is like. A love so true that, when you step further and further into their world, you become yourself. But not in a way that paints the picture that you need someone in order to thrive and become your best self. Instead, Twilight shows that letting go can be freeing, and that freedom guides you to your best self.

It has been over 10 years since Twilight came out, and if I am honest--though it might make me seem crazier--I don't want to imagine the world without it.



How I (Accidentally) Became an Environmental Activist

JILL AMARI
MANAGER OF AUDREY'S CORNER

Before college, the most I did to protect the planet and promote environmental care was participate in my middle and high school Recycling Clubs, in which students would pick up recyclables around school and put them in recycling bins outside for pickup once a week.

Coming to Sacred Heart, I thought that there would be no such thing as a Recycling Club because I expected recycling to be something that people automatically did. After all, there were plenty of recycling bins on campus, and Sacred Heart promoted itself as a sustainable and environmentally-friendly school.

However, I quickly learned that there is a big difference between promoting sustainability and actually being sustainable. To better understand how Sacred Heart could become a more sustainable school and ways I could personally care for the environment, I joined the Environmental Club in my freshman year. During club meetings, I learned about their sustainability plans for the university and their volunteer opportunities, such as beach and park clean-ups.

Also during my freshman year, I took a First Year Seminar class with the theme of "Biosphere and Human Fears." In this course, we discussed the relationship between humans, the environment, and the ways our fears are connected to climate change and other environmental issues. As part of my final project, my group and I researched and proposed better ways for Sacred Heart to promote recycling on campus. In doing this project, I learned about local environmental concerns and connected with members of Sustainable Fairfield Task Force (SFTF), a group of adults working to make Fairfield—and the state of Connecticut—a more sustainable and environmentally-friendly place.

While working with SFTF, I was offered the opportunity to join

a branch of their group called the Sustainable Youth Connecticut (SYCT), a group of middle and high schoolers working locally and state-wide to promote sustainable efforts. It has now been just under a year that I have been a part of SYCT, and we have grown to include college students and to have several subgroups focused on different initiatives. In addition, I became one of the student leaders during the beginning of the pandemic, and I am still amazed at the steps our group has taken to make Connecticut a more sustainable state.

While SYCT is always recruiting and the Environmental Club at Sacred Heart welcomes new members throughout the semester, I am especially excited this semester in particular because of a new sustainability plan developed by the Environmental Club. Starting this month, the club, along with professors from the Biology Department, will begin building a pollinator garden at West Campus.

Pollinator gardens encourage beneficial animals and insects like birds, butterflies, and bees to come and have a safe place to thrive. There will also be a scenic path for visitors to walk along as they go through the garden. Volunteers from the university will clear the area and begin planting later this month.

Through my experiences so far, I've learned that caring for the environment is a community effort. You can't be an effective activist alone and expect to be able to do everything by yourself. And sometimes, being an activist can come as a surprise—but it is well worth the time and effort to accept the title of activist and continue to make a positive difference in the world.

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