

## Cavanagh Gift Opens Doors for Student Video Opportunities

A gift from **MJ Cavanagh '83** will help Oswego students better meet increased demand for graduates with video skills.

A broadcasting and mass communications major and executive vice president of advertising sales at the Gospel Music Channel, Cavanagh asked that her monetary donation support a specific need outside the communication studies budget. When the college saw a need for more editing equipment, **Fritz Messere '71**, interim dean of the School of Communication, Media and the Arts, knew Cavanagh's gift could benefit Oswego students in the present — and future.

Student response to previous studio renovations and the addition of a cinema and screen studies major “has been overwhelming,” Messere said. “Our editing facilities became overcrowded quickly, and students were unable to get enough time in the six workstations to complete their work.”

So Cavanagh's donation funded six high-end Final Cut Pro Mac editing workstations in Lanigan Hall. The computers can run in parallel PC mode so journalism students can use the EZ News package for editing stories. The donation also enables Oswego to teach courses in dramatic video, provide more new media production opportunities and introduce more students to video courses, Messere added.

The addition makes for a better classroom experience, said Jane Winslow, who teaches video production courses. “The only way you learn these programs is to put your hands on them for a significant amount of time,” she said. Professional use of video on the Internet has boomed, meaning not just students heading into film and TV will need these editing skills, Winslow said.

The ability to master all types of editing, and spend time perfecting their craft, appeals to **Tim Nuthall '09**, a broadcasting major from Ellicottville. Students “can specialize in not only video editing, but also text editing, graphics and audio editing” on one computer, he said.

Broadcasting major **John Henry '11** appreciates increased time to work on postproduction. “The stations will allow students to do more hands-on work and learn skills that will transfer over to the job market after they graduate,” he said.

**Frank Carmine '10**, another broadcasting major, said the ability to create a high-quality, high-definition demo tape is another advantage. “Upgraded editing software allows me to keep up with the latest in editing technology, giving me access to and experience with better effects, transitions and edit tools,” he noted.

When she started an internship in Rochester, **Jen Blye '09** saw the similarities in editing programs to her Oswego coursework. “I think that having state-of-the-art production software and opportunities really helps students have that additional edge when they get out of school,” said the broadcasting major. “Employers are going to pay attention to an applicant who already has the skills they may have to otherwise teach a new employee.” ●

— Tim Nekritz M '05



JIM RUSSELL '83



**MJ Cavanagh '83**

Students use new video editing equipment made possible by a donation from alumna **MJ Cavanagh '83** in an advanced video production class. From left, **Frank Carmine '10** tapes **Megan Hislop '09**, while **Kyle Boeckmann '11** uses video editing software on one of the new Macintosh computers.

## Alumnus from Hawaii Leaves Legacy to Oswego

He may have moved nearly 5,000 miles away from Oswego after graduation, but **Ronald Deisseroth '34** kept his alma mater close to his heart. When he died April 26, 2005, at age 91, the Honolulu, Hawaii, businessman left Oswego a nearly \$60,000 bequest. The college received word of the legacy this January.

“Mr. Deisseroth’s generosity shows that no matter how far away our alumni may roam, their love for Oswego never diminishes,” said **Kerry Casey Dorsey '81**, vice president for development and alumni relations. “We are incredibly

grateful to him for supporting future Oswego students with his generous donation.”

Deisseroth came to Oswego from his hometown of Ravena, N.Y., and was a member of Psi Phi fraternity.

He relocated to Hawaii during World War II to work with the United Service Organizations. Over the years he became a prominent land developer in Honolulu and a civic leader. With his wife, he traveled the world, visiting every continent, according to his obituary in the *Honolulu Star-Bulletin*.

“He and his wife were very involved in the community,” said Mary Connelly, who worked for Deisseroth for many years and is trustee of the Ronald H. Deisseroth Revocable Living Trust. “He was a person who was very well liked.”

Deisseroth was president of Deisseroth Enterprises as well as the former president of the Hawaiian Housing Corp. and Waikiki Development Co. as well as a developer of the International Market Place, according to his obituary in *The Honolulu Advertiser*.

He had an unusual hobby that literally grew into a business venture. “He was the ‘Mushroom King,’” said Connelly with a chuckle.

Beginning in the 1950s, Deisseroth leased property that included underground gun batteries dating from World War II. “He got interested in the fact you could grow mushrooms inside the interiors of caves,” said Connelly. “It started out as a hobby and then became a business. He introduced mushrooms to people who would come from all over to get them.” According to the *Star-Bulletin*, his organically grown mushrooms were served at fine restaurants throughout the islands.

The adventurous entrepreneur specialized in other delicacies as well, raising quail and ring-necked pheasants. “Quail eggs are quite a delicacy,” said Connelly. “He was the only one who had any, so he was quite popular.”

The prominent businessman was also a generous benefactor, Connelly recalled. He gave regular gifts to several charities, including



**Ronald Deisseroth '34** is in the center of the back row in this 1944 picture of USO workers newly arrived in Hawaii. The *Honolulu Star-Bulletin* photo is from the University of Hawaii at Manoa Library. Inset: **Ronald Deisseroth '34** in his *Ontarian* yearbook photo



## Legacy Society Supports Oswego

HIS GENEROUS BEQUEST MADE **RONALD DEISSEROTH '34** a member of the Sheldon Legacy Society, whose members carry on the work of the college's founder, Edward Austin Sheldon, through their bequests, annuities and other planned gifts.

The society now numbers more than 60 people, something C. Thomas and Shirley Gooding only dreamed about when they spearheaded planned giving to Oswego in the 1990s.

Tom Gooding, emeritus provost at the college, and his wife, Shirley, a retired community educator, were already active supporters of the college when they decided to name Oswego in their will. Their annual gifts supported *The Fund for Oswego* at a leadership level. The Goodings created two scholarships, one in the name of the late Emeritus Professor of Psychology Donald Snygg and one in their own name.

"When we were revising our estate plan, we talked about it and placed Oswego in our estate plan along with our family and other beneficiaries," recalls Tom Gooding. "The Development Office helped us with it." When their generosity was reported in *Campus Update*, *Oswego* alumni magazine and other publications, other supporters stepped forward with a desire to leave a legacy to Oswego.

"It's very exciting. We never dreamed it would bring in that much," said Shirley Gooding.

"Alumni of SUNY Oswego realize the gift that was given to them," said Tom



Shirley and C. Thomas Gooding on a recent visit to campus.

Gooding, "We already had our college education before we came here, but we have a deep affection for Oswego because we spent our lives here and raised our family here."

Even though the Goodings are now retired and living in Florida, they remain active in Oswego State affairs. Both are members of the Oswego College Foundation Board of Directors, and whenever they return to visit Oswego they take part in the life of campus through cultural and social events and visiting with emeritus faculty friends. ●

**For more information about making a planned gift to Oswego, contact Mark R. Slayton at 315-312-3003, send an e-mail to [develop@oswego.edu](mailto:develop@oswego.edu) or visit Oswego's Web site for planned giving: [www.oswego.edu/plannedgiving](http://www.oswego.edu/plannedgiving).**

Oswego. His charitable work included leadership of several non-profits including the Tuberculosis and Health Association, the American Heart Association in Hawaii, the Multiple Sclerosis Society and Lanakila Rehabilitation Agency, according to the *Star-Bulletin*.

Deisseroth was active in Rotary International, serving as governor of Hawaii District

500. He was on the executive committee of the Chamber of Commerce; director of the Waikiki Improvement Association; and on the Board of Realtors, Sales and Marketing Executives, according to the *Advertiser*.

His wife of 56 years, Miriam Burton Deisseroth, passed away in March 2004. ●

— Michele Reed