



Wearing an Oswego Lakers hockey jersey (with his class year as a number), Al Roker '76 visited with students outside the new Campus Center, before a live national audience.

JIM RUSSELL '83

TODAY *at Oswego*

Roker Showcases Alma Mater to National Audience BY KRISTIN QUINN '08



JIM RUSSELL '83

Al Roker '76 signed posters and greeted students in the stands at the new Campus Center arena, during his "Today" show broadcast Oct. 18.

Students began to form a line as early as 5 a.m. to see Al Roker '76 and be part of the NBC "Today" show broadcasts from SUNY Oswego's new Campus Center Oct. 18.

Roker was visiting Oswego as the moderator of the third annual Louis A. Borrelli Jr. Media Summit, held Oct. 17, which he and Louis A. Borrelli Jr. '77 renamed in honor of their beloved professor, Dr. Lewis B. "Doc" O'Donnell, who passed away Aug. 28.

Students showed their enthusiasm for the "Today" broadcasts with large colorful signs such as: "Oswego Loves Al," "Al, You're my Hero [illustrated with a sub sandwich]," "Hi Mom," "Al Roker for President" and "Happy Al-Oween."

One group of students wore bathrobes and slippers, while another student wore a neon green wig and painted his face green and gold. The first 1,000 people to arrive at the Campus Center for the event received free bright yellow T-shirts which read "Oswego on Today" to wear during the broadcast.

Jaclyn Guilfoyle '11, Tim Fiscofer '11 and Kellie Schieber '11 said that they stayed up all night to attend the "Today" broadcast. "It's exciting," said Guilfoyle. "But, if we had gone to sleep we might not have woken up in time."

From 5 to 7 a.m., local NBC affiliate WSTM broadcast live from the Campus Center, with meteorologist Chris Brandolino '94 interviewing President Deborah F. Stanley and Roker.

Between 7 and 9:45 a.m. seven short live remotes took place, some in the new Al Roker '76 WTOP Television Studio, others outdoors from the plaza circle entrance to the Campus Center, and the final broadcasts took place in the Campus Center ice arena and convocation center.

As Roker showed off the new WTOP studio on "Today" he said, "I am so proud." He joked with his co-hosts at NBC that with the hands-on experience students will receive in the studio, "Future broadcast students will be able to come in and take our jobs."

General Manager of WTOP Jaclyn Kahn '08 said, "This morning was an amazing experience for WTOP to have Al use our brand new studio, as well as for us to see how production out in the field is created."

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Al Roker '76 interviews President Deborah F. Stanley live on NBC's "Today" show Oct. 18.

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WTOP Underwriter Director **Jason Siegel '08** said that the day's events gave him "a vision of what to shoot for in the future."

Editor-in-chief of *The Oswegonian* **Anthony Borrelli '08** said that the "Today" broadcast was a wonderful opportunity for all members of campus media to observe the pros in action. "It's good exposure for the school and it's great to be a part of seeing such a successful alumnus return," he added.

When Roker broadcast outdoors from the plaza circle, students, faculty, staff and community members gathered around and cheered. Roker wore a gold and green hockey jersey with "Roker 76" on the back, complemented by an Oswego baseball cap. He took the time to sign autographs and shake as many hands as he could.

The atmosphere for the ice arena broadcasts was exhilarating. The audience sipped hot chocolate and coffee supplied by the Alumni Association, while the Oswego Jazz Project provided entertainment. The men's and women's hockey teams took the ice in uniform, and technology majors showed off their prized project, the remote-controlled mini Zamboni.

"I'm amazed and proud that our school can be on TV for millions of people to see," said an enthusiastic **Elizabeth Palma '08** as she cheered from the audience. ●



Al Roker '76 jokes on air with fellow alumnus, **WSTM meteorologist Chris Brandolino '94**

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Al Roker '76 speaks

On the new Al Roker '76 Television Studio:

- It's really unbelievable. When I came in '72 the studio was in Piez Hall. The ceiling was 2/3 of this one. You actually had to watch so you didn't bump your head on the lights. We had turret lenses, black and white cameras, cast-off industrial equipment. Now it's all high-tech — a lot more than some commercial studios have.
- This will give these kids a leg up on other students coming out and competing for jobs.

On how Oswego influenced him:

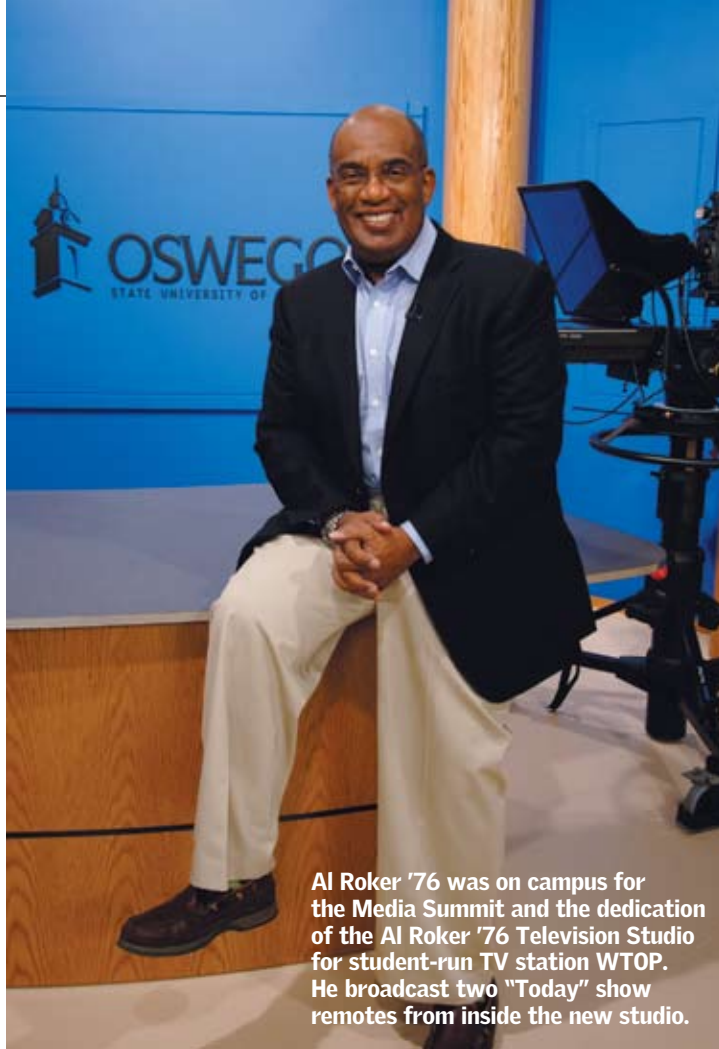
- It's what fired up your imagination, what got you started.
- I wanted to be behind the camera: a producer, director or cameraman.

On what Oswego means to him:

- They were the four greatest years of my young adult life. It was a transformative experience.

On Dr. Lew O'Donnell:

- If you are reflective, you know: Family is one thing, but there are people in your life that affect you professionally. This was one of those places and Lew O'Donnell was one of those people.



Al Roker '76 was on campus for the Media Summit and the dedication of the Al Roker '76 Television Studio for student-run TV station WTOP. He broadcast two "Today" show remotes from inside the new studio.

