

THE WHIT

The Rowan Television Network raises over \$5,500 for the Make-A-Wish Foundation of New Jersey

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The Rowan Television Network raised over \$5,500 for the Make-A-Wish Foundation of New Jersey during a five-hour live broadcast on March 7, surpassing their goal of \$5,000.

“Last year our goal was \$2,000 and we just thought, ‘Obviously we raised almost \$3,000 dollars last year and you know what, I think we can do it,’” said RTN Staff Director and Executive Producer Dominic Trombino. “I am so proud of everyone.”

RTN donated all of their proceeds to the Make-A-Wish Foundation of New Jersey, a popular choice among the producers and many of its club members.

“I feel it was a good choice because it just does so much good,” said Trombino. “There are a lot of people here on campus that have been affected by it. They get to see their campus come together.”

“We picked this one because especially since they have a NJ chapter,” said RTN Vice-President, Talent Coordinator, and Telethon host Kristen Conner. “So the NJ chapter really helped us because we were able to localize it.”

The eight producers and a crew of about 70 students coordinated the five-hour shoot throughout Bozorth Hall. They operated equipment, changed sets between musical acts, and took donations at the phone bank. Many of the students were happy to help.

“It’s a really big privilege for me to be doing this and be a part of this wonderful organization,” said junior broadcast journalism major Christina Rodriguez, who hosted the Phone Bank segment.

“This is my first year, so I’m excited just to be a part of it,” said junior radio/TV/film major Dianna Califri, who worked the phone bank. “It’s a great cause, and I’m happy to do whatever I can to help.”

RTN largely used social media to advertise the telethon, which included changing profile pictures to the telethon poster, posting about the telethon, and “Twitter-bombing” celebrities and local media to spread the word.

“We really wanted to emphasize that anyone in the country could watch this, we tried to make sure the live stream was emphasized,” said RTN and Telethon Promotions Director Priyal Dubal. “We went through Facebook events, we went on Twitter, we went through our [RTN website](#), we made an [RTN Telethon website](#), and we tried every single way we could to have everybody know online that they could still watch this even if they didn’t live on campus.”

The telethon has changed drastically since the first one in April 2008, a three-hour broadcast from the RTN office. Many of the students see the telethon growing even bigger as early as next year, including Patrick Bean, a former Rowan student who graduated in May 2011 with a radio/TV/film degree and hosted the telethon for three years.

“I think definitely it’s going to be getting bigger and bigger,” said Bean, who was also on campus that night as part of the improv group [Second Place Champions](#). “It may eventually hit a peak, but even if it hits that peak, it’s gonna be so ridiculously successful for some kind of student effort like this because it really just does bring the Rowan students together for a great cause.”