



Bookstore Newsletter

Stony Brook University

April/May 2010 Volume 16, Issue 2

EARTHday
40th anniversary

20% OFF
all GREEN
merchandise
& books*
*excludes textbooks

groovyGREEN sale
4/1 - 4/30



Faculty Spotlight on: Dean Howard Schneider



Dean Howard Schneider

How do you teach others to make responsible decisions? This question goes through the mind of Howard Schneider every day. In an age in

by Michael Cusanelli

which we are bombarded by what he calls “a veritable tsunami of information” on a daily basis, Dean Schneider’s goal is to make sure that his students can tell the difference between fact and fiction, truth and conjuncture.

Dean Schneider received his M.S. in Journalism from Columbia University. He then went on to a long and storied career at Newsday. He began his career as a reporter, and eventually became managing editor and finally editor of the newspaper. Dean Schneider helped usher Newsday into the age of digital story-

(Continued on Page 2)

Custom Course Book Program at the University Bookstore

The University Bookstore’s Custom CoursePack Program now has more faculty and student benefits than ever. In conjunction with XanEdu, the bookstore staff helps faculty to create customized textbooks with copyright-cleared material and even to publish faculty manuscripts, original notes, and lab workbooks. Faculty can choose to have these custom materials turned into a professionally bound, printed book, a digital version, or a combination of both.

To take advantage of the bookstore’s new buyback policy for self-written course books, faculty members are encouraged to create their own texts and commit to them for several semesters. This commitment

by Martina Robotham

will allow students to sell back these course books like traditional textbooks, and for future students to buy them as used copies. Custom course books present the perfect opportunity to both save students money and promote sustainability. As an added incentive, each participating department will be reimbursed 5% of its total coursepack sales. In 2009, the bookstore gave eight departments back over \$6,500! For information and assistance in creating your own custom coursepack or publishing your own work, contact the University Bookstore’s Textbook Manager at 2-6614 or TM242@bncollege.com.

Remember... the Textbook Requisition Deadlines

The earlier you send your textbook information, the more money students will receive at buybacks!

This also gives the staff time to get more used books on shelves for next semester's students!

Submit your requisitions online at <http://naples.cc.sunysb.edu/FSA/textord.nsf>
or
by e-mailing Bookstore@stonybrook.edu

Summer Sessions
April 5th

Fall Semesters
April 5th

Winter Sessions
October 12th

Spring Semesters
October 12th

Faculty Spotlight (Continued from Page 1)

telling and alternative media sources by creating one of the first websites for a major newspaper. His career eventually led him to Stony Brook University, where he helped launch the School of Journalism.

In his courses and in his role as Dean of Stony Brook University's School of Journalism, Dean Schneider emphasizes the responsibilities of all news consumers today. As technology has advanced, we have become publishers as well as consumers. The ability to make what Dean Schneider calls "actionable decisions" is crucial in the lives of news consumers because of the nature of the news media. "Whether we're speaking about Haiti or Tiger Woods, there is always a new topic to discuss," says Schneider.

Dean Schneider started the School of Journalism in 2006 in order to foster the growth of a new age of smarter, savvier news consumers and journalists. He believes that for an organized democracy to function, its citi-

zens must have the abilities necessary to make good decisions. With over 4,000 students taught in the last four years and an estimated 6,000 more to be educated in News Literacy in the next three years, Dean Schneider is hopeful of this generation. He has begun the push towards creating a group that appreciates the value of accurate news and understands the responsibilities required to be a smart news consumer.

As his dream begins to spread across the nation and other colleges adopt the News Literacy Program, most notably Syracuse University, Dean Schneider's goal for a more educated, aware, and critical public grows brighter with each passing day. The ripple that the Stony Brook School of Journalism has created in our national education system is beginning to make waves for the larger college community.

COUNTDOWN TO GRADUATION
TICKETS • PACKAGES • EVENTS

May 1
Ceremony Tickets
Last day to complete the Ceremony Attendance Form on SOLAR to secure your tickets.

May 8
Cap & Gown Packages
Order yours from the University Bookstore by today! Faculty who report to the Provost's Office can order their complimentary cap & gown rental now through April 15 online at: www.herffjones.com/faculty
After April 15, contact Jay Ahgharian:
Tel: 24890 Email: Jay.Ahgharian@stonybrook.edu
Bachelor's - \$69.50 (tax included)
Master's - \$76.02 (tax included)
Doctoral's - \$143.65 (tax included)

May 21
Commencement Events
1. Main Ceremony - 11:00 AM at the LaValle Stadium.
2. Commencement Festival to follow outside the stadium.

New Gear is Here!



Aluminum Water Bottles



Vera Bradley Totes and Wallets



Beach Towels, Flip Flops and Totes

The University Bookstore sells more than just textbooks. The new spring line up includes colorful beach towels, aluminum water bottles, flip-flops, and roomy tote bags! Don't miss the huge poster sale, every poster is 50% off. New wallets, handbags and ID cases from Vera Bradley are in. Get ready for summer and get in shape; browse the selection of diet and exercise books available. There are tons of bargain books available every day. The bookstore also carries books that coincide with all of the latest movies such as Alice in Wonderland, The Lightning Thief and Dear John.

Great Values on SBU Clothing



Legacy SB Cap \$14.99



Plaid Embroidered Stony Brook Hoodie \$24.99



Champion Lowrider Sweatpants \$19.99

Congratulations Class of 2010!



Graduation Mug



Graduation T-Shirt



Diploma Frames

Graduation items available in store and at www.shopsbu.com. All of the diploma frames are eco-friendly, made from certified wood from well managed forests.

Spring Buyback Dates

Sell back your textbooks after finals during store hours from May 10 - 17 and receive up to 50% back!

Buybacks will also take place at:

Kelly Coffee & Tea House

Thursday, May 13
6:00pm-10:00pm
Friday, May 14
6:00pm-10:00pm
Monday, May 17
6:00pm-10:00pm

Get a coupon for a **FREE 12 oz. hot cocoa/coffee** courtesy of the FSA!

Southampton

Monday, May 10 -
Friday, May 14
12:00pm-4:00pm

Remember to bring your student I.D.

Contact Information

General Manager:

Boon Teo

632-6551

Textbook Manager:

Kristin Dischley

632-6614

General Merchandise:

Sue Jones

632-4500

General Books:

Kate Baroni

632-9747

Bookstore Newsletter

632-1150

Managing Editor

Martina Robotham

Hours of Operation

SPRING SEMESTER

Monday - 8:15am to 6pm

Tuesday - 8:15am to 6pm

Wednesday - 8:15am to 6pm

Thursday - 8:15am to 6pm

Friday - 8:15am to 5pm

Saturday - 12:00pm to 4 pm

Sunday - CLOSED

Bookstore website:

www.sunysb.bkstore.com

or e-mail us at

bookstore@stonybrook.edu

Campus Lifetime Bookstore Events

Wednesdays in the University Bookstore from
1:00PM to 2:00PM. Light refreshments will be served.

Wednesday, April 14th

Craft Day with the Craft Center

Come down to the University Bookstore to make some great gifts
for yourself and others, just in time for spring!

Wednesday, April 21st

Drum Circle with Ed O'Connell

Check out this great musical event that will teach you to listen
and learn. Play unique beats and discover your inner drummer!

*Call Martina Robotham at 632-1150 to request a date to
share your talents and passions with the campus.*

Annual Publishers Fair

Wednesday, April 7th

12:00PM-2:00PM

Wang Center Theatre Lobby

Join the bookstore staff and major publishers for a
Mexican Fiesta served by Campus Catering!

View updated textbook editions and new titles.

Preview the latest technology in the textbook industry.

Order desk copies and course materials for future courses.

Attend mini-lectures presented by publishing representatives.

Please RSVP by April 1st to

bookstore@notes.cc.sunysb.edu

Become a Fan of the University Bookstore on Facebook!

**Be the first to find out about new products, in-store promotions,
and Campus Lifetime Events!**

**Get Your Red On
with 20% off
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merchandise!**



Excludes clearance and
Underarmour merchandise.
Cannot be combined with any
other offers. Valid for in-store pur-
chases only at the University
Bookstore. Expires 5/10/10.



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