

# *Stonehill's Media Maven: Crafting Success Through Storytelling and Communication*

*By: Carter Bain*

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*(Photo courtesy of Liam Dacko)*

The average American often struggles with their boring 9-5 job in their everyday life, but Assistant Director of Communications and Media Relations Liam Dacko is not an average American. In his own words: there's "no such thing as a typical week" in his everyday job here at Stonehill.

Liam Dacko, a Stonehill College graduate with a degree in communications, balanced academic pursuits with practical experience. As Editor-in-Chief of *The Summit*, he applied the knowledge gained from his coursework and the guidance of Professors Paradise and Boyle. This well-rounded approach contributed to a fulfilling college experience and prepared him for a successful career in communications. "Professor Paradise's passion for the work she does and for the field and for her research was really inspiring to me." and "The journalism classes I took with Professor Maureen Boyle were excellent. They really helped me hone my writing

skills, my reporting skills, and my interviewing skills—all tools I need every day in my current role." Liam Dacko made it clear that he wanted to acknowledge the outstanding work from these two professors for helping him get started in this field of Communications. As stated before he was only in the Summit and other clubs around communications and so other than that he wasn't really a social student when attending Stonehill. Being on *The Summit* was really useful not just for developing writing and layout skills but also for balancing resources, overseeing a staff, and working with different constituencies on campus. Although not explicitly said in the interview, Liam's expressions throughout seemed to indicate that he enjoyed his time at Stonehill as a student.

After Graduating from Stonehill, he later went to Boston University to pursue a graduate degree in Writing & Producing. While not much was said about his time at Boston University, he acknowledged the university helped him get a more advanced training on his area of study. This advanced training of getting his graduate degree help him secure his first job in the real world at Paramount Pictures out in Los Angeles. "I was working for a producer named Keeva Goldsman. He's done some of the *Transformers* movies, *Batman* movies. I was basically an assistant to him." This job allowed him to get a better understanding in how the production industry worked and what went into producing these big market films. He didn't specify how long he worked at the job, but after it ended, he found another job back here locally in Boston at GBH (which is the PBS affiliate in the City). "I was working for a production shingle there called Launchpad, and I was primarily working on a short animated series that was science-themed." He didn't end up staying at this job due to the pandemic shutdown we were thrown into during 2020. This led him to having to do a career pivot and looking for a new job. While working at these jobs,

he still had great communication with Stonehill after his graduation and on the side he did some freelance writing work for the college marketing department. Soon after this, his current position opened up in the Communications & Media relations department here at Stonehill. His time as a freelance writer helped him land this position up in Donahue Hall based on his previous experience in writing, storytelling, and media management, which played a role in him getting this job. Since this was back during the pandemic, he had to start this new job at home via online work. "When I first started here, we were collaborating a lot with Health Services and the COVID response team just to help get communications out related to vaccine requirements and different COVID protocols." He periodically checks in with Health services nowadays to see if the latest Covid protocol guidelines are up to date on the website. He also oversees all the Stonehill Generic social media platforms to help spread news about the college. Since he works in the presidents building, both his team & himself, help prep and organize news forums, speeches, & other events where the president (John Denning) has to speak and they make sure he's up to date. In addition to these responsibilities, he also stated "We're in charge of overseeing emergency communications on campus. So, in the event that there's a fire, power outage, or other emergency, we use a system called RAVE to transmit necessary information to students, faculty, and staff." He also started a new podcast series called "Stonehill Stories", where he interviews students, professors, staff, & alumni about their achievements and greatest stories from their time at Stonehill. When conducting this interview with Liam, he stated that he just recorded the season two premiere of "Stonehill Stories" with a Stonehill Alum, Pamerson Ifill, who is also the Massachusetts Probation Services Commissioner. "I love being able to provide

a platform for people to tell their stories." Looking back to when Liam first started his current job here at Stonehill, one might think he's done a great job with it and it runs smoothly, but since he joined the team up in Donahue Hall, during the Pandemic, he had his up & downs at first. "The fact that we were forced to be remote for so long has kind of forced us to take advantage of different technologies and different ways of working that we might not have otherwise." Even though Liam was put in this difficult position, he still managed to do his work anyways from affair with a great attitude and enthusiasm. When asked who inspired him, Liam credited childhood influences like Superman and Lois Lane, as well as college mentors Professors Paradise and Boyle. Despite not being naturally outgoing, securing his current role stands as his proudest moment in communications, a realization he expressed with a heartfelt reflection.

Liam throughout the interview, showed some empathy and happiness throughout. The tone in the room was very settle and uplifting which made it a great environment to conduct the interview. To Conclude, Liam has some advice he has for future students interested in his field, What surprised him about working in this field, and What he looks for when hiring a candidate that is just starting out. "Take internships seriously, no matter the task. It's all about showing commitment and gaining real-world experience early on, which can open doors to full-time opportunities later.", "I value strong communication skills, creativity, and kindness in a collaborative team member, along with a passion for our mission and a willingness to adapt to the evolving media landscape.", and "What surprised me most is realizing how much I could learn and grow on the job, using tools and resources surpass what I thought were my limits." A communications job is not linear and will not follow and certain path, which is fine because it resembles what life is all about.

For Liam on the other hand, he was fortunate to have this full circle moment that made is transition from being a student to working full time a better experience.

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For more information about Liam Dacko, you can visit there:

1. LinkedIn:  
<https://www.linkedin.com/in/liam-dacko/>

And/ Or

2. Transcript Notes from interview:  
[Liam Dacko Transcript Notes](#)  
“Interview took place on November 1, 2024”