

# MARK CIEMCIOCH

PORTFOLIO

MARK IS AN MULTIFACETED  
COMMUNICATIONS  
PROFESSIONAL, WITH EXPERIENCE  
IN ALL FIELDS AND PLATFORMS  
AND SPECIALIZING IN WRITING,  
DIGITAL STRATEGY AND SOCIAL  
MEDIA MARKETING.

---

WITH MORE THAN 20 YEARS OF  
EXPERIENCE, MARK IS NOW  
WORKING DIRECTLY WITH  
CLIENTS TO HELP THEM CRAFT  
THEIR MESSAGE, ALIGN THEIR  
ONLINE PLATFORMS AND REACH  
THEIR BUSINESS GOALS.

716-864-0879

[mciemcioch@gmail.com](mailto:mciemcioch@gmail.com)

[www.markciemcioch.com](http://www.markciemcioch.com)



# WRITING

## 'Weird Al' Yankovic explains how 'Hamilton' led to his new single

*Buffalo News* March 7, 2018

For those going to see "Weird Al" Yankovic's show at the University at Buffalo's Center for the Arts on March 13, you're officially warned that the performance will be a "Ridiculously Self-Indulgent, Ill-Advised Vanity" concert.

That's not commentary; it's just the name of the show. Instead of leading audiences through a parade of his career musical satire hits from "Eat It" to "Word Crimes," Yankovic is focusing on an intimate performance with his band as they play original and obscure songs from his 14-album catalog.

"That's the reason for the self-deprecating advertising campaign," Yankovic said during a recent phone interview. "It's partly to be funny, but it's also to really inform people that this is not the 'Weird Al' show people are used to. I've been doing high-energy, bi-production concerts for the last few decades, and they've been getting bigger year after year. Instead of trying to top myself this time out, I decided to go in the other direction."

The tour comes on the heels of the release of a career-spanning "Squeeze Box" recording set, which includes all of his 14 albums remastered plus a rarities disc and archive book, packaged in a replica accordion.

"I've been thinking about the tour a long time before I was approached about the box set, so it was nice synchronicity that the box set came out before the tour, but one didn't really influence the other," Yankovic said.

Yankovic's new single "The Hamilton Polka" features a polka melody satire of the mega-successful Broadway musical, and its genesis comes from a surprising source.

"'Hamilton' is a phenomenon, and I probably would have approached (creator) Lin-Manuel Miranda at some point, but as it happens, he actually pitched me on the idea," Yankovic said. "(He) has been a fan of mine since he was kid, and it was a dream of his for me to do a polka melody of his work. I'm a huge fan of 'Hamilton,' and it was a labor of love. I wanted to make it my best polka melody ever."

The crossover success of "Hamilton" was an easy sell for Yankovic, who noted that pop culture is so fragmented now that it's harder to write a satire everybody would recognize.

"Back in the '80s, all I had to do was look at Billboard's 'Hot 100' chart and those were the hits," he said. "You have to look at a lot of different sources and media (today) to find out where the zeitgeist is."

His longtime friend, comedian Emo Philips, will join Yankovic for the show. The two starred in Yankovic's cult comedy "UHF," which featured a number of pop culture sketches shown on the film's local television station.

While Yankovic has found success releasing his recent videos on YouTube (the modern version of an oddball local access station), he doesn't have any interest in reviving "UHF" for the streaming generation.

"Fans for the last 25 years have been wanting me to do a 'UHF' sequel," he said. "If you were to do it these days, the obvious way to go would be for an online or Internet thing, but I don't have any big interest. I would love to do another movie, but I don't want to tie it into something like that."

"There are a lot of fans that have a lot of love for that movie, and if I were to do a sequel, there's no way it couldn't be a disappointment because it wouldn't fulfill whatever expectations everybody had for it. I'm going to let that movie live in its own era and let people have their memories of it."



*WNY Catholic* April 2019

# WRITING

## Volunteerism speaks to heart of Catholic Charities mission

As Catholic Charities prepares for another Appeal Week, in which the social service organization attempts to raise the bulk of its \$11 million fundraising goal, their work throughout the Diocese of Buffalo would not be possible without another kind of donation: time.

With April serving as National Volunteer Month, Catholic Charities counts on its volunteers to help serve the poor and needy throughout the year. Eileen Nowak, director of Parish Outreach and Advocacy for Catholic Charities, oversees eight food pantries in the diocese, as well as a number of programs that use volunteers. She said there are well over 2,000 total volunteers of all ages for Catholic Charities every year, with some people coming in a few times a week to those who show up once or twice a year.

"The work that we do, especially in our department, is helping people through direct services," Nowak said. "In our department we have 15 paid employees, and it's impossible for us to help serve the 10,000s of people we do without the work of our volunteers. We're very fortunate."

In 2018, 202 volunteers helped out in the eight food pantries of Catholic Charities, logging a total of 21,878 hours and 57,143 bags of food distributed to clients. Eileen Giarrappa came to Catholic Charities through the University at Buffalo Newman Center after a fundraiser, and helps coordinate donations for everything from large furniture to toiletries from the Newman Center to Catholic Charities. She's volunteered for Catholic Charities for about four years now, spending three to four hours every day helping clients.

"What I like about it is being able to reach out to get other people involved, and helping those in need," she said. "That makes me feel good."

Mary Ann Deitzer previously worked at Catholic Charities. After she retired a few years ago, she took some time off, and then returned to the organization as a volunteer. She spends two days a week at the Lovejoy Food Pantry helping clients.

"I love it," she said. "The staff, volunteers and clients are wonderful. We're like one family. It's very heartwarming to know that these people are being serviced."

At the Lovejoy pantry, they do holiday giveaways, neighborhood cookouts and maintain a vegetable garden on site.

"It makes me feel better, it makes me feel younger, and it gives me something to do," said Deitzer, who noted she's inspired other former co-workers to volunteer as well. "I would recommend volunteering to anybody. You don't have to be Catholic to be a volunteer, you just come and it makes you feel so much better to be helping people."

"It's heartwarming to us, because you can tell they are very caring people and want to be helpful to other folks," said Nowak, encouraging others to volunteer. "It's an opportunity for somebody to be helped in their way, but it's also an opportunity for us to have this wonderful group of people come in and help us do what we do."

"It doesn't matter where someone lives, there's always someone who has a need," Nowak said. "You can be a family who's middle-income, living almost paycheck-to-paycheck, and the car breaks down. You don't have the money to fix the car, then the wife gets sick, and suddenly you're down to one income and one car. Kids have to be taken (around) and need clothing and school supplies. All those things add up. A lot of times those people in that situation are not as aware as somebody else who has generationally been coming to pantries, so we try to get the word out to let them know we're happy to have them come. I always tell people the capability of having that happen (to you) could be tomorrow."

# WHAT IS LENT?

*The Reasons for the Season*



# SEO

## What Is Lent?

### *WNY Catholic March 2019*

Next to Advent and Christmas, Lent is one of the most celebrated and revered seasons in the year of the Catholic Church. Almost everybody knows the basics about Lent: that it begins on Ash Wednesday, lasts several weeks in which people routinely "give up" something, and concludes on Easter Sunday with a celebration of the Risen Christ.

But how many people, both practicing Catholics and otherwise, know about the meanings and history behind many of our Lenten traditions? We talked to Father Czeslaw Krysa, diocesan director of the Office of Worship and rector of St. Casimir Church in Buffalo, to gain further insight into the traditions of Lent.

1. What is Lent? Beginning on Ash Wednesday and concluding on Easter Sunday, Lent is marked by 40 days on the Catholic Church calendar where the faithful are called to purify and renew themselves spiritually.

"Lent is a time to prepare for the renewal of our life in the Resurrection, and a renewal of our baptismal experience of Jesus and our Risen Lord," Father Krysa said.

2. What is Ash Wednesday? While not a holy day of obligation, Catholics are called to attend Mass and receive ashes marked on their forehead in the sign of a cross. The ashes are made from the remains of the burned palms from the previous year's Palm Sunday services. It is also recommended Catholics fast on Ash Wednesday, abstaining from meat.

"Ashes is the fact that basically, God is in charge," Father Krysa said. "Everything that we think we need is taken away from us and then we have to believe."

3. Why do we "give up" something during Lent? Many Catholics make personal sacrifice pledges to themselves during Lent, such as giving up chocolate, alcohol or coffee. But with that sacrifice should be a pledge to give something of yourselves, to walk in the path of Christ.

"For us to be renewed, (we) have to take some kind of spiritual journey, or I call, a spiritual workout," Father Krysa said.

4. Why do we abstain from meat on Fridays and fast days? Father Krysa explained that in ancient tradition, different religions picked different days of the week to fast, so while Hebrews had Tuesdays and Thursdays, Christians fasted on Wednesdays and Fridays. That is where the customary observance for Fridays came from, and also connects to Good Friday.

As far as abstaining from meat goes, Father Krysa recalls that unlike modern society, meat was considered a luxury in the past, and only consumed on special occasions like a Feast day.

5. Why is Easter on a different day each year? The Lenten calendar changes each year, because tradition dictates that Easter should fall on the Sunday following the first full moon after the spring equinox. This year, that full moon will be April 19, and therefore, Easter falls on April 21. Because of this tradition, Easter will always fall between March 22 and April 25.

"It's not a coincidence (Lent happens during Spring), but it's also supportive and affirms both," Father Krysa said. "The fathers of the Church therefore call spring rebirth, the flowering of Easter, a mystical symbol. In other words, it's a direct connection between resurrection and new life as is experienced in creation."

# GRAPHIC DESIGN



WE DON'T NEED IRISH LUCK AT

## DJ TRIVIA SUNDAYS

5 p.m. 33 Speakeasy Grill, Cheektowaga  
7 p.m. Buffalo Roadhouse Grill, Tonawanda  
7 p.m. Lafayette Brewing Company, Buffalo  
7 p.m. Silverball Saloon, East Rochester

[www.djtriviawny.com](http://www.djtriviawny.com)

Believe in your "Who is this person?" final do-or-die answer. Even if it means sacrificing everything.

Just play it.  
Five nights a week  
[www.djtriviawny.com](http://www.djtriviawny.com)

## SPRAY TANNING IS FAST REVENUE

EARN UP TO \$80/HOUR

AS SEEN ON MAGIC MIKE

**South Seas**

EASY PORTABLE TANNING BUSINESS PACKAGES STARTING AT \$654

[WWW.CUSTOMBEAUTECH.COM](http://WWW.CUSTOMBEAUTECH.COM) • CALL US (716) 264-4659

**THE SHALE GROUP**  
OFFICIAL USA DISTRIBUTOR

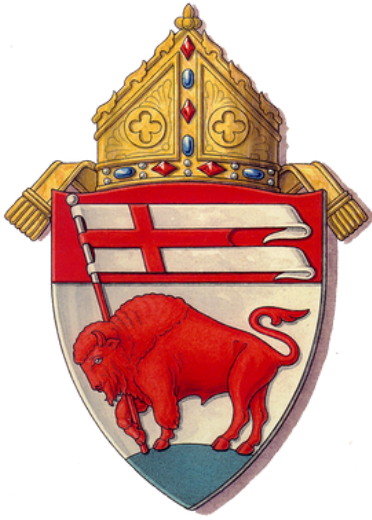
## Second Sunday in Ordinary Time

### John 2:1-11

Jesus did this ... and so revealed His glory, and His disciples began to believe in Him.

[www.buffalodiocese.org](http://www.buffalodiocese.org)

# CLIENTS





# MARK CIEMCIOCH

- Exceptional communication and networking skills
- Successful working in a team environment, as well as independently
- Ability to work under pressure and multi-task
- Determined, resourceful and creative

716-864-0879

[mciemcioch@gmail.com](mailto:mciemcioch@gmail.com)

[www.markciemcioch.com](http://www.markciemcioch.com)

175 Capen Blvd.  
Amherst, NY 14226

---