2-2015

Commraderie Newsletter Archives, Oct. 2010 - Feb. 2015

David N. Dixon
A Word from the Editors

Greetings students, friends, alumni, and faculty of the Communication Department! We hope that your fall has started off nicely and that you are enjoying your interactions with students and professors.

For those of you who have never received the Communication Department newsletter before, this monthly publication highlights students, alumni and various opportunities and projects that are currently going on. We'd like this to be an interactive forum, so let us know what you'd like to see, “friend” the department on Facebook, and visit our website. After all, communication is all about connection, and we want to connect with YOU.

We also encourage you to look at the internship section at the end of the newsletter. There are many wonderful opportunities that you shouldn't pass up! Be blessed!

From the Communication Department and editorial staff, we wish you a wonderful fall and hope that you enjoy this issue of COMMraderie.

Derek, Kelsey, & Lauren

LOVE. PHILLY.

Derek Forney

Life is full of irony. In my opinion, it's God's subtle sense of humor. 'What's that? You don't want to study in Philadelphia? Hmm, that's too bad... how about you go, um, this spring. Yeah, this spring. No running track; and if you want, I can make everything work perfectly* so you can see Me behind the whole thing in the end (*perfectly to My will).'

As a broadcasting and communication double major, I wasn't thrilled about having to go to Messiah College Philly Campus. But as I learned a little earlier in my life, it's better to try to hit God's inside curve balls than lean in and get hit by them (make the best of a bad situation). It was a good idea because my opinion has changed a little. Make that completely.

Continued on Page 2
Continued from Page 1

Living off of Broad Street in North Philadelphia is only a “slight” change for a kid who grew up surrounded by farm fields in south central Pennsylvania. Move me to a city with over one and a half million people and my eyes are sure to open. And for so many different reasons.

Sure, the city is loud, but it also has a heartbeat. The clickity-clack of the subway pulsing underneath your feet, the dedicated brainwaves of thousands of Temple students in halls of academia, and the moving spirit of God in the church down the street. All slowly but surely become evident, and before you know it your heart is beating in rhythm with the city.

While I was at Philly Campus, I had the privilege of working as the Recruitment work-study. Each Monday I sat down in my office and looked out onto Broad Street. The people, the diversity, and the need for God provided many topics to ponder and blog about. I also was able to take my love of video promotions to the streets by talking to students and capturing part of the places I lived and learned on camera. I also talked to professors and produced videos that show just how valuable a Philly education is.

The city is eye opening. The sidewalks and streets are lined with trash. People carry their only belongings in a suitcase with them. Children recount the deaths of their family members and continue to see violence in their schools and on their streets. Community becomes so much more than a buzz word when you sit down to dinner with 30+ of your best friends and discuss your day. It becomes easier each day to find that even you have a place in this city: a place to live, learn, and love the community surrounding you.

Many students at MCPC get valuable experiences with internships. Others find their place serving in schools or at after-school programs. Many of my friends attended non-English speaking churches. I and a few of my friends went to Epiphany Christian Fellowship a few blocks down on Diamond. The predominantly African American church had some of the best preaching I have ever heard. The pastor was so passionate that he would have preached all morning if there weren’t two services.

Our liaison to Temple’s dining services, Irby, brought us dinner each night and continually blessed us. At the end of the semester we gave her an apron for her birthday. She broke out crying. We later found out it was the first birthday present she had ever been given.

During the big snow, a group of us grabbed trashcan lids and trekked down to the art museum. Along with hundreds of our fellow Philadelphians, we climbed to the top of the “Rocky Steps” and took off down the city’s best sledding hill.

When spring sprang from the cold, everyone delighted to see all the green. With the fair weather, we had the blessing and opportunity to serve our neighbors at the Uber St. Gardens. Through a local urban farming initiative called Urban Tree Connection, many in the area were able to have fresh produce. Something that a rural kid like me takes for granted would bring health and connection to someone I didn’t even know.

I felt privileged to look down the street every morning and see city hall and the statue of William Penn on top. On
other occasions, I would take a bike ride with friends or a walk down into Center City. Before I left, I was able to run with 30,000+ people for a ten-mile race from northern Philly down to the Navy yards. My feet have covered many side streets and jaywalked across Broad often, but it was just another chance to feel the pulse of the city. From the blizzard that provided snow to the community center that provided a place for service, I came to the realization that it’s less of where I study that matters, but rather how I let myself grow and learn from God in different environments. The classes, the subway rides, and the sound of traffic that incessantly fills the air. All have had their special place in teaching me a few things about what it meant to live in a city.

As I boarded the subway for a last ride to the Amtrak station, I knew that I would miss the home I found in Philly. But I know that someday I will return. It has become too much a part of my heartbeat. Once you get there you will know what I mean, and like me you will learn to “Love. Philly.”

Student Spotlight: Evan Pittsley ’12
Lauren Schick

Birthday: March 30, 1990
Hometown: Middleboro, Mass.
Major/Concentration: public relations

Favorite verse: Isaiah 40:31, “but those who hope in the LORD will renew their strength. They will soar on wings like eagles; they will run and not grow weary, they will walk and not be faint.”

Favorite Messiah food: Chicken Cordon Bleu

If you could have dinner with anyone who would it be?
Karl Rove, great political strategist with amazing stories from his career (Great for PR stories too)!

Ideal job: Senior Pastor
Dream job: White House Press Secretary
Favorite vacation spot: Arcadia National Park, Maine
Describe yourself in three words:
Intentional, strategic, and passionate

Innovation: Franklin Graham, president & CEO of both the Billy Graham Evangelistic Association (BGEA) & the international Christian relief organization Samaritan’s Purse.

Campus Involvement: Senior Resident Assistant in Fry Apartments, Tech Crew Student Leader, PRSSA, Rec Sports Floor Hockey

Internship: I intern as Stephen Bloom’s campaign manager in his bid to become a state representative.

Other Favorites
Coffee: French Vanilla!
Drink: Ocean Spray Cran-Raspberry
Season: Fall
Social Media: Twitter (doesn’t use it much but likes to follow it)
Teams: Red Sox and Patriots
Fruit: Grapefruit
Candy bar: Reese’s Fastbreak
Ice cream: Black Raspberry

TV Show: 24 and Lost

“Like” Us on Facebook
Get connected with the Communication Department online. See what’s new with social media practices, student projects, internship opportunities and much much more!
In February 2009, the Film and Digital Media concentration started its own YouTube channel. The number of views has increased steadily every month, peaking when we posted our 3D video of the Media Production Studios last March. Keep us in your favorites list as we post new videos showcasing our most recent classes, new productions and cutting-edge equipment!

**Passes 12,000 Views!**
Reid Perkins-Bozo

Top Ten Most-Watched Videos on Messiah's Channel
- Canon XL H1
- Glidecam @ Messiah College
- Time Lapse Demo vb
- Secrets of the Anamorphic vb
- New HiDef Broadcast Camera
- Film and Digital Media at Messiah
- Messiah College Media Production Glidecam X10 Workshop vb
- Blaue Blume- Production Stills vb
- One Eyed Woman- Production Stills vb

For more info, visit YouTube.com/user/filmdigmediamessiah
Film Professor Cilento Joins the Department
Lauren Schick

In case you haven’t heard, Dr. Fabrizio Cilento is the newest addition to the Communication Department. I sat down with Dr. Cilento to give you a glimpse into the life of our latest “comm-rade.”

So, you clearly have an awesome accent. Mind me asking where you’re originally from?

Of course. I grew up in Florence, Italy, and went to the University of Florence there as well. I didn’t come to the States until graduate school, where I attended the University of Washington at Seattle.

Wow, you’ve been all over! What made you want to study film?

In Seattle, I loved going to the many film festivals. But ultimately, I love interacting with students and having them respond with interest. In today’s visual culture, students respond most to what they see. Teaching film incorporates all of that.

What’s your favorite class to teach?

I really enjoy teaching Film Theory and techniques, with the new challenge of incorporating digital theories.

Do you have any specific film interests?

I’m really interested in film and globalization, specifically studying Eastern European and South American influences.

That does sound interesting. So now the age-old question: Do you have a favorite genre and/or director? I know—it’s a tough one…

That is a difficult question. I love 1960’s European art and French films and I really respect Alfred Hitchcock as a director.

Aside from film, what do you enjoy doing in your spare time?

With what little free time I have, I like to ski, travel, and spend time with my wife, Vanessa, and 3-year-old daughter, Alessia.

Of all the places you’ve traveled to (and believe me, it’s an extensive list!), which are your favorites?

When I’m not visiting family in Italy, I love exploring Brazil or Australia. They’re fantastic places to take road trips!

I’ll have to put them on my bucket list. So what classes are you teaching this semester?

I’m teaching two First Year Seminars which are literature-based, so it is nice to switch things up. I’m also teaching Intro to Film Studies.

One final thought—what are you most looking forward to at Messiah?

I’m most looking forward to interacting with students, enhancing the film concentration’s digital film component and infusing everything with an international style, of course!

The Communication Department is excited to have Dr. Cilento’s expertise. Stop by Boyer 211 to introduce yourself, hear more about his travels and welcome Dr. Cilento to the Messiah Community!

Alumni Interview: Joe Polek ’01
Lauren Schick

Joe Polek is evidence that what you learn in class really does make a difference in the “real world.” During his senior year at Messiah College, Joe accepted a position as an Afternoon Drive Host for WMSJ radio in Portland, Maine, quite a distance away for this avid Baltimore Ravens fan. The skills he gained at Messiah have served only to increase

Continued on Page 6
Continued from Page 5

his marketability. His eagerness to learn and advance in the profession enabled him to climb the ladder and led him to his current position as Promotions Director for two stations and morning show host for one station.

Joe recently began his current position of Promotions Director at Christian radio station WHCF, 88.5 FM and Solution FM, 105.7 FM, both based in Bangor, Maine in 2007. His job involves promoting the stations through the coordination of giveaways, concerts, and advertisements. Additionally, he hosts a morning show on Solution FM. Joe enjoys the morning timeslot because it provides a more interactive atmosphere. “It’s more of a two-way conversation instead of a one-way conversation, as most radio shows tend to be,” Joe says. Statistics also show mornings also draw more listeners than any other time of the day, so hosts have the flexibility to develop a “radio personality” to relate to listeners. As a host on a Christian radio show, Joe has the opportunity to minister to people in a real, relevant setting. “It’s a blessing to be considered part of the family for our listeners,” Joe says.

Although other communication mediums vie for our scattered attention, radio continues to weather the digital storm. Joe says, “Radio may be declining, but it’s certainly not a dying art.” Finances always pose a struggle for Christian stations, but the new challenge lies in finding creative ways to keep a younger audience interested. The 30+ market still listens regularly, but the younger crowd simply needs more of an incentive. “We want teens and college students to enjoy radio and be involved. That’s what takes more effort.”

Follow Joe and WHCF 88.5 FM on twitter @ HisAir and join his Linked In network, too! Contact Joe at: joe@whcffm.com

Giving Sound to Forgotten Voices
Derek Forney

For the 9th year, the Communication Department provides students in the public relations concentration the ability to work like an agency for a non-profit organization. Unlike most classrooms, this hands-on capstone course combines theory with practice in an educationally supervised setting. This course provides the experience of both developing and enacting the entire public relations process of research, action planning, communication/implementation and evaluation.

From a student standpoint, PR Campaign helps to make students more marketable following graduation. Gina Menario ’11 finds that “PR Campaign seems (like) a valuable way to learn how to do PR from an outside agency standpoint… I know an adequate amount about each topic, but I hope to gain more depth of knowledge.”

Former campaign organizations include The Arc of Dauphin & Lebanon Counties, CURE International, as well as others. Headed by Dr. Nance McCown, this year’s class contains 13 seniors with many different skill sets. Organizations have often been impressed with the “quality, integrity, and commitment of the student teams.” While the students gain valuable experience, the organizations’ “feedback speaks for itself.”

This year’s students have a new opportunity very different than in past years. McCown states that the group is “working with a fledgling organization, rather than one that’s been around for years, and despite that fact, its leaders very clearly understand the value of public relations and its strategies for moving their organization forward.”

According to McCown, “This is the largest Campaign class we’ve ever had. We have the opportunity to do even more to… extend the mission of Forgotten Voices International long beyond the end of this semester.” This fall’s organization, founded by Ryan Keith ’02, offers the unique opportunity to advocate for the poor in Africa in a tangible, real way.

While on a missions trip in Zimbabwe, Keith felt God’s calling to aid churches in southern Africa. Stemming from a grass roots philosophy, Forgotten Voices aids children and communities marred by AIDS by providing for their physical and spiritual needs.

Continued on Page 7
Forgotten Voices aims to stay out of the spotlight, and give voice to children who have none. By providing training and funding to local pastors, who distribute the funds as needed, Forgotten Voices makes it possible to help these AIDS orphans overcome their present circumstances.

Senior Kim Wilkinson feels excited about the opportunity to work with Forgotten Voices. “It is definitely a ‘real life’ experience type of class. We have the chance to assist Forgotten Voices International in a unique way, providing volunteer support in public relations to continue the advancement and success of their mission.” A major benefit that the campaign class offers to clients is the ability to “provide input, creativity, knowledge, and human resources that the clients wouldn’t otherwise have.”

The course benefits the client, but the students as well. Wilkinson emphasizes the value of real world experience. “We are given limited guidelines and have a lot of room for creativity- although with that there is also a lot of opportunity for unique frustrations I don't usually experience in a traditional course.” And at times, learning in a non-traditional setting is something that will help students stand out in a crowd. These priceless skills and experience can differentiate one candidate from another.

If you would like to learn more about Forgotten Voices, check out its website: www.forgottenvoices.org or Facebook (www.facebook.com/ForgottenVoices), Twitter (twitter.com/forgottenvoices), or YouTube (www.youtube.com/user/EmpowerOrphans).

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This is your newsletter!
And we want to hear from you!

How are we doing? Are we covering the stories that you want to hear about? We want your feedback. Contact us at df1185@messiah.edu, kp1223@messiah.edu, or ls1335@messiah.edu.

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Internship Opportunities

**Christian Life Assembly**
Location: Camp Hill, Pa.
**Majors:** Film/Digital Media
**Description:** Assist the Media Department at a large local church with duties including video recording, video editing, audio editing, graphic design, lighting and web. (Paid!)
**Contact:** Richard Foster, RFoster@christian-life.com 717.727.6560

**The Leukemia & Lymphoma Society**
Location: Harrisburg, Pa.
**Major:** Public Relations
**Description:** The Campaign Coordinator for the annual Man & Woman of the Year Campaign and Black Tie events is looking for a Spring intern. Responsibilities will include, but are not limited to: Assisting with all campaign events: Candidate Training, Campaign Kickoff, Mid-Point Breakfast and Grand Finale and preparation of Grand Finale program book.
**Contact:** Mike True, Internship Center MTrue@messiah.edu 717.766.5099

**The Bravo Group**
Location: Harrisburg, Pa.
**Major:** Communication/Public Relations
**Description:** The Communications Intern will be responsible for providing support to the Communications team at Bravo. Responsibilities include developing press releases, media alerts, fact sheets and backgrounders on client issues; contacting appropriate media on behalf of clients; developing research materials on client objectives; and assisting with special events and appropriate meetings.
To apply, email Jill Smith at jsmith@thebravogroup.com.

**Lunchbox Communications**
**Major:** Broadcasting
**Description:** Support daily operations and the needs of project team members including producers and editors, assist with research, writing, and production for a variety of market industry clients including broadcast series and documentary; compile/write research briefs.
**Contact:** Dafna Yachin, dafna@lunchboxcity.com 610.293.9990

**Suasion, LLC**
Location: Dillsburg, Pa.
**Major:** Communication, Public Relations, Marketing
**Description:** Conduct market research. Write copy for news releases, web sites and brochures. Participate in creative thinking and brainstorming sessions. Create and update databases. Event planning.
**Contact:** Megan Kurtz, Megan@thesuasionway.com 717. 432.2468

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Continued from Page 6

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Continued on Page 8
Continued from Page 7

**Harrisburg Regional Chamber & CREDC**
*Location:* Harrisburg, Pa.
*Major:* Communication, Public Relations, Marketing
*Description:* Event planning assistance for upcoming events; assist coordinator with development and dissemination of event marketing collateral material; assist in development of committee meeting agendas and minutes; communicate with Chamber members with event details, assignments etc.; attend as many upcoming events as schedule allows; and other duties as deemed appropriate by events marketing coordinator, director of communications, or senior management.
*Contact:* Nicole Keiner, nkeiner@hbgrc.org
717. 213.5040

**Whitaker Center for Science and the Arts**
*Location:* Harrisburg, Pa.
* majors:* Public Relations
*Description:* Assist with media coverage and placements in publications; Weekly and monthly distribution of Whitaker Center events to various media; Press releases; Collateral distribution and inventory; Website proof reading, photo acquisition, etc. Provide advertising support and liaison with sales representatives. Support promotional initiatives through research, development and on-site supervision. Provide administrative support.
*Contact:* Katie Hicks, khicks@whitakercenter.org
717.724.3857

**Vizion Group**
*Location:* Philadelphia Region (Berwyn)
*Major:* Public Relations
*Description:* Support person with key responsibilities surrounding the implementation of PR plans for sports and entertainment events. Includes creation and maintenance of media outlet list databases, research, writing, social media outreach and direct contact with traditional media. Travel work includes servicing the media at fundraisers and sports/entertainment events including The National Dog Show in Philadelphia and various walks and fundraising events in the Delaware Valley.
*Contact:* Steve Griffith, sgriffith@viziongroup.net
484.362.2682

**WITF, Inc.**
*Location:* Harrisburg
*Major:* Communication, Marketing, Public Relations
*Description:* Assist with direct marketing campaign and special event planning and execution. General administrative support, maintaining marketing materials and research.
*Contact:* Theresa Kurtz at teresa_kurtz@witf.org
717.707.3000

**Get-Kinetic, Inc.**
*Major:* Film
*Description:* Person will assist Production team with accounts payable/receivable, project budgeting, financial planning, market research and planning, competitive analysis, film and video production assistance, project coordination, and general business administrative tasks.
*Contact:* Kathryn Lahr, Kathryn@get-kinetic.com
215.425.8020

**PA Partners**
*Location:* Camp Hill, Pa.
*Major:* Public Relations/Event Planning
*Description:* Intern will assist with event coordination for training sessions, meetings and conferences; prepare materials for events, manage registration for event (e.g., databases; assist with marketing and various planning activities. (Paid!)
*Contact:* Lori Zelesko, lzelesko@papartners.org
717.612.1590

**Guess who!**
Each month, we will give you a fun fact about one of your communication professors. See if you can figure it out!

“I once played Daisy Mae in the musical ‘Li’l Abner.’ Who am I?”

Check back next month for the answer!

**Look out for next month’s stories!**
There is so much we didn’t have room for this month that we had to push it to the next issue of Commraderie. Here’s a taste of upcoming stories:

- Kupkakes for Kris
- Is graduate school for you?
- WVMM: Your radio station
- An internship success story
- And many more!
Labas from Lietuva!
Heather Nero

When considering different study abroad opportunities, I thought Lithuania was the last place I would ever find myself. To be honest, I didn’t even know it was a country until I heard about it through the EpiCenter. Now, after nearly six months of anticipation, I am living abroad in Klaipeda, one of the country’s few cities, attending classes at LCC University, and meeting people from all over Eastern Europe. I drink tea with my Belrussian roommates, eat zeppelini (fried potatoes stuffed with meat) for dinner, and go grocery shopping at Maxima or Iki. On Friday night, I am probably at Memilis, a local hot-spot favored among LCC students and professors, eating kepta duona and singing karaoke.

And then, of course, there are classes. I think the best part about studying abroad is that fun and school overlap; I enjoy my classes almost as much as I enjoy the weekends. The classroom dynamic at LCC is unlike anything I’ve ever experienced. Being at an international university, I have classes with people from all over the world. One of the classes I am taking here is Intercultural Communication; I am the only American in the class, my professor is Lithuanian, and the class is compiled of people from all over Eastern Europe. Despite the fact that Eastern European countries are close geographically, many aspects of their cultures are very distinct. It is interesting to see first-hand how each student’s culture differs from another, and how they view other parts of the world, especially America. And if that isn’t culturally challenging enough, learning about intercultural topics in Lithuania, of all places, is especially interesting because the country itself has very little diversity.

I have learned so much in the two short months I have been here, not only in the classroom, but through the friends I’ve made, the places I’ve traveled and simple, everyday experiences. Follow me during my semester abroad at http://labasfrom-lithuania.blogspot.com/. See you next semester!
Is Grad School for Me?
Derek Forney

To go to graduate school, or not? That has been the question of my summer and the semester so far. Last month, the Career Center held a graduate school luncheon. Along with Dr. McCown and a few other public relations concentration students, I decided to check it out and see what I could learn that might persuade me in one direction or another.

I’ve toyed with the idea of going to grad school from time to time. However, finances and questions about getting out in the job world have left me conflicted. At the beginning of this semester, I hadn’t yet taken my GRE’s or seriously explored what schools to apply to, so I went to the luncheon more to see why I should go in the future, but not right out of college.

The panel of three alumni included a theatre director, a counseling professional, and a lawyer. Each had different reasons for going to grad school as well as various amounts of work experience before attending. As the panel discussed various topics and answered questions from the audience, I was able to reaffirm that I didn’t want to go to grad school immediately, but it is definitely something I want to do after working for several years. Along with that thought, two other points presented themselves.

Firstly, thinking of grad school as an investment that can pay off in the future helps reconcile the expense. While grad school definitely adds another cost to all the loans from an undergraduate degree, these loans are deferred while you go to grad school. Another aspect to leverage comes from the increased income that corresponds with a master’s or higher degree. While statistics vary on how much more a master’s degree will earn over a bachelor’s, in many cases a master’s can increase an individual’s marketability among employers.

I also realized that taking the time for personal reflection can help determine if now is the time to pursue grad school. It is important to think about personal and career goals. Concentrate on your ambitions and career goals, and consider if going to grad school would improve your chance of getting a job, garnering a higher salary, or just improving your future.

For me, these two points helped me to refine my plans for grad school. While paying for grad school may seem ominous now, a higher paycheck and the possibly of deferring loans will make the opportunity more affordable. After the luncheon, I took some time to reflect on my ambitions and career goals. I would like to teach at some point, which will require a master’s degree. I would also like to learn more about the use of video in promotions, marketing and the web. Technology and trends continue to grow and change, so while I have learned so much in the last year, I have a lot more to learn. Also, as my career progresses, so will my goals. To better understand my career and to succeed, a graduate degree will be helpful.

While grad school is not for everyone, I highly suggest sitting down with your advisor and talking about your goals. For more information about grad school, see Christy Hanson in the Career Center.

Check out the the Alumni Interview on Page 5 for more perspectives on attending graduate school.

Kupkakes for Kris
Lauren Schick

Sharing Christ’s love in tangible ways… Isn’t that what we’re called to do as Christians, as servants for Christ? Communication students had the opportunity to do just that. Uniting dozens of community members, they helped ease one local couple’s financial burden. Kris Green, a resident of Camp Hill and active member of the Central PA Public Relations Society of America (PRSA), had been valiantly battling lung cancer for months. When she learned that she was no longer responding to treatments, her colleagues and friends within PRSA rallied around her.

The PRSA Chapter asked Kris and her husband, Mike, what they could do to help. Kris’ friends were heartbroken to find out that the couple needed financial support, specifically for her treatments and funeral expenses. In response, the PRSA Chapter created “Kupkakes for Kris,” an organization to raise money for Kris’ financial needs. Kris’ friends teamed up with The Uncommon Caterer, the Hershey Medical Center (where Kris worked) and our very own Public Relations Student Society of America Messiah College chapter to host a benefit. Everyone worked tirelessly to create a website, contact media and advertise the event in

Continued on Page 3
the short weeks that followed. Thanks to the hard work
of everyone involved, Kupkakes for Kris’ premier event
launched on September 23rd. Armed with yummy “kup-
kakes,” coffee, and cheer for Kris, the group set up a station
at the Hershey Farmer’s Market. The Uncommon Caterer
donated mini cupcakes for people to pre-order and/or
devour on the spot. They also collected donations through
the newly launched Kupkakes for Kris website. The Hershey
Ronald McDonald House received the extra cupcakes.

Sadly, Kris Green passed away on October 5th, losing
her hard-fought battle against cancer. Although its name-
sake is no longer with us, Kupkakes for Kris will continue
as a living legacy. Its founders hope to help other families
in similar circumstances meet their financial needs. Kup-
kakes for Kris encompasses Kris’ energetic, positive spirit.
Our PRSSA students were blessed to use their gifts to bring
comfort in the midst of pain. Messiah’s PRSSA volunteers
collected donations and explained the cause to curious
market-goers. “Surprising joy emanated from every aspect
of this event, from promoting it to consuming its cupcakes,”
Liz Warren says, “joy that derived from helping someone so
in need. I found the most personal satisfaction for my work
when speaking with Kris’ husband, Mike. His
incredible gratitude for our work made all the effort into
such a rewarding and worthwhile experience!”

You can support this cause too through a new event,
continuing Kris’ legacy. Enjoy some wonderful music at
the “Kupkakes for Kris Benefit Koffeehouse” on November
12th. Come to West Shore Evangelical Free Church from
6:30-9:30 p.m. to help Messiah’s PRSSA raise funds for Kup-
kakes for Kris. Indulge in yummy cupcakes and enjoy the
atmosphere as different artists serenade you with their
eclectic musical styles. For just $5, students can relax with
friends and share in the opportunity to help others in need.
Community members pay $10 per person or $25 per family.
It’s the best of both worlds— what more could you want?

You can also donate online at www.kupkakesforkris.org
and join the event group on Facebook. We’ll see you and
your friends there!

DJ Spotlight
Name: Abby Zeigler
Birthday: October 2
Major/Concentration: broadcasting with production conc.
Favorite Bible verse: Psalm 138:8 “The Lord will fulfill His
purposes for you.”
Favorite Messiah food: Peach French Toast
Ideal job: Working anywhere pertaining to the Christian
Music Industry
Who is your inspiration: I don’t think I could narrow it
down to one person. There are so many people who have
influenced me during my lifetime.
Radio show: Monday Meltaway on Mondays from 8-10
What type of music do you like to play/hear on WVMM:
Alternative Christian Music
How long have you been listening to WVMM: Since I was
in 6th grade...which was about 8 years ago!
Campus involvement: I work at the radio station, and am
involved with Tabitha’s knitting group
Favorite band: There are just too many to choose from…
Genre of music: Contemporary Christian Music
Season: Autumn
Drink: Water
Candy: Dark Chocolate
Movie: Pride and Prejudice
Ice cream: Chocolate Chip
Cookie Dough
Social media: Twitter

THE MONDAY
MELTAWAY
MONDAYS 8-10PM - THE V 90.7
WVMM Launches New Website

Kelsey Peachey

If you haven’t noticed, WVMM has a new, edgy logo. But that’s just the beginning of WVMM’s overhaul.

Last spring, the radio station went through a time of rebirth and change. In my class, Intro to Radio, we gained a lot of hands-on experience by working and completing hours at WVMM. At that time, the website contained outdated content and design, and did not appeal to viewers. It was boring to say the least. As a manager of WVMM, I wanted to utilize the web more, to better reach listeners. I started a complete overhaul of the website last year and finally launched the new website on September 15, 2010.

The new website contains several upgraded features:
- Capability to listen online
- Interactive schedule of student shows
- Featured show of the month
- List of upcoming sports games broadcast live on WVMM
- Schedule of upcoming concerts at Messiah
- Photos

Listen to 90.7 WVMM, The V, stationed in the Larson Student Union. Filled with student talk, a wide variety of music and programming as well as news and sports play-by-play, the V is here for you. Call in and request songs at x5351 or through Facebook. Station manager Amy Besserer would love to hear from you!

For more reasons why you should check out WVMM, here is what first-year Messiah student Darrel Cowan says: “WVMM has definitely made my Messiah College experience better because not only am I listening to different artists and genres of music, I am able to share them with all of my friends, on and off campus. Plus I don’t think I would’ve had the chance to meet so many upperclassmen. It makes the transition from high school to college easier.”

To learn more about WVMM and to view the new website go to www.messiah.edu/wvmm!
Alumni Interview: Law-Penrose
Lauren Schick

It’s Thanksgiving time— time to count your blessings. Have you ever thought about your classes, your papers and the countless all-nighters as gifts? Jared Law-Penrose, a ’07 graduate, and his wife Melissa (also a Messiah grad), feel strongly that a college education is a “passport to privilege.” Education opens doors of opportunity for us as Christians to better our world.

Jared and Melissa have found higher education to be one avenue to influence those around us. Jared and Melissa both have high aspirations in regards to higher education. Jared enrolled in his first graduate class with Northwestern’s Public Policy distance program this fall. Unfortunately, his employer recently found out that he will be unable to pay for Jared’s education until later in the year. However, he has not given up hope and aspires to continue his program as soon as possible.

During his junior year, Jared studied through the Communication Departmental Honors Program. During his time abroad, he explored aspects of media in Russia and its relation to Christian media stewardship. Melissa, a psychology undergrad, worked in Northern Ireland for a year after graduating, and recently completed her master’s degree in peace and conflict studies from Arcadia University.

Melissa and Jared’s graduate school experiences couldn’t be more different. Melissa attended classes full-time to complete her degree in two years. Her traditional graduate program was more academically rigorous and focused than her undergraduate studies. Jared’s classes will be part-time, online. With more and more students going back to school for advanced degrees, online programs have become common. Graduate programs vary in their program offerings, requirements for application, and even the context of courses (in-person versus online).

Jared and Melissa faced challenges in the midst of Melissa’s graduate studies. They’re prepared for similar obstacles when Jared starts classes, too. Besides the academic component, the couple struggled with balancing time. “It’s hard having a life and going to school,” Melissa explains. “In undergrad, you go to school and have a life, but since (most people) live on campus, your life is inevitably meshed with your school.” Jared and Melissa had to work harder to maintain their strong relationship. They also adjusted to Melissa’s first pregnancy during this time. Now, the couple delights to have 3-month-old Collis by their sides. With Melissa’s master’s degree complete, the couple agrees that it’s Jared’s turn to pursue his degree.

Jared hopes to earn a Ph.D. to pursue his passion for media stewardship, research he first began while studying in Russia. With her peace and conflict studies degree, Melissa would like to work with an international organization doing human rights work or international development. Aside from meshing these professional goals together, the couple also looks forward to watching baby Collis grow, and continuing to raise their family.

What should you do if graduate school is on your horizon? Jared suggests expanding your ideas about what program to enter. Do not limit yourself to getting a master’s or Ph.D. in communication. If communication is what you want to do, there are other avenues (like public policy) to get where you want to be, especially if a company offers to pay for your schooling. He suggests applying to many schools at multiple levels. This provides you with a broad spectrum of options.

Melissa suggests waiting to go to grad school until you know what you want to study. “Grad schools want to know what you will bring to their program. You need to be focused; understand what exactly you want to study and why,” she says.

Jared and Melissa provide the perspective that attending college is a privilege, a gift. What we do with our education should demonstrate our thankfulness for that gift.
Heather Murphy, Social Media Consultant: An internship success story
Derek Forney

Heather Murphy had the fun and memorable opportunity to work as Ambassador John R. Bolton’s personal social media consultant. Bolton is the 25th U.S. Ambassador to the United Nations and regularly appears on Fox News. As a consultant, Heather worked with Bolton on a daily basis to update and teach him about his Twitter, Facebook and YouTube accounts. She remarks, “He was very friendly and it was comical at times to see such a well accomplished, successful and powerful man get so giddy about learning how to ‘Tweet from (his) Blackberry.’”

In the politically charged environment of Washington, D.C., most students in the Council for Christian Colleges & Universities’ Best Semester Program major in political science, economics, history or pre-law. Last spring, Heather, a senior in the public relations concentration, broke the trend by participating in the American Studies Program and living right on Capitol Hill with students from other schools all over the nation.

While in D.C., Heather interned with The American Enterprise Institute for Public Policy Research or AEI. AEI is a non-profit, non-partisan think tank focused on educating young people about moral issues within public policy, called the “Project on American Values and Capitalism.” Heather was able to apply her public relations and marketing skills to help develop the organization’s social media presence. She also assisted in the planning and organizing of events and lectures, and brainstormed ideas and plans for the project itself.

As a public relations student, Heather learned “how to adapt to and associate with various groups of people to ultimately go beyond just fitting in to developing relationships. Just like in public relations, we worked with various cultures, religions, races and demographics, adapting specific messages to those publics.”

Even though the internship was not directly focused on communication, Heather learned a lot about how public relations improves communication in all industries and environments. Heather found this to be very important, “especially in such a scandal-ridden and politically charged environment as D.C. My PR classes, Intro and Crisis Comm. especially helped prepare me to take on my PR and marketing-focused internship.”

The hardest part of the internship was working with 39 students from other colleges and Ivy League schools. “They had experienced a lot more than I had, coming from a small school and small town. (But) it was so cool to learn and experience new things with very different, fun, interesting, and smart people.”

An internship with AEI made it possible to see people like former Vice President Dick Cheney and his wife, Lynne, and Ambassador Bolton, as well as other D.C. celebrities who worked with AEI. The organization hosted several different events through the semester that made it possible for interns to socialize, learn, explore, travel and network, among other things. Lunches were always memorable. “The interns always sat together and formed a little family, all while being surrounded by big-wig lobbyists, politicians, and policy experts,” Heather says.

Internships like Heather’s come in many shapes and sizes, but it all starts with landing one. Check out the internship opportunities at the end of the newsletter as well as on the Internship Center’s website: http://www.messiah.edu/external_programs/internship/.

Continued on Page 7

Guess who!

Each month, we will give you a fun fact about one of your communication professors. See if you can figure it out!

“I love watching the show Dancing with the Stars. I’m half embarrassed to admit it, because I thought it was a really stupid idea when it came out, but I am very hooked on watching it. Who am I?”

Check back next month for the answer!

Last month’s mystery professor: Dr. Nance McCown once played Daisy Mae in the musical “Li’l Abner.”

Continued on Page 7
It’s no secret that the past year has brought a new emphasis on 3D films in the area of feature films. With the release of Avatar in December 2009, the tide of 3D continues to roll forward bearing both good and not-so-good films in its wake. Some films like the widely panned "Clash of the Titans" lost points for their use of 3D, while others like Tom Burton’s "Alice in Wonderland" were lauded for successful use of digital conversion. Shooting 3D has become a shibboleth of the major film directors, with Steven Spielberg shooting "Tintin" (pronounced "tantan" for those in the know), James Cameron shooting "Sanctum" (plus "Avatar 2 and 3"), George Lucas remastering all of the "Star Wars" series, and Peter Jackson directing "The Hobbit 1 and 2" all in 3D. The next few years’ releases will continue to be dominated by 3D movies.

Not to be out-done, last J-term I shot an experimental 3D video in our media production studio. It used a simple side-by-side rig like the one in the photo. Side-by-side rigs

Internship Advice from Heather

“Think big! Why not apply to various internships in fun and interesting locations with a lot of potential opportunities for growth and new experiences? Get as many as you can and keep in mind that the internship could serve as a networking opportunity into either a better internship in the future...or even a job down the line.”

- Pay attention to current events
- Investigate for more details
- See the opportunity in anything
- Take chances
- Be outgoing

ALWAYS REMEMBER THE VALUE IN NETWORKING!

It’s almost Thanksgiving...

So tell us what you’re thankful for!

If you haven’t “Liked” the Comm Department on Facebook, now’s the time! Then on November 18th, comment on the “What are you thankful for” post. We all have been blessed with so much and the Department would love to help you share your thoughts of gratitude with others.

Internship: American Enterprise Institute for Public Policy Research

A non-partisan, not-for-profit institution dedicated to research and education on issues of government, politics, economics, and social welfare.

3D @ Messiah
Reid Perkins-Buzo

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are fine for long shots in 3D—that is, where the subject is further than about 12 feet away. But for close-ups, the distance between the lens centers becomes a problem, since it is generally larger than the distance between the human eyes and becomes noticeable. Matching this distance (called the inter-ocular distance) is a critical factor in shooting close up 3D shots that don’t give the audience a splitting headache. As top visual effects supervisor for Industrial Light and Magic John Knoll has observed, “James Cameron says that 3D is best for intimate dramas, when the camera feels closer to the characters. Stereo depends on a broad depth of space, with some objects close to camera and others a little further away. A big wide shot doesn’t show a lot of depth. A lot of shots on ‘Star Wars: Episode One,’ which we are converting now to 3D, were big vistas, spectacular shots—and by their very nature, we won’t see a lot of depth in the 3D version. The depth will play better in shots where the characters are prominent and closer.” Side-by-side camera rigs will always have problems in the intimate shots where 3D works best.

So I wasn’t satisfied with my side-by-side rig, and looked around for better solutions. One of the companies which helped Cameron design his rig for “Avatar” was 3D Film Factory in Los Angeles. Cameron’s rig is known as a “beam-splitter” since it splits the light coming into the rig into two light-paths, sending one of them to one camera and the other to a second camera. The cameras must be identical and capable of being genlocked, so the images captured match exactly, frame-by-frame. I had been following 3D Film Factory’s work for a few months when they announced that they would be making a miniature version of a beam-splitter. Through the use of a beam-splitter the intimate shots where 3D excels can be captured. The photos of the beam-splitter (3D-BS mini) taken from the 3D Film Factory website (see above) show what the rig looks like.

That’s enough for now. More 3D news in the next newsletter! Stay tuned!
Look out for next month’s stories!

There is so much we didn’t have room for this month that we had to push it to the next issue of Commraderie. Here’s a taste of upcoming stories:

- Corvettes for Chip Documentary
- DJ Spotlight and Alumni Interview
- Lambda Pi Eta — What Is It?
- And many more!

Whitaker Center for Science and the Arts
Location: Harrisburg, Pa.
Major: Public Relations
Description: Assist with media coverage and placements in publications; weekly and monthly distribution of Whitaker Center events to various media; press releases; collateral distribution and inventory; website proof reading, photo acquisition, etc. Provide advertising support and liaison with sales representatives. Support promotional initiatives through research, development and on-site supervision. Provide administrative support.
Contact: Katie Hicks, khicks@whitakercenter.org 717.724.3857

CURE International
Location: Lemoyne, Pa.
Major: Public Relations, Communication Studies
Description: Interns would work alongside the director of the “Connections of Life” program, assisting him in communication, promotion, and implementation of this new program. Since this program is a new facet of CURE, the intern will have the opportunity to utilize his/her creative skills as the program develops.
Contact: Heather Hunter, hhunter@cureinternational.org 717.730.6706

Suasion, LLC
Location: Dillsburg, Pa.
Major: Communication, Public Relations, Marketing
Description: Conduct market research; write copy for news releases, websites and brochures; participate in creative thinking and brainstorming sessions; create and update databases; event planning.
Contact: Megan Kurtz, Megan@thesuasionway.com 717.432.2468

Clear Channel Radio
Location: Bala Cynwyd, Pa. (Philadelphia region)
Majors: Broadcasting, Public Relations
Description: Assisting the promotions department with contacting winners of contests, data entry, promo set up at remotes.
Contact: Loraine Ballard Morrill, LoraineMorrill@clear-channel.com 610.784.5255

WJTL FM/Creative Ministries
Location: Lancaster, Pa.
Major: Broadcasting
Description: We are seeking to host interns with a passion for communication and a desire to learn more, including the opportunity for on-air experience. Internships would include on-air time, office time, and opportunities to be involved at community events.
Contact: Stacey Gagne, Stacey@wjtl.com 717.392.3690

American Red Cross – Cumberland County – Emergency Services
Location: Carlisle, Pa.
Majors: Public Relations, Marketing
Description: Update agreements between businesses/organizations and American Red Cross. Collect required demographics, data, and maps for damage assessment. Assist the Emergency Services Director with the marketing of business partnerships that provides additional resources for a responsive effort.
Contact: Stacy Yurko, syurko@ccarcpa.org 717.243.5211 x 24

Philadelphia Eagles
Major: Public Relations
Description: The Eagles Youth Partnership Summer Intern will assist the EYP Events Manager in all aspects of planning and executing the annual Eagles Carnival and Auction as well as other seasonal events. Events may also include Locker Room Breakfast and Annual Eagles Playground Build.
Contact: InternRecruiting@eagles.nfl.com 215.463.2500

WITF, Inc.
Location: Harrisburg, Pa.
Major: Communication, Marketing, Public Relations
Description: Assist with direct marketing campaign and special event planning and execution. General administrative support, maintaining marketing materials and research.
Contact: Theresa Kurtz, teresa_kurtz@witf.org 717.707.3000

Get-Kinetic, Inc.
Major: Film
Description: Person will assist Production team with accounts payable/receivable, project budgeting, financial planning, market research and planning, competitive analysis, film and video production assistance, project coordination, and general business administrative tasks.
Contact: Kathryn Lahr, Kathryn@get-kinetic.com 215.425.8020
For the last seven years, Dr. Ed Arke has led the Communication Department in a period of both college growth and economic decline. In this time the department grew in many ways, achieving more collegiality and program expansion despite a college-wide dip in enrollment.

Department chairs normally serve a four-year term and Dr. Arke is serving his second. But after self-assessing and consulting with School of Humanities Dean, Peter Powers, he feels his time as chair has run its course. “I don’t necessarily feel burnout, but I’ve invested as much energy as possible while still remaining effective.”

The position of department chair provides many unique challenges. Responsibilities include budgeting, scheduling classes, and the normal teaching workload. However, unanticipated challenges require special focus. Dr. Arke states, “Some things need immediate attention… but unknowns are always hard because they take a lot of time to resolve.” These unknowns provided the biggest lesson over his time as department chair, presenting the chance to go back and self evaluate skills and the situation. “It’s about being able to admit when you’re wrong, rectify the problem and take responsibility.”

As he steps down, Dr. Arke hopes to accomplish more professional goals including research projects and focusing on scholarship. One project involves a book idea with a potential co-author. Dr. Arke hopes to work more on preliminary research and writing in the coming year. With only one more step to the promotion to full professor, he will also finish any remaining requirements and gather materials for his evaluation.

With the addition of the journalism major, the Communication Department continues to grow and follow professional trends. A more unified campus student media group will likely develop, encompassing all student publication and broadcast outlets. Dr Arke’s many years of professional experience will certainly benefit this new initiative.

Dr. Arke has valued the privilege and pleasure of working with such a great group of students. He enjoys the challenges and camaraderie among vastly different individuals who teach in the department. They work well together, and that can “only get better,” Dr. Arke says. Starting next fall, Dr. Kate Simcox will take over his position as Communication Department chair.

Memorable moments
• Leading department grads at commencement each year.
• Transitioning the journalism major to the Communication Department.
• Acquiring and developing the editing lab and TV studio in Murray Library.
• Increasing the number of broadcasting majors under the recently altered program.
Senior Showcase
Seniors and Editorial Staff

Every year, Messiah says goodbye to hundreds of brilliant students who help to make the college the unique and special place that it is. In the Communication Department, we like to think our seniors are among the best, but we may be a little biased.

The next few pages showcase the class of 2011 students with short highlights of their time at Messiah, post graduation plans, and advice for underclassmen. Despite efforts to include all of this year’s seniors, we were unable to obtain information on every one. Those not pictured include Allen Heberlig and Kierstin Wunder.

We also would like to take this opportunity to wish the best to all seniors as they embark on the next adventure(s) life has in store for them. Never forget that you are the only person who can ever limit your potential.

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Tim Agnolutto
Public Relations
Church Music Minor

Favorite comm. class:
PR Campaign. I enjoyed being assigned a real client and doing design and writing work for them.

Best Messiah Memory:
New Light Ministry

Plans post-graduation:
Messiah College Admissions Counselor

Quote: “I desire to do your will, O God; your law is within my heart.”

Advice for underclassmen: Don’t start a Kate or Nance paper at 10 p.m. the night before it’s due.

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Joanna Barnhouse
Public Relations

Favorite comm. class:
This is an incredibly difficult choice, but I would probably have to go with Communication Theory because the things we learned I could see in every day life. “There’s a comm. theory for that” became one of my catch phrases in the fall.

Best Messiah Memory:
Spending a year abroad in Athens, Greece, and Cheltenham, England, as well as a three-week cross cultural trip to Israel.

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Katie Breiter
Film and Digital Media
Sociology Minor

Favorite comm. class:
American Cinema II — We discussed the influence movies have had on American culture. It was so fun to look at the different ways movies have shaped our nation's history, and vice-versa, since their beginning. Professor Perkins-Buzo introduced me to Errol Morris, an incredible documentary filmmaker whose work inspires me to keep documentary film close to my heart, no matter what I do after graduation.

Best Messiah Memory:
I love every memory I have of sledding down Cemetery Hill. Sledding is one of those sacred things like watching Beauty and the Beast or drinking chocolate milk that always brings me back to when life was

Continued on Page 3
simple, when my biggest concern was remembering to double knot my shoelaces. Every time I sledded with friends at college I got to share something really special with them. In those moments, we weren’t worrying about finishing papers or getting a job and paying off loans. We got to be kids again and nothing else mattered but staying on our sleds, cardboard boxes, or lunch trays and going super fast. I will definitely be back to Messiah College if not for any other reason than just to sled down that hill again.

**Plans post-graduation:** I hope to work and/or volunteer with a nonprofit that provides inner-city kids with community service and mentorship opportunities. My experience making a short documentary film in Philadelphia during my time at MCPC opened my eyes to a type of community I really want to help strengthen at its core, the family system. I hope to get into a master’s in social work program after a year of learning from new experiences with kids in the city.

**Quote:** “Against the assault of laughter nothing can stand.” - Mark Twain

**Advice for underclassmen:** Make a list of things you like to do and figure out how you can make them into your career. Do it right now, not tomorrow. If it helps, make the list big or in bright colors so it gets you excited for the future when you look at it, and not just overwhelmed. Everything worthwhile takes work, but it doesn’t have to be miserable work. It can be big and in bright colors.

Also, make sure you go sledding down Cemetery Hill before you graduate.

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**Amanda Chopas**  
*Broadcast Production*  
*Communication Minor*

**Favorite comm. class:** I loved the great advice and information I received from taking Business and Organizational Communication with Dr. Kate Simcox. I found the material to be really helpful, and know that it will be very beneficial to me in my future career.

**Best Messiah Memory:** My favorite Messiah memory happened the week before fall semester my sophomore year. I was a manager at WVMM for that year and all the other managers came early to prepare the station. We had a lot of fun, and did some great things for Messiah Radio!

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**Derek Forney**  
*Public Relations*  
*Broadcast Journalism*

**Favorite comm. class:** Communication Theory—A lot of it has to do with the people in the class. We bonded and have become great friends. Also, the information in the class was so relevant to everyday life and started me on the track of connecting my major with my life.

**Best Messiah Memory:** A tie between the semester in Philly which was life-changing and competing in track and field. Philly was eye-opening and energizing. Track has been rich in personal achievement, wonderful friendships and team successes that kept me going when things got tough.

**Plans post-graduation:** Until July, I will continue as the Media Coordinator for the Big 33 Football Classic. After that, I hope to free-lance at International Marketing Inc., and possibly get a job there full time. If not, I want to work in sports information or PR. I would also like to return to Philly someday, hopefully sooner rather than later.

**Bible Verse:** “You are my servant, I have chosen you and not cast you off; do not fear, for I am with you, do not be afraid, for I am your God.” Isaiah 41:9-10 (parts of both)

**Advice for underclassmen:** Learn how and when to say “no.” You will be offered wonderful opportunities throughout your time here, but will drive yourself crazy if you try to do them all. Network with professors, alumni, and local organizations to make the best of your brief time here.
resume and portfolio are stronger as a result of taking this course—I feel a lot more prepared to enter the real world!

**Best Messiah Memory:** Wow, there are so many great memories of my time at Messiah that it is very difficult to pick just one. Most of them involve the great group of friends that I have made here and our varying moments of being “college kids” just having fun and having genuine conversations over some Saturday morning (afternoon) french toast sticks in Lottie or during a long off-campus walk. Experiencing two very different, but eye-opening, internships also ranks high up on my list of “best memories.” I don’t know if I would be as confident about my fit into the news business if I didn’t have these experiences under my belt. I made some great connections and friends through these as well. Traveling to Greece is another memory that I won’t soon forget. I not only learned a lot about ancient Greek culture first-hand, I also learned a lot about myself and how independent I can be when thrown into this type of unique situation.

**Plans post-graduation:** I plan on going to graduate school for a master’s degree in journalism and media studies while working for a small network news station near my hometown in Delaware. My main goal is to become a reporter, and eventually make it to “the desk” as an anchor. After getting my master’s, I will pursue being a communications professor and hopefully impact the lives of future communication professionals.

**Quote:** “The future belongs to those who believe in the beauty of their dreams.” -Eleanor Roosevelt

**Advice for underclassmen:** Enjoy your days at Messiah because they slip away from you so quickly! Before you know it, you’ll be out there in the “real world” where there is no summer vacation or coercing to push back a deadline. Take advantage of every opportunity and don’t be afraid to step out of your comfort zone! So often we get wrapped up in the “Messiah bubble” and forget that there is a whole world out there full of opportunities. Study abroad, if only for a January or May Term, and secure an internship to get some valuable “hands-on” experience if you have the chance. You only get out of your college experience what you put into it!
Alanna Koll  
Broadcast Production  
Communication Minor  

Favorite comm. class:  
Relational Communication with Kate Quiambly. I loved discussing and learning about the uniqueness and complexities of human relationships and all the different aspects. I discovered so much about myself and my relationships from the readings and engaging class discussions.

Best Messiah Memory:  
Spending a year at MCPC.

Plans post-graduation:  
Find a job in my field of broadcasting.

Bible Verse: “If anyone would come after me, he must deny himself and take up his cross daily and follow me. For whoever wants to save their life will lost it, but whoever loses his life for me will save it.” Luke 9:23-24

Advice for underclassmen: Study abroad!

Cecilia Joy Lewin  
Film and Digital Media  

Favorite comm. class:  
Media in Everyday Life. It taught me how to view the media I depend on in a different light than I previously had.

Best Messiah Memory:  
Watching Supernatural every Thursday with friends who were as good as the show.

Plans post-graduation:  
Becoming a dog trainer on movie sets.

Quote: “Nothing in this world worth having comes easy.” - Dr. Robert Kelso

Advice for underclassmen: Pop the bubble, don't stay here for eight semesters.

Katie Marstaller  
Public Relations  
Spanish Minor  

Favorite comm. class:  
Crisis Communication and Media Relations. We got to relate current world issues to the subject and discuss how best to resolve them, as well as critique how they were being handled.

Best Messiah Memory:  
Spending Thursday nights in the prayer chapel spring of sophomore year with an amazing group of people. I never made it back to my dorm before midnight.

Plans post-graduation: Walk by faith.

Bible Verse: “Dear children, let us not love with words or speech but with actions and in truth.” 1 John 3:18

Advice for underclassmen: Live in the moment.

Sammi Melville  
Film and Digital Media  

Favorite comm. class:  
16mm Filmmaking because it was hands on and it enabled us to use the film equipment. Plus, the films students really got a chance to bond during that class.

Best Messiah Memory:  
Hanging out with friends and working on film sets.

Plans post-graduation:  
The LA Film Internship during the summer, and then try to get a job after that, or even get my own film project started. That could be in L.A, Pennsylvania, or any other state or country.

Quote: “...I know whom I have believed, and am convinced that he is able to guard what I have entrusted to him until that day.” 2 Timothy 1:12

Advice for underclassmen: Get involved! Just taking the classes and getting through your four years here at Messiah will not be nearly as rewarding unless you volunteer yourself and get hands-on experience.
Gina Menario  
*Public Relations*  
*Sport Management Minor*  

**Favorite comm. class:** Comm. Theory and Racional Comm. because of their influence on me as a more successful interpersonal communicator  

**Best Messiah Memory:** Playing powderpuff football  

**Plans post-graduation:** Figure out what I want to do!  

*Quote:* “The greatest thing you’ll ever learn, is just to love and be loved in return.” - from the movie, *Moulin Rouge*  

*Advice for underclassmen:* Work hard. Play harder.

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Heather Murphy  
*Public Relations*  

**Favorite comm. class:** While PR Campaign was an awesome and memorable experience, I feel as if I was really challenged most intellectually in Comm. Theory with Kate Simcox. Studying the various theories not only pushed me to view “communication” in a much more complex and dignified light, but it also provided me with a greater pride for what it is I had been studying as a major. There really is a science to the way in which we interact with one another and I was absolutely fascinated by this.  

**Best Messiah Memory:** Only a few days ago I spoke on the “Collegiate Checklist” panel for Messiah’s Accepted Student Preview Day. Sitting next to esteemed members of the college’s faculty and staff, I found myself looking out into a crowd of fledgling future students in the same position I was in four years prior. In an instant, as I reflected on my time at Messiah, I saw my journey over the last four years come full circle. It was one of those “aha” moments that made me appreciate everything that Messiah had worked so hard to instill in me through the years.  

**Plans post-graduation:** Though my plans are still up in the air, I’m excited to find a career that allows me to travel and work heavily with others, perhaps in sales or marketing. In an ideal world though, I would work in D.C. politics for a time and eventually work my way up the totem pole to a fairly influential and esteemed role within the political world.  

**Bible Verse:** “And now just as you trusted Christ to save you, trust Him, too, for each day’s problems; live in vital union with Him.” Colossians 2:6  

**Advice for underclassmen:** Do not let ANYTHING hold you back or keep you from your dreams and passions in life; fear and stress are a waste of time. Instead, get involved in everything that interests you and never turn down an opportunity to learn and grow in new ways. You can work the rest of your life, be a kid while you still can. No one looks back on their college career and says “I wish I would have spent more time in the library (or on Facebook)!”

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Eric Mylan  
*Public Relations*  

**Favorite comm. class:** Public Relations Campaign — what’s not to like?  

**Best Messiah Memory:** Philadelphia Campus. Love. Philly.  

**Plans post-graduation:** Find a job.  

*Quote:* “All we have to decide is what to do with the time that is given us.” -Gandalf, *The Fellowship of the Ring*  

**Advice for underclassmen:** When you come into Messiah get involved as soon as possible. It’s better to be involved in a lot at the beginning and drop commitments as you go along.
I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand. Isaiah 41:10

Advice for underclassmen: Take advantage of all the opportunities Messiah gives you and get involved on campus. Get to know your professors and classmates and they’ll become like family.

Kate Nolt
Public Relations
Favorite comm. class: Relational Communication with Kate Quimby
Best Messiah Memory: Trashcan jousting
Plans post-graduation: Working in client services for CB Richard Ellis
Bible Verse: So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand. Isaiah 41:10

Advice for underclassmen: Do everything you can.

Quote: “Create like a god, command like a king, work like a slave.” -Constantin Brancusi

Neil Plumley
Film and Digital Media
Favorite comm. class: Communication Theory with Kate Simcox. It’s a lot of fun and very eye-opening. The ideas that we learned in that class will stay with me for a long time.
Best Messiah Memory: I guess the best memories were always the ones where we were filming something. I’ve worked on a lot of student films here and I’ve learned more and more about what I love to do from each consecutive project. Even when we had been working for long hours, getting almost no sleep, shooting under a tight schedule, crammed into tight corners and exhausted from carrying all the equipment around, we always found a way to make it fun and I always liked that.
Plans post-graduation: My plan is to get accepted into the Temple L.A. Internship Program for this summer, get a really fun and fulfilling internship (maybe two) and hope that it leads to a career afterwards. If I’m not accepted into the program for this summer then I’ll still go out to L.A. and find an internship myself.

Will Rowe
Film and Digital Media
Computer Science Minor
Favorite comm. class: Film Sound. It was a fantastic opportunity to finish off a film by completing the most key aspect: audio.
Best Messiah Memory: Spontaneous days spent with friends in Center City Philly.
Plans post-graduation: Move to a city and work in computer repair or digital media.
Quote: “It’s only when we look at where we were that we realize how far we’ve come.”
Advice for underclassmen: Go to Philly campus, it will change your life.

Lauren Schick
Public Relations
Psychology Minor
Favorite comm. class: Both Communication Theory and Relational Communication were my favorites because of the meaningful discussions they evoked but also because the topics are so applicable to life.
Best Messiah Memory: Too many to count, but all the times spent with my wonderful roommates, random dance parties, holiday parties, beach trips, Kupkakes for Kris Koffeehouse, Communication game nights and so many more!
Plans post-graduation: Working as a Marketing Associate at Chase Card Services.
Bible Verse: “Delight yourself in the Lord and he will give you the desires of your heart.” Psalm 37: 4

Continued on Page 8
Amy Skinner
Public Relations
Cross Cultural Ministries Minor
Favorite comm. class: Crisis Comm. because it prepared me for life outside of the classroom and was filled with real world examples. Even though it was intimidating and difficult, it was worth all the work.
Best Messiah Memory: studying abroad in Athens, Greece. It was such a great time to learn about another culture first hand, study history up close and personal and form long-lasting friendships.
Plans post-graduation: I am working part-time at a local family fun park doing their marketing and PR, and volunteering with my parents’ Christian school helping them out with marketing and some event planning. I am still looking for full time work in Pittsburgh, but it has been fun to have time to travel and visit friends in the meantime.
Bible Verse: “How great is the love the Father has lavished on us, that we should be called children of God! And that is what we are!” 1 John 3:1 — I think this verse has always just stuck with me because no matter what you do or how you feel, God always loves you so deeply that He wants to call you His child.
Advice for underclassmen: Take advantage of every opportunity you have to learn. Study abroad, take field trips, talk to your professors and really make an effort to learn as much as you can outside of the classroom.

Megan Tyler
Public Relations
Business Admin Minor
Favorite comm. class: Senior PR Campaign. It not only provided me with practical experience for everything I had learned in all of my other classes, but it allowed me to get to know so many other people in the major and make new friends.
Best Messiah Memory: Every Reading Day because I spend the whole day with friends in the warm weather on the banks of the Breeches instead of reading.
Plans post-graduation: Get a job in the central Pennsylvania area with a non-profit organization.
Bible Verse: “Lord, you are my God; I will exalt you and praise your name, for in perfect faithfulness you have done wonderful things, things planned long ago.” Isaiah 25:1
Advice for underclassmen: Plan ahead and fill up your semesters in the first few years so you can have a relaxing senior year.

Meghan Talley
Public Relations
History
Favorite comm. class: Senior Sem. because who doesn't love to talk about vocation?
Best Messiah Memory: Spending time with friends.
Plans post-graduation: Move back home to Philadelphia and continue searching for a job in the area.
Bible Verse: “We know that all things work together for good for those who love God, who are called according to his purpose.” Romans 8:28
Advice for underclassmen: Enjoy your time at college and be sure to thank all of the comm. professors for all that they do.
Kim Wilkinson
Public Relations
Sociology Minor

Favorite comm. class: PR Campaign. What a great class to start with after being away from main campus for three semesters and an amazing opportunity to learn with fellow PR seniors.

Best Messiah Memory: Two semesters at MCPC: Insomnia cookies, discount shows in Center City, dancing in our little backyard during a heat wave, and urban gardening.

Plans post-graduation: Hopefully find a job doing special events in Philadelphia and get married to my high school sweetheart in August.

Advice for underclassmen: Study abroad at least once and attend MCPC if you can. Not only will you learn a lot about yourself, but you are guaranteed to experience some delicious food on the way!

Quote: “Sometimes something can look beautiful just because it’s different in some way from the other things around it.” - Andy Warhol

Josh Wacker
Film and Digital Media

Favorite comm. class: 16mm Filmmaking, because I learned a lot and enjoyed the assignments.

Best Messiah Memory: Every memory from MCPC.

Plans post-graduation: The summer after graduation I plan on participating in the Temple LA Internship Program.

Daniel North Wort
Public Relations

Favorite comm. class: Crisis Communications was my favorite class because it was really interesting to learn about situations that arise and the best way to deal with them when they do.

Best Messiah Memory: My best Messiah memory was when our golf team won the MAC Championships for the first time in school history and went on to Nationals for the first time ever as well.

Plans post-graduation: Upon graduation I will enter into the United States Marine Corps as a second lieutenant and pursue my career as a Marine Corps Pilot.

Bible Verse: “I have been crucified with Christ and I no longer live, but Christ lives in me. The life I live in the body I live through faith in the son of God, who loves me and gave himself for me.” Galatians 2:20

Advice for underclassmen: Enjoy your time at college. Study enough to do well and be successful once out of college, but make sure that you pull your nose out of your books and enjoy this special time in your life where you live right next door to all of your closest friends because it will never be like this again.

Letter from the Editors

With the end of the semester quickly approaching, it is time to say good bye. Or maybe so long, because in a few short months, most of you will be back for another year.

Two of our editors, Derek and Lauren, are among those graduating. Kelsey, while not graduating, will study abroad next school year. It has been a pleasure and a lot of fun to work for the Communication Department this year, and we thank all the students and professors who made this newsletter possible.

Please enjoy the commerative collage on the following page.

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Internship Experiences: Fox 29 News Philadelphia & Fox 43 News York
Amber Henry

With graduation just around the corner, I find myself reflecting often about all of the experiences that I have had as a Messiah student. This is probably the cheesiest and most overused introduction sentence that a senior has used, but it’s true. Without a doubt, the most rewarding and influential experiences that I have had have been both of my internships with FOX 29 Philadelphia as a community affairs intern (Fall 2009) and with FOX 43 York (Spring 2011) as a news intern. I can honestly say that I have gained leadership skills and confidence in my broadcasting abilities from both of these exciting, however very different, internships. I am not entirely certain that I am ready to go into the “real world” yet, but I know that because of these internships I am definitely more prepared.

Entering my first internship at FOX 29 Philadelphia as a naïve fresh-faced junior attending Temple University, I had no idea what I was in for. I am from a small town in Maryland and was also homeschooled kindergarten through 12th grade. I am not anti-social, but I am not used to, let’s say, “rough” personalities—the type that Philadelphia is known for. It was taking me out of my comfort zone to even live in Philadelphia, much less ride SEPTA (the subway system) and interact with others in a fast-paced large news network. My job as a Community Affairs intern consisted of contacting community members and co-workers via phone, email, fax, and personal interactions. I was an integral part of the network as I organized and scheduled community appearances, wrote and updated the community calendar, answered various questions about the broadcasts, and worked for one of the most intimidating supervisors in the world.

My first day on the job my supervisor called me a “monkey” in reference to one of the write-ups I did for an inner office memo. The context being, “Even a monkey could do it! If I wanted a monkey I could have hired one instead of you!” That was one of the lowest points of that internship. A high point? I majorly improved my writing and interpersonal skills and now that same supervisor and I are on great terms, and she even offered to write a reference if I need one. Although that internship had a rough start, I took away assurance that I can do anything that I put my mind to. What I thought was a hurtful and mean remark was really what I needed to jumpstart me into performing better and pushing myself to be the best at my job. That experience showed me how rewarding an internship can be. Hence, my current position as a news intern with FOX 43 York.

This internship is very different from my first. Instead of being “behind the scenes” on the business side of news, my position entails hands-on opportunities, including riding with reporters and photojournalists capturing stories, helping producers write stories and work to produce news segments. Now I have even more knowledge on the side of news that I am more interested in. I have learned that I am not the kind of person that enjoys sitting behind a desk all day. Currently, I wake up around 2 a.m. and work from 3 a.m. until around noon. The long hours are exhausting, especially when combined with work and my course load, but they are worth it. I now better understand what it would be like to work as a television news reporter and know for sure that working in this business is what I want to do after graduation.

My advice for those considering an internship is this: JUMP RIGHT IN! Don’t be afraid to get your hands messy or your feet wet! You only get so much time to learn hands-on about your career of choice before you are thrown into the “real world” and have to perform at a professional level. Let me be a testament that you only get out of an internship what you put into it.

“Like” Us on Facebook
Get connected with the Communication Department online. See what’s new with social media practices, student projects, internship opportunities and much more!
Social Media: The Global Revolution
Lauren Schick

A voice amidst chaos, but not a voice in the traditional sense of the word. Rather, thousands of 140-character tidbits, pictures, and posts constitute the new language of our generation. In the past several months, the world has used social media to evoke governmental change in Egypt, support and find victims of the natural disasters in Japan, and organize the uprising in Libya. These simple communicative platforms—Twitter and Facebook—have revolutionized the way our generation speaks up.

In mid-February, Egyptian president Hosni Mubarak finally resigned after two weeks of protestors camped out in Tahrir Square. These brave souls did not just protest, however. They protested in front of a global audience, garnering support through Twitter, Facebook, and news media coverage. Observers stared, glued to computers, smart phones and televisions as they witnessed an inside look at the most technologically savvy protest ever. Social media’s public forum reaches people instantaneously. Responses from around the world provided the confidence and emotional support to keep Egyptians resolute in their stance against Mubarak. It also pressured Mubarak to end his 30-year regime and opened new doors of opportunity for Egypt.

The social media revolution has had a domino effect on other countries as well. Twitter fueled protests in Tunisia, with Tunisians initially organizing and mobilizing the uprising through the medium. Most recently, Libyan protestors took to the streets and their social networks to win over the hearts and minds of those outside the country. With state-controlled news media restricting access, Libyan citizens

Junior communication major Rose Campbell has a concentration in public relations. For more information on Messiah College’s cross-cultural opportunities, contact Wendy Lippert in the EpiCenter.

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Continued on Page 13
turned to video Web posts, visceral pictures, and Twitter posts to speak out against the oppression under Colonel Qaddafi.

What does this all mean for us? It means that we have a very powerful tool at our disposal. It means that, as avid and proficient social media users, we have the power to bring about change — and great responsibility to use these tools ethically. And it means that we have the opportunity to be more globally aware and connected than ever before.

**Guess who!**

Each month, we will give you a fun fact about one of your communication professors. Because this is the last issue for this academic year, there isn’t a new clue this month.

Last month’s mystery professor: Professor Mary Holloway bakes two mornings a week each summer for employees and mission teams at an organization called Mission Central.

### Internship Opportunities

**Harrisburg Regional Chamber of Commerce & CREDC**

**Location:** Harrisburg, Pa.

**Majors:** communication studies, public relations

**Description:** Responsibilities may include event planning, disseminating event marketing collateral material, assisting in development of committee meeting agendas and minutes, and assisting in implementation of social media strategy. Summer internship.

**Contact:** Lindsey Holtzman, lholtzman@hebg.org

717.213.5044

**Hershey - Harrisburg Visitors Bureau**

**Location:** Harrisburg, Pa.

**Majors:** communication studies, public relations

**Location:** Harrisburg, Pa.

**Description:** Responsibilities for the public relations internship may include developing and maintaining multiple media lists, conducting media calls, working with database entry, researching, drafting press releases and media alerts, writing blogs and newsletters, and developing media pitch letters. Photographing and attending press conferences and special events, and bureau partner businesses. Responsibilities for the Social Media Intern may include coordinating weekly and monthly reports and tracking results, writing posts for Facebook and Twitter, and posting images to Flickr and other channels as needed, working with digital media updating Web sites, videotaping special events, editing video, and posting.

**Contact:** Rick Dunlap, Rick@hershey.org

717.231.2992

**HealthAmerica**

**Location:** Harriburg, Pa.

**Majors:** public relations, communication studies

**Description:** Intern with HealthAmerica in a variety of internship experiences.

**Contact:** Apply online at careers.cvty.com

**Fairfax Choral Society**

**Location:** Annandale, Va.

**Majors:** public relations, communication studies, marketing

**Description:** Responsibilities may include graphic designing, creating marketing materials, marketing research, expanding blog, website and social media activity. Summer-Paid.

**Contact:** Paul Cohen, pcohen@fairfaxchoralsociety.org, 703.642.3277

**The White Wolf Group**

**Location:** Mechanicsburg, Pa.

**Major:** film

**Description:** Responsibilities may include internet broadcasting; photography/videography coverage of weddings; commercial projects.

**Contact:** Jeffrey White, info@white-wolf-group.com, 717.395.9281

**Noah’s Ark Whitewater Rafting & Adventure**

**Location:** Buena Vista, Colo.

**Major:** film

**Description:** Responsibilities may include gathering stock footage for training, staff development and promotional purposes; editing; formatting footage.

**Contact:** Will Berry, will@noahsark.com, 719.395.2158

**Prison Fellowship Ministries**

**Location:** Lansdowne, Va.

**Majors:** communication studies, public relations

**Description:** Responsibilities may include assisting with web, email and radio communications; proofreading and editing; researching and writing documents for website; maintaining internet communications.

**Contact:** Meaghan Stoner, internresumes@pfm.org, 703.554.855
JPL Integrated Communications, Inc.  
Location: Harrisburg, Pa.  
Majors: broadcasting, film and digital media  
Description: Responsibilities may include learning how to set and get the best shot under any condition; working with cinematographers.  
Contact: Melissa Washington, mwashington@jplprod.com  
717.901.4179

Wendt Communication Partners  
Location: Harrisburg, Pa.  
Majors: communication studies, public relations  
Description: Responsibilities may include assisting in providing innovative, results-oriented communication programs for business-to-business, non-profit, association, and government clients; placing follow-up phone calls; preparing outbound mailings; making copies and emailing information to clients; coordinating meetings and assembling client information or project files.  
Contact: Doug Wendt, doug@wendtpartners.com  
717.635.2165

TE (Formerly Tyco Electronics)  
Location: Middletown, Pa.  
Majors: communication studies, public relations  
Description: Responsibilities may include assisting in the development and execution of regular internal messages for CIS, the business unit’s intranet page; researching and writing articles; arranging for supporting photography or relevant artwork and posting articles and updates to the site, helping create a monthly report for the metrics of myCIS and other internal communications and supporting media relations efforts by qualifying media opportunities and researching and writing product-related news releases. Summer internship.  
Contact: Mike True, mtrue@messiah.edu  
717.796.5099

PA Partnerships for Children  
Location: Harrisburg, Pa.  
Major: public relations  
Description: Responsibilities may include assisting Communications Director in preparing and distributing information on policy making for children in Pennsylvania; writing newsletter articles; preparing news releases and packets; monitoring federal and state government activities; working with the media; and writing other materials as needed, and exploring television production possibilities.  
Contact: Sandra Moore, smoore@papartnerships.org  
717.236.5680

Office of Multicultural and International Student Programs  
Location: Grantham, Pa.  
Majors: communication studies, public relations  
Description: Responsibilities may include maintaining constant communication with Amigo mentors and mentees, helping in the planning and recruiting of following year mentoring program, and helping to identify opportunities for students such as conferences, graduate school programs. Research ethnic and cultural events in the local community and assist with logistics for programming events.  
Contact: Mike True, mtrue@messiah.edu  
717.796.5099

WPVI - TV 6 ABC  
Major: broadcasting  
Description: Responsibilities may include shooting; transcribing tapes; program research and office assistance.  
Contact: Linda Munich, Linda.Munich@abc.com  
215.878.9700

WTFX - FOX 29  
Major: Broadcasting  
Description: Responsibilities may include story research; pre-show interviewing; and assisting with news telecast.  
Contact: Cesar Aldama, aldama@cbs3.com  
215.977.5423

Greater Philadelphia Film Office  
Major: film and digital media  
Description: Responsibilities may include event planning; tracking economic impact; resource organization; research; and assembling location photos/production packages.  
Contact: Joan Bressler, joan@film.org  
215.686.2668

Spruce Lake Retreat  
Location: Canadensis, Pa.  
Majors: communication studies, film and digital media  
Description: Responsibilities may include website critique and design; social media applications in advertising; developing print materials; videography and photography.  
Contact: Sarah Kauffman, 570.369.3982

andCulture  
Location: Harrisburg, Pa.  
Major: public relations  
Description: Responsibilities may include assisting with the preparation of collateral materials; research; content writing for websites.  
Contact: Joshua Benton, jbenton@andculture.com  
717.233.2881  
Continued on Page 15
National Multiple Sclerosis Society  
**Location:** Harrisburg, Pa. 
**Majors:** public relations, communication studies  
**Description:** Responsibilities may include assisting in the development and implementation of special events including the Walk MS, Bike MS, and MS Polo Match; writing press releases; developing recruitment pieces; securing sponsors; working with volunteers; developing event materials. 
**Contact:** Scott Garner, scott.garner@nmss.org  
717.652.2108

Aurora Films and Music  
**Location:** Lancaster, Pa.  
**Major:** film and digital media  
**Description:** Responsibilities may include pre-production; scripting, storyboards; creative consultation and development; budgeting; marketing campaign; location scouting; grant writing; and public relations. 
**Contact:** Brad Kenyon, brad@aurorafm.com  
717.295.4461

Church World Service  
**Location:** Harrisburg, Pa.  
**Majors:** public relations, communication studies  
**Description:** Responsibilities may include exploring and implementing new public relations methods; researching various country situations to assist in preparing asylum cases; translating for refugees (languages include Spanish, French, Russian, Arabic, and Turkish); updating website; creating a DVD about refugee resettlement with CWS to be used for church sponsorship; writing articles about refugees for the local newspapers; interviewing refugees; transporting refugees to various appointments; introducing the refugees to the community (showing them how to use the library, post office, food stamps, etc.). 
**Contact:** Rev. Patrick Walker, pwalker@churchworldservice.org

The Triscari Group  
**Location:** Harrisburg, Pa.  
**Major:** film  
**Description:** Responsibilities may include producing award-winning programs from scripts and storyboards; doing on-location and in-studio shoots; creating state-of-the-art 2D and 3D animation; designing cutting-edge interactive media that serve as valuable marketing, sales and recruitment tools; website content development, design, hosting, multimedia and programming for the worldwide web; developing, designing, and producing traditional print pieces as collateral material. 
**Contact:** Sebastian Triscari, info@triscari.com  
717.975.3348

CURE International  
**Location:** Harrisburg, Pa.  
**Majors:** public relations, communication studies  
**Description:** Responsibilities may include assisting in communication, program promotion and implementation for the “Connection of Life Program.” 
**Contact:** Heather Hunter, hhunter@cureinternational.org  
717.730.6706

Sacunas, Inc.  
**Location:** Harrisburg, Pa.  
**Majors:** public relations, marketing  
**Description:** Responsibilities may include augmenting marketing and PR efforts; assisting with news release and media advisory distribution, and maintaining news release binders; assisting with videotaping; accounting support— providing online research, editing, and proofreading support; helping with materials development; assisting with phone calls, faxes, e-mails, and mailings; coordinating with outside suppliers, and shopping for client-specific supplies; developing detailed editorial content for quarterly newsletter; drafting all copy and design layout. 
**Contact:** Dee Barth, dbarth@sacunas.net, Internship@sacunas.net  
717.652.0100 x16

Get - Kinetic  
**Location:** Philadelphia, Pa.  
**Major:** film  
**Description:** Responsibilities may include working with accounts payable/receivable; conducting market research; assisting with film and video production; coordinating projects. 
**Contact:** Kathryn Lahr, Kathryn@get-kinetic.com, 215.425.8020

Continued from page 14

Continued on Page 16
LeadAmerica
Location: Cleveland, Ohio
Majors: public relations, communication studies
Description: LeadAmerica is looking for mature, responsible, enthusiastic, upbeat individuals to join our exceptional staff for the 2011 conference season. Through LeadAmerica’s College & Career readiness curriculum, hands-on topic specific simulations, briefings with national and world leaders, and a truly experiential collegiate learning environment, our conferences provide outstanding high school and middle school students with the experience of a lifetime! Conferences are held at leading colleges and universities Positions as Program Directors or Managers, Team Leaders, Operations Directors and Managers, and Office Coordinators.
Contact: staff@lead-america.org Apply online at www.lead-america.org/employment. 866.394.5323 x270

CBS – 3/CW Philly 57
Major: public relations
Description: Responsibilities may include assisting with the station's public relations and public service activities including writing press releases and other publicity materials; assisting in the production and scheduling of public service announcements; planning special events and other community outreach programs.
Contact: Apply online at CBSphilly.com, click on jobs link. Create a new user account and search for jobs. Click on Internships link to apply for a position.

WHTM-TV 27
Location: Harrisburg, Pa.
Major: broadcasting
Description: Responsibilities may include assisting in the taping, production; making of the high school football highlight section of ABC 27’s sports broadcast as well as working to collect data and footage on the site as well as editing in the studio.
Contact: Gregg Mace, gmace@abc27.com 717.236.2727

County Commissioners Association of PA
Location: Harrisburg, Pa.
Majors: public relations, communication studies, business
Description: Responsibilities may include publication and website design work for IT dept; design/edit sample employee orientation manual; work on CCAP publications; insurance programs procedural manual; inventory data conversion; vehicle risk management group; prison risk management guide.
Contact: John Sallade, jsallade@pacounties.org 717.232.7554

Continued on Page 17
Capital Blue Cross
Location: Harrisburg, Pa.
Majors: public relations, communication studies
Description: Responsibilities may include maintaining websites; writing articles for internal and external newsletters; proofreading written material; drafting news releases, assisting with promotion, creating flyers using desktop publishing; providing clerical and research support as necessary.
Contact: Connie Suraci, connie.suraci@capbluecross.com 717.541.6014

The Religion and Society Center
Location: Harrisburg, Pa.
Majors: public relations, communication studies
Description: Responsibilities include publicity, registration, staffing; website enhancement/development; database management; fundraising (grant proposal writing, working with potential donors).
Contact: Carl Choper, religionandsocietycenter@gmail.com, 717.724.0353

Christian Life Assembly
Location: Camp Hill, Pa.
Major: film
Description: Responsibilities may include assisting the Media Department at a large local church with duties including video recording, video editing, audio editing, graphic design, lighting and web.
Contact: Richard Foster, RFoster@christian-life.com 717.727.6560

WITF, Inc.
Location: Harrisburg, Pa.
Major: broadcasting
Description: Responsibilities may include pulling sound bites from programming; incorporating “image spots;” writing promotional copy; assisting production engineer in recording location sound/listener ID’s.
Contact: Teresa Kurtz, teresa_kurtz@witf.org Visit www.witf.org. Go to the career section and then to the internship section for brief internship descriptions.
717.910.2814

Hershey Entertainment & Resorts
Location: Hershey, Pa.
Majors: communication studies, public relations
Description: Food and beverage hospitality intern. Responsibilities may include assisting with hiring; developing, coaching and evaluating part-time and seasonal staff; assisting with development of training programs and manuals; responding to guest and employee communications.
Contact: Apply online at www.HersheyJobs.com

First Generation Video
Location: Harrisburg, Pa.
Majors: film, broadcasting
Description: Responsibilities may include website design work; video editing; production; client interaction; setting up lights audio equipment, and duplication of finished video projects; CD production and working live events.
Contact: Fran Masciantonio, fran@fgv.com 717.975.9210

Best Companies Group
Location: Harrisburg, Pa.
Majors: public relations, communication studies, marketing
Description: Responsibilities may include developing sales and promotional materials; database management: program registrations/participants; customer service/promotion via phone, letters, emails, mailings; review and edit web sites; participating in/assist with all steps in the surveying process; assisting with sales calls; assisting with financials (A/R) through invoicing and running reports.
Contact: Megan Burns, meganb@bestcompaniesgroup.com, 717.909.1570

Mennonite Central Committee - United Nations Liaison Office
Location: New York, N.Y.
Majors: communication studies, peace and conflict studies
Description: Responsibilities will include developing the MCC UN Office webpage; studying and researching issues pertaining academic interests; assisting the Director and Program Associate of the Mennonite Central Committee United Nations Liaison Office in coordinating MCC’s advocacy at the UN by researching topics of relevance to the office’s work.
Contact: Mike True, mtrue@messiah.edu for application Deadline is May 2.

Center City Film and Video
Major: film and digital media
Description: Responsibilities may include production both in studio and remotely.
Contact: John Gillespie, jgillespie@ccfv.com 267.597.3500

Journal Publications Staff writer/reporter (Job opening)
Location: Harrisburg, Pa.
Majors: broadcasting, public relations
Contact: Andrea Cecil, andrea@journalpub.com

Continued from page 16

Continued on Page 18
Phl17 Summer Public Relations Internship
Major: public relations
Description: Responsibilities may include aiding in various aspects of the Creative Services Department; assisting in execution and fulfillment of on-air and web based contests, writing press releases and media advisories; helping maintain PHL17’s web site, as well as helping organize, represent, and promote the station at local community events.
Contact: Sublima Cerase, eventsteam@tribune.com or visit http://www.myphl17.com/about/intern/

AACA Antique Auto Museum
Location: Hershey, Pa.
Majors: public relations, marketing
Description: Responsibilities may include working with other museum departments such as retail, administration, special events, guest services, an curatorial, in addition to marketing efforts.
Contact: Alex Southworth-Molchan, asouthworth-molchan@aacamuseum.org

International House
Location: Harrisburg, Pa.
Majors: public relations, communication studies
Description: Responsibilities may include interacting with residents from all over the world; experiencing living on your own; fostering friendships with international interns.
Contact: Virginia Burd, virginiaburd@harristown.net 717.724.2846

Look out for new issues next fall!
Alas, this is the last issue of commraderie until this coming fall. However, you can stay connected with the Messiah College Communication Department this summer on the Facebook page. Have a great summer!
Welcome Back
Nick Hemming

During the peak of summer freedom, college students welcome a low-commitment lifestyle: daytrips to the ocean, vacations to the mountains, and mornings of extended sleep highlight life without emails, studying, and busyness. When September arrives, they often face the harsh reality of the inevitable fall transition. Responsibility returns, grades gain importance, and the weather takes an ominous turn (at least this year).

This summer, the Messiah College Communication Department experienced a seasonal transition of its own. The annual back-to-school adjustment brought significant change to an already progressive department, proving that students and faculty alike must shift gears when summer ends. Notable changes included the appointment of two new department chairs and a rearranged scope of majors.

Introducing the Department Chairs
After two successful terms as the Communication Department chair, Dr. Ed Arke elected to step down from his position. His expertise—positioned most prominently in the broadcasting field—led to substantial departmental growth, including an increase in communication majors and the transition of the journalism major into the Department.

On August 1st, Dr. Kate Simcox and Dr. Nance McCown officially succeeded Dr. Arke; for the first time in the department's history, the chief role is divided among two professors. Dr. Simcox, the department chair, and Dr. McCown, the assistant department chair, began their September transition nearly a month before its anticipated date.

For Dr. Simcox, new responsibilities primarily reflect an administrative and strategic role, including managing curriculum reviews and changes, overseeing the budget, and supervising department personnel. Dr. McCown manages work study students and external department communication, assigns advisers, and interacts with prospective students through meetings and open houses. Through this model, the two Department chairs hope to achieve a degree of collaboration. “We want everybody's diverse gifts to be utilized,” Dr. Simcox states, “by creating an environment where everyone is comfortable getting on board.”

With this family-like quality in mind, Dr. Simcox and Dr. McCown continue to pursue their respective roles with enthusiasm. Future changes may include updated courses, new uses of technology, additional equipment and resources for students, and a potential graduate program further down the road. Until then, the excitement displayed by each of these professors will resonate throughout the Messiah College Department of Communication.

Journalism Transition into the Communication Department
Before stepping down from his position as the department chair, Dr. Arke made an influential push to acquire the journalism major from the English department. After extended meetings and conversation, the move became official: the journalism major is now a piece of the Department of Communication, and encompasses both print and broadcast journalism.

According to Dr. McCown, the transition “better reflects the changing landscape of...” Continued on Page 2
Until they established trust and learned what he was capable of doing, they assigned him basic tasks such as moving set dressings/flats (walls), going on runs, and basic painting. The longer Wacker worked, however, the more complex his tasks became. Eventually his duties matured to doing things like “making an old Dutch door that’s grey and maybe has a bit of white.” Occasionally, he acted as the “swing gang” (or the art department’s “on set” person) during shooting, which involved keeping an eye on the monitor while the crew was shooting to make sure that the set and dressings looked appropriate.

As for George, she interned at a small, independent production company called Fallout Entertainment, doing a variety of different work, ranging from making coffee to writing music video concept/treatment ideas. Some of her more complex responsibilities as an intern included helping with casting and auditions, writing script coverage, and syncing sound. At one point, George even held the position of script supervisor for a music video shoot. When she was not working on these more important jobs, Fallout Entertainment assigned her simpler tasks such as running errands and fixing the printer.

Both Wacker and George express that their Messiah education helped them greatly in the interning process. Wacker says, “The basic film set terminology and knowledge of the filmmaking process was helpful for me… Knowing who a DP or a best boy is or knowing what shooting MSO means gave me an advantage over people who didn’t know set jargon.” Although Wacker feels that he did not lack any vital information that would have helped him in his internships, he believes that having more experience shooting could not have hurt.

George believes that the most important thing she learned from Messiah was how to work well with a group of different people on set, which she experienced by working on several different sets and crews while at Messiah. However, she can think of a few things that she wished had been part of her classroom learning. “90% of internships in L.A. ask interns to write script coverage.” George says she felt a little behind when applying to internships because many employers ask for samples of one’s script coverage with a resume, something that Messiah never touched on, but could possibly implement. George also wishes that she had learned how to work with Avid at Messiah rather than learning Final Cut Pro, but that experience could be gained at Temple University.

Successful Summer in L.A.!
Mitch McClure

After graduating this past spring, Communication majors Josh Wacker and Lynn George spent their summer in Los Angeles, Calif., finding internships through the Temple L.A. Internship program to fulfill the Film/Digital Media concentration requirements. Both students found the experience extremely helpful as they begin their film industry careers.

Wacker worked two internships over the summer. After spending one week interning in the art departments on two projects for Cartoon Network’s Adult Swim, he spent most of his time on his other art department internship working on “Scary Tales,” a drama/documentary about fairy tales filmed to air on a new 3D channel called 3Net.

On the set of “Scary Tales,” Wacker’s responsibilities at first entailed merely doing whatever the art director or the production designer asked him to do.
Continued from Page 2

Wacker and George both say their internships helped them establish many contacts. At the end of Wacker’s internship, the Production Designer told Wacker that he would hire him on future shows if the opportunity arises. Similarly, at summer’s end, Fallout Entertainment offered George a position as a Production Coordinator for two weeks of freelance work. To sum it all up, Wacker says, “Basically you get jobs in Hollywood by knowing and working with people who’ve worked with you before, and working for free in an internship is one of the few ways to build connections and prove yourself.”

We Need to Talk
Mitch McClure

Last spring recent graduate Josh Wacker ’11 directed a short film called We Need to Talk for his senior project. Working 72 hours a week over the summer in the L.A. Internship program, Wacker did not have the time to market the finished film as much as he had hoped to, entering it in only two film festivals. However, now with a less hectic work schedule, he plans to enter We Need to Talk in more festivals and eventually release it online, stating, “I feel like I owe it to my cast and crew to get the film seen.”

We Need to Talk was filmed entirely on an elaborate set that Wacker himself constructed. When asked how he felt about the final cut, Wacker responded, “I’m pleased with We Need to Talk, although as a perfectionist I’ll never be satisfied with it.” His favorite aspect of the film is the image, the result of the combined efforts of Wacker as Art Director and Neil Plumley ’11 as Director of Photography. His least favorite aspect? The sound quality, because all of the sound had to be recorded in post-production.

Wacker loved the fact that he had so many people involved in producing the film and noted that if he did it again, he would try to get even more people involved. He is also pleased with the casting, the freedom and control given to him while working in the studio, and the fact that he shot on set as opposed to on location. The only thing that he says he would do differently is to start earlier. Only having a few months for the entire process left Wacker with very little time to deal with all of the production complications. All in all, he looks back positively on the project as he begins his career in the film industry.

Messiah Embraces a New Brand of Media with “The Pulse”
Nick Hemming

In today’s culture, people seem to feel increasingly valuable when they are “in the know.” Messiah College is keeping with the times.

As the 2010-2011 academic year came to a close, student leaders busily prepared for a new brand of Messiah College media. These students established an end goal of effectively uniting the principal communication channels on campus, including The Swinging Bridge, Messiah’s student newspaper; WVMM, Messiah’s on-campus radio station; and The Clarion, Messiah’s student yearbook. Behind all of the eagerness and excitement stood an extensive list of tasks to complete; “The Pulse” had just begun.

Before the fall semester officially opened, the core staff began hiring employees, establishing relationships, and developing an image for the innovative “media lab.” By using a singular resource, the team believed students would have a consistently reliable outlet for news and information. “We want them to be able to count on us,” Swinging Bridge Editor in Chief Sari Heidenreich ‘12 says.

Major components of The Pulse will include regular updates to the Facebook page, news articles added several days a week to the Swinging Bridge website, and a centralized contact for communication interests. The modern media source will rely on dependability and diversity—two traits that Heidenreich highly covets—to become a truly attractive option.

As development continues, The Pulse seems to be achieving both of these characteristics. When the Yellow Breeches rose from the effects of Tropical Storm Lee, The Pulse Facebook page instantly posted pictures; when “Pistolera” set to play an early-September concert during the B-Sides series, the page advertised the event with a video post; when the men’s soccer program defeated Catholic University, the page promptly displayed a link to an article on The Swinging Bridge website. This has become most powerful effect of...
immediate, reliable news—a go-to option for students and others who want to be “in the know.”

What supporters have already witnessed presents only a sampling of what is to come. Before The Pulse enters its second year in existence, a combined website will provide links to all necessary resources, a full-scale twitter will engage followers, and the united media effort will become the primary resource for student-driven news. For now, devotees will continue to track the inspired work of the media lab team. Messiah College has a new brand of media.

Phashionably Philly
Sarah Hawkins

My only regret is that I didn’t go sooner. If you know anything about Messiah College Philadelphia Campus, you know it’s the opposite of life in Grantham. Because it is located right on Temple’s campus, you can travel by foot, subway, bus or bike to something ridiculously cool. From art galleries to clothing stores, cute coffee shops to sporting events—there is a little something for everyone.

As a broadcasting major in the 4th largest media market in the United States, I found opportunity in Philly to be evident. My passion for fashion, however, was what really pushed me to network and get involved with the city of Philadelphia. I started a street style blog that accelerated my chance to meet people and get involved with the fashion scene.

In my efforts, I found myself in another world entirely. I was being invited to various fashion events, designer trunk shows, and coffee dates with local designers who quickly became interested in what I was doing. Now I can say with confidence that I have a budding career in fashion media and have valuable contacts and mentors that I can call upon if and when I need advice or insight.

It’s exciting (and a little overwhelming to be honest) but truthfully without going to Philly, I don’t think that I would be anywhere close to where I am now. It may be incredibly cliché to fall in love with the city of brotherly love, but alas, it’s true.

Upon graduation in December, my hope is to move back to Philly and pick up some of the momentum created this past spring, discovering some of the doors that God has clearly opened for me to explore.

If you’re worried about your safety, or breaking the “Messiah bubble,” don’t be. You’re young, fearless, and God isn’t going to lead you astray if you trust in Him. Listen for that spiritual nudge (or forceful heavenly push) and check out MCPC. God doesn’t steer a parked car.

Senior broadcasting major Sarah Hawkins has recently appeared in window displays and daily fashion updates from Bergdorf Goodman.

Looking to try MCPC?
Contact Ashley Jones in the EpiCenter at ajones@messiah.edu. Fall application deadline announced this spring!
Grecian Thoughts
Jordan Seiz

Greece had always been a distant, dream-like paradise. I imagined nothing but breathtaking views and rich-cultured people and families. The images in my mind came straight from the movies: crisp, white and blue houses scattered along the cliff overlooking the magnificent Mediterranean Sea and loud, happy families constantly celebrating and enjoying life. Although some of my experiences did consist of beauty and celebration, I was also very surprised to find chaos, anger and destruction throughout the city of Athens.

“My trip to Greece was nothing less than amazing because of the people, relationships, culture, food, history, and beauty.” - Jordan Seiz ’13

My three-month journey throughout the country of Greece provided life-changing and eye-opening opportunities. Throughout my stay in Greece, its citizens and also immigrants from surrounding countries demonstrated their anger and rage at the government by not only protesting but also rioting and destroying the capital square. The economic state of the country has caused many people and families to live on the streets and go hungry due to the corrupt decisions made by the government. The people felt betrayed by their own government and were not afraid to fight back. By witnessing some of these protests and riots, I was able to see true passion—passion that would not back down without a change being made.

I absolutely loved my experiences abroad because I not only witnessed these culture changes, but I was also able to see the rich culture instilled in the people and families of Greece. The music, food, and people illustrated and painted a whole different world for me. In this world, people relaxed and enjoyed each other’s company while eating; they never seemed to stop. My trip to Greece was nothing less than amazing because of the people, relationships, culture, food, history and beauty. The country is no longer a distant, dream-like paradise. It’s now a beautiful, rich reality.

Google+: De-Throning Facebook?
Nick Hemming

When Facebook’s simple interface entered the market in early 2004, users of ever-popular social media sites such as MySpace and Xanga were intrigued. By the end of the decade, Facebook had amassed over 400,000 users, single-handedly becoming the premier social media experience.

But for the king of social media, this new decade will bring an unexpected challenge—competition from an internet staple. Google, Inc. unveiled its first attempt as a social media contender this past summer, releasing an attractive alternative entitled “Google+.” Users will immediately notice aesthetic and organizational upgrades when compared to Facebook, and the consumer need for constant innovation will create plenty of excitement. Still, one overarching question remains—will Google’s innovate site provide enough “buzz” to dethrone Facebook?

The initial response to this question is a confident “no.” Challenging a competitor that currently entertains over 750 million users seems impossible, let alone worth the steep funding. But when the informed consumer takes a step back and considers the advantages, Google’s share of the social media market may be within reach.

As a corporation, Google has a rich history of stepping into established markets and making noise. In 1996, the California-based software company challenged Yahoo! in the search engine battle, ultimately becoming the chief of web search; in 2008, Google unveiled “Android,” a smartphone operating system that immediately competed with Apple’s “iOS.” Just two years later, Android smartphones became the most commonly purchased phones in the World. The computer software company will attempt to overtake a third concrete competitor with Google+.

As Google sets to unveil the final version of Google+, users are anticipating a “fresh” version of the social media experience. Attractive features include “friend circles,” an organizational tool that allows the user to click and drag friends into clusters; “hangouts,” a modern-day version of
friend-specific chat rooms; “sparks,” a web-customizing feature that brings interests to the user; and “huddle,” an element that provides a simple and clean outlet for group conversations. But what truly makes these features enticing is the branding applied to them; each component has its own logo and personalized advertisement, creating a new level of excitement when using them. Imagine a social media site where messages, friends, wall posts, and chat windows each display a separate, eye-catching emblem. The software king has suddenly become a social media player.

Despite these advantages, Google must immediately attract users or social media enthusiasts will reject the change. Interested users must remember that without friends, the social media experience becomes a sure bust. So there lies the breaking point: Google has solidified itself as a competitor with striking graphics and brilliant branding, but must not waste time converting Facebook loyalists into Google+ innovators.

With the groundbreaking project currently in a preliminary stage (Google recently notified eager users that the pool of testers has reached capacity), the social media world must have patience. When Google+ opens to the public, though, expect enough buzz to make Facebook twitch, even for just a moment. If the buzz lasts, a new social media experience awaits American users.

Sources:
http://www.searchenginejournal.com/search-engine-history/13152/
http://www.timetoast.com/timelines/122290

Kupkakes Koffeehouse Returns
The Kupkakes for Kris Benefit Koffeehouse will reappear again this fall. This event honors the memory of former PRSA member Kris Green, who last year lost her battle to lung cancer.
- Hosted by Messiah PRSSA Chapter
- November 4, 2011, 6:30-9:30
- West Shore Evangelical Free Church

Internship Opportunities
Hershey Entertainment and Resorts
Location: Hershey, PA
Majors: Public Relations
Description: Must be able to attend one of two Company Site Visits that will be held in January-February 2012. Interns will learn to navigate the many standards in the hospitality industry. Must meet appearance standards and be able to maintain hospitality standards for the assigned property. Ability to maintain composure in a fast-paced environment. Deadline for submission is 12/23/2011.
Contact: Submit application to www.HersheyJobs.com

The Wall Street Journal
Location: New York City/Other
Majors: Broadcasting, Journalism, Film
Description:
VIDEO INTERNS: Work as part of our video team shooting and editing video that complements and supplements print stories.
WSJ.COM INTERNS: Work exclusively online; packaging and editing stories, video and graphics for our website.
Contact: Deborah Brewster, Deputy Managing Editor, The Wall Street Journal Internship Program (U.S.), 1211 Avenue of the Americas, New York, NY 10036. Emails not accepted.

You can receive more information on the following internships through the Internship Center in the Eisenhower Commons, or by contacting Mike True at mtrue@messiah.edu. Stop by or email if any of these sound like you!

Bravo Group
Description: Develop press releases, media alerts, fact sheets and backgrounders on clients; contact media; develop research; assist with events and meetings; and assist with general office work.

Delta Development Group, Inc.
Description: Review client and project files and prepare summaries of these engagements.

Forgotten Voices International
Description: Launch student advocate groups on college campuses; learn and implement training for high school/college students in public narrative; write stories based on information received from African projects; and research and develop resources related to microeconomic development in southern Africa.
Continued from Page 6

Harrisburg Regional Chamber & CREDC
Description: Event planning assistance with all aspects of upcoming events; assist Events Marketing Manager and AVP of Communications & Marketing with development and dissemination of event marketing collateral material; assist in development of committee meeting agendas and minutes; communicate with Chamber members with event details, assignments, etc.

Jump Street
Description: Assist with outreach programming, including: Gift of Music (collect and distribute of instruments); maintain contacts with schools and donors; assist with community art shows and liaison with artists and companies; assist with program marketing (create flyers, newsletters, postcards, etc.).

Keystone Human Services
Description: Help with press releases, marketing, events, database work, mailings and possibly help with grant writing.

Leukemia & Lymphoma Society
Description: Prepare and organize materials for Candidate Training, Kickoff Celebration, Mid-Point Breakfast and Grand Finale Celebration; coordinat and assist with the set-up various events; assist with video presentation at Candidate Training.

PA Family Institute
Description: Assist in production of weekly radio shows, video projects and media press releases; write and report for publications such as The Pennsylvania Citizen and Pennsylvania Families & Schools magazine.

Rite Aid Corporation
Description: Assist with electronic editing; develop custom media lists; develop content for website; draft press releases; assist with programs/promotions and support fundraising efforts.

PA Organization for Watersheds & Rivers
Description: Review data; assist in arranging training sessions and in promotional activities; prepare and distribute manuals; draft phase and final grant reports; write and research articles for two publications; process memberships and insurance endorsements; update and maintain contacts database; maintain calendar of events and attend promotional events.

WHTM-TV 27
Description: Assist assignment editor, reporter, and photographers; gather stories and information by phone; assist on field reporting as needed.

Look out for next month’s stories!
There is so much we didn't have room for this month that we had to push it to the next issue of Commraderie. Here’s a taste of upcoming stories:
- L.A. Internship: Sammi Melville and Neil Plumley
- PR Campaign 2011: Kids and Forgotten Voices International
- What’s the value of LinkedIn?
- Philly Reflection: Jenna Liew
- Lambda Pi Eta

“Like” Us on Facebook
Get connected with the Communication Department online. See what’s new with social media practices, student projects, internship opportunities and much more!
Since the early days of the social media revolution, curious businesspeople have developed an infatuation with personal marketing. In fact, the trend seems to have no end in sight. But when these individuals look beyond Facebook, Twitter, and online blogs, they uncover an innovative networking tool that fulfills a fresh-yet-familiar purpose.

Commonly referred to as “the Facebook of Business,” LinkedIn provides a social media site for professionals to connect with one another. In this medium, “it’s all about who you know.” By effectively managing these contacts, or the Facebook equivalent of friends, LinkedIn transforms from an interesting option to an undeniable necessity.

When LinkedIn members scroll through their list of contacts, the names before them represent avenues for thousands of job opportunities. If a local Philadelphia employee has a strong desire to work in Boston, he can search for a known contact in the area. Even if he does not find a connection, the Philadelphia native can sift through the contact list of a trusted co-worker or boss to locate a potential partnership. This immediately makes way for an introduction from a dependable source. Forget planners and online address books; LinkedIn presents a whole new level of networking capabilities.

For this employee, the opposite situation could also occur. An organization in Boston may have a job opening, and the employer has an especially strong connection with the professional’s current boss. By simply having a public profile — a process that takes approximately two minutes to complete — the employer in Boston has free reign of the employee’s resume, experiences, and ambitions. Instantly, the employee has become a potential recruit in the employer’s eyes.

Now say for a moment that the employee is content with his job in Philadelphia, but an ethical circumstance arises. Through LinkedIn, he can join a group of professionals in his field to seek advice on how to approach the issue. Once again, the social media site presents a beneficial fix.

With these tools readily available, LinkedIn appears to be “a no-brainer” when considering a future in any field. Few employers would deny this truth, and even fewer would discourage using the site at all. Instead, they may recommend applying the resource carefully and correctly, ensuring accuracy and appropriateness each step of the way.

Through these perspectives, LinkedIn provides the very thing Facebook, Twitter, and online blogs miss — a professional, straightforward approach to personal marketing. The primary value of this site resides not in accumulating friends, collecting comments, or posting pictures; instead, LinkedIn provides a way to fearlessly network with professionals around the world. After all, your future boss may be searching for you.

Internships provide experience to build a student’s resume. But are they worth more than just text for a piece of paper? Yes. Internships allow students to gain valuable knowledge beyond the classroom. In an internship setting,
students apply what they know, practice their skills and hone in on their niches or specific abilities. Internships may also provide students the opportunity to pursue potential interests or even discover what they aren’t good at or don’t love.

Internships also bring benefits beyond the actual experience. Concerned about paying off school loans? An internship may expedite that process. According to the Internship Center website, students with internships on their resumes earn starting salaries up to 17 percent higher than those without.

Securing an internship is also one more way for students to market themselves to future employers. Maybe the internship will have job openings upon graduation. That was the case for ‘07 alum Carla (Briggs) Craig, Director of Marketing and Public Relations for The ARC of Dauphin and Lebanon Counties. “I waited for the right internship to come along. In the end, it worked out perfectly, as the internship I accepted turned into a full-time job which I now love!”

Internship Center Director Mike True adds, “Considering today’s employment environment, the smart choice is to participate in an academic internship. One or more of them will give you a distinct advantage over other students.”

All majors in the Department of Communication require at least one internship or practicum credit in order to graduate. Whether students have found an internship or need help locating a placement, the Internship Center staff in Eisenhower Commons is willing to help. Schedule an appointment by emailing MTrue@messiah.edu or visit http://www.messiah.edu/external_programs/internship/student/.

### Reporting from the Nation’s Capital
Sarah Fleischman

Technically, I am studying abroad this semester although I am only a few hours away from Messiah College. I am at the Washington Journalism Center (WJC) in Washington, D.C.

What? You haven’t heard about it? I’m not surprised. I know of only one other Messiah student who has come here.

At WJC, I am taking 16 credits consisting of a six-credit internship and ten credits of classes. I have my internship three days a week and classes for four hours the other two days.

I’m interning at Street Sense (streetsense.org), a street newspaper that focuses on homelessness. Other students are interning at the Washington Times, the Daily Caller, and even the Washington Post this semester! The internships are unbeatable experiences. Having D.C. journalism experience on your resume isn’t just good for your resume. These internships are designed so you’re writing a story every week. You can’t leave WJC without becoming a better reporter.

I wouldn’t dream of skipping a class. Terry Mattingly, our professor, is one of the most passionate people I’ve ever met. This semester, I have class with only 13 other people who are all Christian college students. We live in apartments that are on the same block as our classroom.

From my apartment, I can walk to a huge farmer’s market, at least three independent coffee shops, a place to get six fried Oreos a la mode for $3, my church, and two different metro stops.

Journalism majors, consider coming to WJC in addition to your required semester at Messiah College Philadelphia Campus! For more information, visit the EpiCenter, bestsemester.com/wjc.

Sarah Fleischman ’13 is a junior broadcasting major with a concentration in journalism. Before traveling to Washington D.C., Sarah was an editor of the Swinging Bridge and the publications director for the Collaboratory. Sarah can be reached at sflei17@yahoo.com.

### MCPC: Community in the City
Jenna Liew

Messiah College Philadelphia Campus (MCPC) is more than just a taste of the city. It is an experience that, if you fully embrace it, can open your eyes to a world beyond...
Grantham. The city is a bombardment of anything and everything that the world has to offer. It’s how you react, learn, and grow from these diverse encounters that impact your Philly experience. I went to MCPC for excitement, adventure, and pretty much for a change from things here on main campus.

Being a Temple University student, one out of about 30,000, gives you the opportunity to meet people of all ethnicities, religions, backgrounds. I had been tossed into a place where I met many people that had varying lifestyles and ways of thinking. To be honest, it threw me a bit of a curveball. What did I really believe? How do I want to live? It’s ironic that in the midst of such a crazy environment, I found the answer to my questions. Stepping out of my comfortable Christian college setting really made me realize that I had to be able to explain what I believed, and also support my stance. Can I say that because of Philly I now have every answer about my faith? Nope. But I can say that because of Philly and the exposure to differing beliefs and lifestyles, I know that a life lived for and in the power of Jesus Christ is the most satisfying and powerful way of living that there is.

Philly also opened my eyes to real community. What I experienced firsthand from the locals in North Philly and with my fellow Messiah housemates really gave me a genuine understanding of this word. North Philly is a low income, poverty-stricken area. Funny enough, Temple University sits right in the middle of it all. Sure, North Philly is known for its crime, trash-littered sidewalks, and eyesore buildings. But what surpassed all those things for me was an obvious community structure. I saw neighbors willing to lend a hand and protect each other. I witnessed relationships that went far beyond just casual small talk. These people were bonded through their struggles and life circumstances. The coolest part was that these North Philly locals extended the sense of community to us. Epiphany Fellowship welcomed us warmly into their church services, small groups, and community events. Our neighbors on Diamond Street helped push our cars out of piled high snow in February. Community leaders even had us over for meals to discuss how we could help make North Philly better. I’ve been living in Philly for only a year, but I can definitely call it “my” city.

Often your best friends from Grantham do not accompany you to Philly. Cliques from Grantham are put aside, social circles are broken and something beautiful happens. You find yourself growing close to people you may not have even talked to in Grantham. You realize that maybe the judgments or initial impressions you had of someone were not true. You form relationships. You form a community. It is not forced. It is not formal. It just happens. The best part is that these friendships are carried back to Grantham; mixing and meshing people together and breaking down some of the social factions that exist.

You may think that this is a stunt to encourage students to sign up for the Philly Campus. Well you are right. It definitely is. I would tell anyone who is thinking about the Philly campus to do it. Try Philly! 🌐
The Pulse Opens with Launch Party
Nick Hemming

When The Pulse formally opened to the Messiah community on September 28th, attendees witnessed an energetic launch event. The used CD sale accumulated over 100 purchases, The Pulse Facebook page buzzed with attention, and raffles rewarded students with tickets to Six Flags and Jack’s Mannequin. But to the insiders, the success of September’s launch party relied on more than simply numbers; instead, this party was about partnership.

Many of the event’s features represented contributions from separate on-campus programs. SAB provided the raffle items, Messiah’s chapter of Public Relations Student Society of America (PRSSA) offered creative input during the marketing campaign, and College Press printed flyers and stickers. In essence, a mix of partners helped launch a mix of media programs. The phrase fits.

With many of the details under control, The Pulse team turned its attention toward establishing a household name. “Originally, we needed to answer the questions ‘Who are we?’ and ‘where do we want to go?’” says social media and web manager Evan Pittsley. September’s launch party represented the initial unveiling of this image. Ambiguity and uncertainty aside, The Pulse successfully presented itself as a familiar source for news, achieving (with help) its primary purpose of developing awareness. Within two days of launch, The Pulse Facebook page collected 83 new likes, developing a reach during that week of just below 8,000 people; 461 people viewed the page; and 330 people were talking about the party in status updates, tags, and posts. Although the numbers measured only a glimpse of the event’s success, they describe the results in detail: people now know about The Pulse.

As the semester continues, The Pulse is poised to become the unrivaled source for Messiah happenings. Expect this household medium to provide timely, dependable information, transforming the way the campus gathers news. But also expect a partnership — one that reaches from one edge of the campus to the other, attempting to use all resources possible. The Pulse has a reputation to uphold; the launch party simply represents the beginning. Stay tuned.

Take the GRE ASAP
Rachel Vandernick

Many schools require the GRE, or Graduate Record Exam, for entrance into their programs. Think of it like a glorified SAT, with math, critical thinking, reading and writing sections. This is exactly why NOW, and not in a

Continued on Page 5
few years, may be the right time to take the exam. Many students reason their way out of taking the GRE while still in school, or immediately after graduation, but find it would have been beneficial to take it sooner. Do any of these sound like you?

- “Grad school is years away.”
  
  Grad school might seem like it’s years away. But scores are valid for five years after the test date. Consider taking it now to save extra effort later.

- “I can just study then. I’m really busy now.”
  
  Many students fall into this trap, as though life will somehow slow down enough to study for a big exam as much as they would like. In reality, it’s better to take it now. It’s the “use it or lose it” mentality. If higher level math skills are not used on a semi-regular basis, they diminish. Taking the math portion of the exam could prove difficult if you haven’t had math in five years.

- “My graduate school might not even require the test.”
  
  While it’s true that not every school requires the GRE for admittance, over 90 schools in Pennsylvania alone require the exam. Is there a chance that you’ll go to Penn, Drexel, Penn State, Villanova or Temple? Take the exam, because you’re not getting in without it, or without a decent score.

Many online resources offer sample questions and test prep. Stop by the Career Center, located in Eisenhower Commons, to take advantage of the resources they offer. Or, visit their online site at http://www.messiah.edu/offices/career/students/. Considering grad school at all? Then take the GRE ASAP. To find more information about the GRE or to register, visit http://www.ets.org/gre.

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**Metamorphosis**

Mitch McClure

Last fall, film/digital media student Sammi Melville ’11 began producing her short film, *Metamorphosis*, shooting throughout the rest of the fall and winter. Melville wrote, directed, and edited the film herself. Although the rough cut of *Metamorphosis* debuted last spring at the Department’s senior showcase film festival in Parmer Cinema, the finishing touches on visual effects are not yet complete. According to Melville, “It’s gotten a lot more difficult to do so now that the director and visual effects guy (Will Rowe ’11) are halfway across the country. So it’s slow-moving, but hopefully soon I’ll have a finished product.”

Melville plans on entering *Metamorphosis* in as many film festivals as possible upon its completion. She loves the cast and crew that she found to work on *Metamorphosis*, calling them a “near perfect group of people” and noting that she would choose the same people if she had the chance to do it all over again. However, Melville mentions that she would revise some of the positions that she appointed in the crew.

One luxury Melville wishes she had during *Metamorphosis* shooting was rehearsal time. She notes that for shoe-string budget projects like this one, rehearsal time is scare but crucial for ensuring a smooth production day.

All in all, Melville has a positive view on the project, and holds hopeful expectations for the final cut. “So far, I’m very pleased with it,” she says. “I’m excited to see a final product.”

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**Lambda Pi Honors New Members**

Rachel Vandernick

“Lambda Pi Eta is an honor society developed and sponsored by the National Communication Association,” says Professor Mary Holloway, LPE advisor. By joining LPE, students gain access to a variety of resources such as speakers and special events. The organization takes its name from Aristotle’s three tenants of rhetoric: logos, pathos and ethos.

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New members of Lambda Pi Eta

Continued on Page 6
National requirements state that for induction, a student must have a 3.25 GPA and have completed 12 credit hours of communication classes. The Messiah chapter, Zeta Psi, requires that students have a 3.4 GPA. “Being inducted to our chapter is particularly meaningful,” says Holloway.

This year, Caroline Hoffman, Sarah Fleischman, June Lathrop, Jenna Liew and Emily Mohler joined the ranks of LPE members. Members may be invited to special events or learning opportunities. “Lambda Pi Eta makes a great line on one’s resume and has been known to open doors for graduate school,” says Holloway. Similar to other professional organizations, LPE also provides networking opportunities among members when job hunting.

Students in LPE demonstrate academic excellence. We congratulate the new inductees and look forward to their next achievements and contributions to communication.

**Internship Opportunities**

**Hershey Entertainment and Resorts**

**Location:** Hershey, Pa.

**Majors:** Public Relations

**Description:** Must be able to attend one of two Company Site Visits that will be held in January-February 2012. Interns will learn to navigate the many standards in the hospitality industry. Must meet appearance standards and be able to maintain hospitality standards for the assigned property. Ability to maintain composure in a fast paced environment. Deadline for submission is 12/23/2011.

**Contact:** Submit application to www.HersheyJobs.com

**Marine Corps.**

**Description:** The Marine Corps Intelligence Student Employment Program is looking for students that have initiative, integrity, flexibility and interests in writing threat estimates, generating weapons studies, assessing foreign cultures, and conducting geospatial analysis. Students in information technology, business administration/management and communications are being sought.

**Deadline for application is November 4, 2011.**

Go to: http://www.marines.mil/unit/hqmc/intelligence/Pages/stu_empl.aspx

**The Wall Street Journal**

**Location:** New York City/Other

**Majors:** Broadcasting, Journalism, Film

**Description:**

*VIDEO INTERNS:* Work as part of our video team shooting and editing video that complements and supplements print stories.

*WSJ.COM INTERNS:* Work exclusively online; packaging and editing stories, video and graphics for our website.

**Contact:** Deborah Brewster, Deputy Managing Editor, The Wall Street Journal Internship Program (U.S.), 1211 Avenue of the Americas, New York, NY 10036. Emails not accepted.

You can receive more information on the following internships through the Internship Center in the Eisenhower Commons, or by contacting Mike True at mtrue@messiah.edu. Stop by or email if any of these sound like you!

**Bravo Group**

**Description:** Develop press releases, media alerts, fact sheets and backgrounders on clients; contact media; develop research; assist with events and meetings; and assist with general office work.

**Delta Development Group, Inc.**

**Description:** Review client and project files and prepare summaries of these engagements.

**Forgotten Voices International**

**Description:** Launch student advocate groups on college campuses; learn and implement training for high school/college students in public narrative; write stories based on information received from African projects; and research and develop resources related to microeconomic development in southern Africa.

**Harrisburg Regional Chamber & CREDC**

**Description:** Event planning assistance with all aspects of upcoming events; assist Events Marketing Manager and AVP of Communications & Marketing with development and dissemination of event marketing collateral material;
assist in development of committee meeting agendas and minutes; communicate with Chamber members with event details, assignments, etc.

Jump Street
Description: Assist with outreach programming, including: Gift of Music (collect and distribute of instruments); maintain contacts with schools and donors; assist with community art shows and liaison with artists and companies; assist with program marketing (create flyers, newsletters, postcards, etc.).

Keystone Human Services
Description: Help with press releases, marketing, events, database work, mailings and possibly help with grant writing.

Leukemia & Lymphoma Society
Description: Prepare and organize materials for Candidate Training, Kickoff Celebration, Mid-Point Breakfast and Grand Finale Celebration; coordinat and assist with the set-up various events; assist with video presentation at Candidate Training.

PA Family Institute
Description: Assist in production of weekly radio shows, video projects and media press releases; write and report for publications such as The Pennsylvania Citizen and Pennsylvania Families & Schools magazine.

Rite Aid Corporation
Description: Assist with electronic editing; develop custom media lists; develop content for website; draft press releases; assist with programs/promotions and support fundraising efforts.

PA Organization for Watersheds & Rivers
Description: Review data; assist in arranging training sessions and in promotional activities; prepare and distribute manuals; draft phase and final grant reports; write and research articles for two publications; process memberships and insurance endorsements; update and maintain contacts database; maintain calendar of events and attend promotional events.

WHTM-TV 27
Description: Assist assignment editor, reporter, and photographers; gather stories and information by phone; assist on field reporting as needed.

Pennsylvania Municipal Authorities Association (PMAA)
Description: Assist in the development of special feature articles and graphics for PMAA magazine; assist in development of conference program and materials.

Office of the First Lady, Pennsylvania Governor’s Office
Description: Screen phone calls; prepare and maintain file system for office event and press materials (PSAs, editorials, media releases, press releases); write formal correspondence (as needed) on behalf of Judge Rendell; handle all official greetings (preparation, contact and mailings); assist in the drafting of briefings for the First Lady’s public events; represent Office of the First Lady at official functions held at the Governor’s Residence.

Pennsylvania Partners
Description: Participate in event planning for various seminars and conferences; create a social media presence for the organization; help to market and advertise the organization to its various constituents; assist with event coordination for training, meetings and conferences; prepare materials for mailings and events; manage registration for events.

Susion, LLC
Description: Aid in executing marketing and communication tactics

Partnership of Packer, Oesterling & Smith (PPO&S)
Description: Assist with event planning, press releases and developing media lists; work with local media on stories and assist with client PR recap reports; may also assist with other projects such as research for proposals and presentations; general office duties.

CURE International
Description: Non-profit organization. See Internship center for details.

The Best Companies Group
Description: On the job training that includes all aspects of the business; assist with promoting our Best Places to Work programs.

Look out for next month’s stories!

There is so much we didn’t have room for this month that we had to push it to the next issue of Commraderie. Here’s a taste of upcoming stories:

- MCPC Reflection: Dan Hoppes
- PR Campaign 2011
- Alumni Spotlight
- Follow-up on Kupkakes for Kris
Field Trip Gets Broadcast Students “Ready For Some Football”
Nick Hemming

In Grantham, Pa., a college town divided between Philadelphia and Pittsburgh supporters, football holds a prominent place among the student body. A broadcasting trip to NFL Films in January turned this passion into reality. “I knew that this trip could be an experience that fellow classmates may never be able to experience,” explains Sarah Seneca, a sophomore broadcasting major. For Seneca and the rest of Dr. Ed Arke’s Sports Broadcasting class (COMM 319), the opportunity offered valuable insight into the sports production world.

When Dr. Arke’s class arrived at the Mount Laurel, N.J., studio — a journey that began at 4:15 a.m. — former NFL linebacker and current Detroit Lions’ owner Matt Millen led the wide-eyed students onto the primary set for NFL Films production. Almost immediately, Seneca’s classmates were able to view two tapings of “Playbook,” an NFL Network show that features former Green Bay Packers tight end Sterling Sharpe, Super Bowl Champion coach Brian Billick, and “NFL on Fox” color commentator Brian Baldinger. The exclusive visit ended with a tour of the studio’s facilities.

“The trip to NFL Films gave me a chance to see the preparation and work that goes into an individual show that we watch on TV,” notes Joel Hoover, a sophomore broadcasting major. “I am looking to go into announcing and...broadcasting work, so it was great to see four professionals in action as they did the show.”

For Seneca and Hoover, two motivated sports enthusiasts, the trip provided a renewed perspective on sports production. With the professionals in front of them, they witnessed the true talent that lies behind the scenes. “This trip benefited my study of film because I was able to see and implement what I have learned in the classroom in a professional setting,” added Seneca. “We were able to go beyond radio and interact with the television side of things.”

Hoover experienced similar growth, though his moment arose during the morning session. During a short break, Sharpe and Baldinger held a brief conversation about the Green Bay Packers. Hoover —
Storytelling Promotes commUNITY in Harrisburg
Katie Johnston

Many service learning trips to Northern Ireland’s Lutheran Jr. High School gave Messiah College’s Agapé Center Director Chad Frey the idea to start an after-school program, Stories of Service, at the John Harris High School next September; the program’s preparation just began. Stories of Service will give Messiah College communication students the opportunity to help the inner city teenagers tell their service learning stories.

Paul Moorhead, the Lutheran School’s technology guru, inspired Frey to start this program. Moorhead made a studio where his students create and use math, science, and history programs, write stories, take photographs, and shoot videos. Frey says, “Paul took an old classroom, and turned it into Wayne’s World…the vision was to engage kids in experiential learning, and use a studio as a way to do this.” Moorhead even sends BBC News their works, which often become broadcast around the world.

When Frey heard of this, he thought, “Why can’t we do that in Harrisburg to help kids tell their own stories of service in their community, to change some of the news?” Instead of others telling stories about the teens, Stories of Service will give them necessary technology to share their experiences from their point of view. Frey adds, “The program will need communication students who understand the power of storytelling, want to harness that for social change…and help kids learn that through technology they are able to significantly change perspective, and contribute to things around the world!”

Stories of Service will involve communication students from every concentration to meet different needs within the program. Public relations students will help conduct public service announcements and other public relations initiatives to inform the public of the exciting service learning work that Harrisburg students and teachers participate in throughout their community. The teens will also need PR students’ help interviewing teachers, students, parents, and citizens in Harrisburg; writing Op-Eds for the Patriot News; and promoting their material after their stories are written and their movies shot.

Digital media and film students could mentor the teens participating in Stories of Service and give workshops, training sessions, and assistance with post-production. Short documentaries that show the Harrisburg students
spreading the word about service learning could be produced with broadcasting students’ help. Communication students could also teach the teens how to storyboard various service learning initiatives happening in the community.

Stories of Service will provide great opportunities for John Harris High School’s students, but also for Messiah College communication students as they use their skills to assist teens in celebrating Martin Luther King Jr. day 365 days per year!

Participation requires a screening process for adults, such as criminal backgrounds and child abuse clearances. For more information, contact Chad Frey at cfrey@messiah.edu.

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Stepping into Discomfort: The Messiah College Philadelphia Campus
Nick Hemming

Tucked away in Southeast Philadelphia — along the northern strip of Broad Street — lies the Messiah College Philadelphia Campus, a home away from home for city-bound students. Living in this mecca of unique culture presents students with the opportunity to study at Temple University, a far cry from the country-esque surroundings of Grantham, Pa. This semester, eight communication students chose to pursue this urban-based education; their experiences tell the story of an unforgettable semester “abroad.”

For junior public relations student Emily Mohler ’13, life in the city represents as much about personal growth as it does about professional growth. “By living in a house with 32 other people, you learn a lot about yourself,” she notes. “I have grown a ton in being available when people need me, not just living by my schedule.”

Mohler, a native of Lancaster, Pa., has made significant adjustments while studying in Philadelphia. Her new lifestyle has brought its share of learning experiences. “I am learning to be open-minded and be more comfortable outside of my comfort zone,” she continues. “There is so much to learn here — about race issues, about living in a small community, about standing up for your faith in a secular society, and about navigating a city.”

Although Mohler speaks fondly of her first month in the City of Brotherly Love, she isn’t the only student who has grown from the experience. Junior broadcasting major Zach Specht ’13 believes that Temple’s resources provide a major advantage. “Engaging in a semester at Temple University [grants] me access to media technologies that are not typically available to Messiah students,” Specht notes. “Temple is a much larger institute; therefore their facilities are updated on a consistent basis, which allows me to gain practical experience within the industry.”

But for this communication student, the Philadelphia Campus embodies more than the academic world can provide. The true reward follows a familiar theme. “Living in a city truly gives me a different perspective of how everyday life is viewed,” he adds, “and it highlights how stepping outside of my comfort zone is undoubtedly beneficial.”

For the students who attend this urban getaway, benefit does not rely on internships, networking, or other professional developments; instead, it relies on embracing discomfort. By leaving their “comfort zone,” Mohler and Specht have discovered the true reward of a semester in Philadelphia — an understanding of life beyond Grantham. “For the students, it’s a light-eyed, ‘what have I gotten myself into,’” says Meg Hoover, director of community life. “And then, there’s a comfort that begins in a place that’s nowhere like home.”

Continued on Page 4
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From Grantham’s sunflower fields to Los Angeles’s glamour, ’09 Messiah film grad Matt Mead continues using his film abilities in the entertainment industry.

Between 2010 and 2011 Mead studied at Act One, Los Angeles’s premier training program for Christians working in the mainstream entertainment industry. Act One’s mentorships, helped Mead better understand his creative process, which he says “is way more important than just understanding story mechanics.”

Currently, Mead works on the leadership team for the Christian art network, Via Affirmativa. Via Affirmativa is a gospel movement among artists that helps the artists embrace Christian values, virtues, and visions of God’s kingdom in their artistic visions. The movement’s leaders hope to partner with Act One so that Act One can share its unique Christian perspective on Hollywood and storytelling with the Via Affirmativa movement.

With Act One’s help, Mead presented on behalf of Via Affirmativa at an arts conference last summer. He created a video entitled “What Makes Christian Films Bad,” where his friends from Hollywood were asked to describe Christian films negative attributes. One friend said that often in making a Christian film, “You’re not making a movie, you’re making propaganda.” Another stated: “Nobody likes a movie that’s so ‘preachy’ it’s manipulative, and Christian films are literally too preachy.” All agreed that Christian films “shouldn’t be agenda driven.” Act One and Via Affirmativa want these problems with Christian films and other forms of art diminished.

Mead says, “For Christians, our work is an expression of faith — difficulties in the entertainment industry are only as significant as our difficulties in discovering our identity in faith. Act One has helped me understand how important storytelling is in understanding myself… in the ongoing discovery of myself.”

Adam Northam ’08 is changing the world one school at a time through his work with Rachel’s Challenge. Equipped with a communication degree and public relations concentration, Northam began his career at a news station, but struggled with the lifestyle and ethical issues of journalism. He soon quit his job with the news station. After posting a Facebook status about his difficult job search, a friend from high school suggested he look into Rachel’s Challenge.

The first time Northam watched the Rachel’s Challenge program, he experienced feelings and emotions he
had never felt before. He states, “I was really never the same after I saw it. I saw the power I had to inspire and empower. I saw it and decided it was just something I had to do.” Northam started as a seasonal presenter in 2007, and has been a full-time certified public presenter for 2 years. He uses his degree daily in communication as he interacts with students, hosts, and the media.

Northam feels blessed to work for this worthwhile organization. Darrell and Sandy Scott started Rachel’s Challenge, America’s largest school assembly and training program, after their daughter was killed in the 1999 Columbine shooting. This program initiates chain reactions of kindness and passion. The speakers present students with five challenges: eliminate prejudice and look for the best in people, set goals and never give up, choose positive influences, speak and act with compassion, and start a chain reaction of kindness. Northam states, “One of the biggest things we focus on is to stop taking words for granted… we can enact change simply by the way we talk to one another.”

Rachel’s Challenge acts to create permanent, positive culture change through their presentations and training programs. Northam says studies show that after a school experiences the program, disciplinary measures, suicide rates, drop out rates, and office referrals decrease.

Last year, Northam spoke to two million students in 1,600 schools. Everyone holds the power to enact change, and he loves the opportunity to give students the necessary tools. Each time the presentation is given, and the training program taught, Rachel’s Challenge creates an amazing chain reactions of kindness that will surely change the world.

On Wednesday, February 29, the communication department called its students together for a Leap Year commUNITY event, Project 29. Project 29 encouraged students to complete an act of kindness, and inconspicuously snap a photograph of the kind act to share the difference they made. From encouraging post-it notes in the library to surprise hot beverages for Dr. Simcox, the acts of kindness all came straight from the heart.

To celebrate Project 29, on March 1 the communication students got together for a time of sharing and socializing, complete with delicious baked goods and meaningful conversations. To see more of the kind acts, check out https://www.facebook.com/events/353391544692745/.
The Contemporary Music Center

As two Messiah College Communication students spend a semester studying at the Contemporary Music Center in Nashville, Tenn., they share a little bit with Commraderie about some experiences.

More Than I Expected
Kelsey Peachey

The Contemporary Music Center has been more than I expected. I came in with some pretty high expectations since I have heard stories about the program from other Messiah students and alums. I couldn’t have asked for a better semester. It was nice to start the program with a fellow Messiah student, Elizabeth Philips, who is also my roommate.

I am in the Music Business program that CMC offers and I came in a little worried about it because I am majoring in Broadcasting and I have only taken one business course in my college career. I had no need to worry though; I was not the only person here without much music business knowledge. I have learned more about music and the industry here in the first few days than I would have ever learned at Main Campus.

My duties and responsibilities here are far beyond that of classroom requirements. I am the manager for three separate artists, while also being on a team of students who make a live show happen every week, as well as preparing a tour that will happen in late March or early April. I get to practically apply all of the things that I learn in class in a hands on way.

Facing Challenges Every Day
Elizabeth Phillips

I’ve always thought the life of a pop star would be awesome. I love to perform through dancing and singing on stage and connect with my audience. I thought the life of an artist is pretty cool because they focus their whole day around music which is one of my strongest passions. When I heard about the Contemporary Music Center I was stoked because I thought here is my chance into the music industry. WRONG!!

One of the first things I learned when I arrived here was that I am not here to become famous. I am here to learn how to write songs, to perform properly, to entertain, to record music, and to understand how to build up my image. If there is one thing I have learned so far...
through this experience, it is that the music industry is one of the most competitive industries to go after and if you really want to make it to the top you have to be willing to work, work, work, and work some more even when you are dead tired and it’s 3 a.m. and you are still in the recording studio trying to make a hit song.

All this said, it probably sounds like I am having an awful experience. On the contrary, this has been one of the greatest experiences of my life and I have learned so much. What I love the most about this program is that it is challenging everyday and it pushes people to work outside their comfort zone constantly.

For example, I am in the artist track with singing as my only musical instrument. On the other hand, most of the other students in this track not only are amazing at vocals but they can play multiple instruments extremely well. I was really overwhelmed to say the least and didn’t think I was adequate enough to be in the track. However, after I talked with some of the staff they told me that this was entirely possible with someone of my abilities to compete. Since that talk, I have had an amazing time creating two songs and collaborating with the other artists to great unique music.

I have discovered a lot of new things about myself here. I never realized just how much I enjoyed the musical beats of contemporary pop and I know that if I have a future in music this is the road I want to go down. This program is truly like no other and they are doing everything they can to prepare us for trying to get a job in the music industry. I hope to carry this knowledge with me after this semester is over and use their advice through my career if God has planned for me to be an artist.

To learn more about the program and read blogs posted by CMC students including Elizabeth and Kelsey, go to the cmc blog at: http://cmcnashville.com/index.php?option=com_content&view=category&layout=blog&id=5&Itemid=19

“Like” Us on Facebook
Get connected with Messiah College Department of Communication online. See what’s new with social media practices, student projects, internship opportunities and much more!
Internship Opportunities

You can receive more information on the following internships through the Internship Center in the Eisenhower Commons, or by contacting Mike True at mtrue@messiah.edu. Stop by or email if any of these sound like you!

**Summer and Fall 2012 Internships:**

**CURE International**
Location: Lemoyne, Pa.
Description: Write creative content. Draft news releases. Work with the marketing team.

**National Civil War Museum**
Location: Harrisburg, Pa.
Description: Plan/prepare/execute museum events. Assist in developing marketing materials. Assist in production of newsletters, press releases, and sponsorship activities. Develop contact databases. Maintain e-mail distribution lists and web calendars.

**Cancer Recovery Foundation**
Location: Harrisburg, Pa.
Description: Provide support for children’s programs. Assist with the social worker program. Contact the 250 Program hospitals. Effectively communicate programs and services to the social workers and pediatric cancer departments. Assist with the Helping Hands financial program. Communicate with social workers and families.

**PA Partners**
Location: Camp Hill, Pa.
Description: Assist in planning, marketing and administrative details for annual conference. Assist with advocacy and government relations projects.

**WTAE ABC 4**
Location: Pittsburgh, Pa.
Description: Attend client pre-production meetings, help plan marketing events, accompany account executives on sales presentations.

**Summer 2012 Internships:**

**Suasion, LLC**
Location: Dillsburg, Pa.
Description: Aid in executing marketing and communication tactics, gain an understanding and appreciation for nonprofit services, help fulfill organization’s social mission.

**Bravo Group**
Location: Harrisburg, Pa.
Description: Assist the Alliance Development and Communications team with developing press releases, media alerts, fact sheets and backgrounders on client issues, contact appropriate media on behalf of clients, develop research materials to meet client objectives, assist with special events and appropriate meetings, assist with general office work, offer support to special projects.

**Radnor Recreation and Community Programming – Willows Mansion Facility**
Location: Wayne, Pa.
Description: Apply classroom knowledge in a local government facility, through planning for weddings, banquets, private parties, corporate meetings and other community events.

**Tierney Communications**
Location: Harrisburg, Pa.
Description: Conduct daily media monitoring, maintain various databases including media lists, research information for current clients and new business opportunities, utilize various computer programs, perform general administrative office duties, work as a part of a team in a professional atmosphere.
Fall 2012 Internships

The Office of Alumni and Parent Relations
Location: Grantham, Pa.
Description: Hold committee meetings, work with a committee to complete Homecoming process, work along other offices to coordinate Homecoming’s schedule, market/advertise homecoming events, work with parents and alumni to encourage their participation in Homecoming, recruit volunteers.
Difficult Conversations
Katie Johnston

Ever have trouble knowing how to talk about something “sensitive”? How to confront someone? How to listen, even when it’s hard? That’s what Difficult Conversations, an event co-sponsored by the Department of Communication and the Office of the President, was all about. Held March 29, this alternate chapel, featuring a series of roleplays and interactive group discussions, gave students and faculty across campus strategies for effective communication.

Students in Professor Kate Quimby’s Interpersonal Conflict class wrote scenarios that portrayed positive and negative ways to approach difficult conversations. The class voted and chose scenarios by Hannah Teklits, Beckah Griffin, Kelly Curran, and Drew Gehman for presentation at the event. Ranging from a hilarious argument about gender roles to Professor Mary Holloway yelling about curfews, scenerios had the audience members laughing, gasping, “awww-ing,” and learning throughout the whole night. Scenarios of bad conversations preceded an interactive discussion about how to improve the situation. The actors and actresses then presented a “rewound” version of how the scene should have gone for a more positive outcome.

The event received great feedback. First-year Kristin Simme says, “I learned that it is important to talk to someone when there is an issue and to not just let it go. During those conversations, it is good to not attack the other person, but to show them that you care enough about the friendship or relationship to fix it.” She adds, “People like to dance around different topics and I’m glad that the alternate chapel did not.”

President Kim Phipps closed the night thanking all audience members and participants in Difficult Conversations for playing their part in supporting her “To Change the World” series. She also hosted a dessert reception on Orchard Hill for all Communication Department students and faculty following the event.

This successful night of learning demonstrated that good communication can be rewarding—and fun!
Elizabeth Kraft Bollinger

- Major: Communication
- Concentration: Public Relations
- Hometown: Seven Valleys, PA
- Advice: The advice I can offer a freshman or sophomore is to cater your education to your career. When a professor gives you a prompt, find a way to Kraft it into a piece that can flow seamlessly into your portfolio, while simultaneously giving you greater domain knowledge in your field.
- Plans: I will be an Adjutant General officer in the Army where I will specialize in crisis management, which, ironically, my favorite class here at Messiah.

Matthew Bookman

- Major: Communication
- Concentration: Film and Digital Media
- Hometown: Manheim, PA
- Advice: For communication students with a concentration in film, make sure to spend a semester or even two interning with a film company that does the kind of work you see yourself doing in the future. The knowledge and hands on experience you gain from a film internship is invaluable and it’s a great step to becoming involved with the industry.
- Highlights: Messiah offers a lot of great learning experiences. My personal favorite would have to be their partnership with Temple University. It was through this partnership that I was able to spend a semester in Philadelphia and then another semester studying in Los Angeles. This opportunity was once in a life time and I am very happy that I did it. I fully recommend to all other film students that you look into the Messiah/Temple Program because it offers such a valuable learning experience that you just cant get anywhere else.
- Plans: I spent this last semester living in Los Angeles and interning with Lionsgate Entertainment. I worked in their feature film post production office. In the future, I would like to continue working in the Film and Television industry by doing film/video editing and other types of post production work.

Rose Campbell

- Major: Communication
- Concentration: Public Relations
- Hometown: Grover, PA
- Advice: Take any opportunities to gain experience. Also, take advantage of the flexible schedule that communication majors have. There is plenty of room to fit in a minor, study abroad, or take other classes in that may capture your inter-
Brian Clapp

- Major: Communication
- Concentration: Public Relations
- Hometown: Smithfield, Virginia
- Advice: Get to know your professors and fellow communication classmates. The professors want to know you and want to invest in your life, not destroy it with grades, tests, and academic work.
- Highlights: Other than that “spin” is a four letter bad word according to Dr. Mc-Cown, take advantage of every opportunity you are passionate about and use the counsel of your professors in those passions.
- Plans: Lord willing, work at a Christian Camp in Colorado doing camp marketing and public relations work, as well as leading outdoor activities for camp guests.

Sarah Hawkins

- Major: Broadcasting
- Concentration: Media Studies
- Hometown: Landisville, PA
- Advice: I know it sounds horribly cliche, but soak it up. Get involved and you’ll be pleasantly surprised when you get a chance to look back retrospectively and note all of the crazy, ridiculous, and downright bizarre things you did whilst in college.
- Highlights: Best learning experiences: In the classroom, I became inspired by Dr. Kate Simcox. Even though I technically graduated in December, I’m strongly considering getting my masters later on thanks to her. Outside of the classroom, I grew the most at Philly Campus.
- Plans: Right now, I’m finishing up all of my final projects and papers for my last semester and I will soon finish my internship with the Harrisburg Symphony Orchestra as well. In the near future I plan to continue searching for a job and deciding where I want to live. As of now I would like to pursue some sort of job in the music industry and I am interested in seeing where this will lead me.
Since graduating in December, I moved back home, am currently working at Lancaster Arts hotel, and saving up for the big move to NYC this fall.

**Caroline**

- Major: Communication
- Concentration: Public Relations
- Hometown: Clinton, NJ
- Advice: Take advantage of every opportunity that comes your way, and don’t be afraid to apply for something even if you think you’re not qualified. Messiah has great opportunities to get a wide variety of career-related experience, especially for communication students. When I first applied for the Tracking and Programming Assistant position at the Agape Center, I thought I would never get it or be good at it. It’s a data entry and analysis position, and technology and I don’t always agree. However, I love my job, and I’ve learned how to use database systems and analyze data. That’s a transferable skill. While I didn’t use the same systems at other internships, it helped me learn their systems quickly. Other things I’ve done include amateur design for College Against Cancer, a brief writing stint for the Collaboratory publications, the two positions I’ve held at The Pulse, and co-authoring a paper with Kate Simcox. And don’t forget to have fun! Finding the balance between work, school, and friends can be difficult, but it’s important to set boundaries and stay focused when you need to and relax when you can.
- Highlights: Co-authoring a paper with Kate has definitely been my greatest learning experience. I was flattered when she asked me to work with her and thrilled when I was able to make contributions to the paper. I learned first-hand about the writing and editing process. It also gave me confidence in my abilities and myself in general, and a real drive to finish my semester strong.
- Plans: Right now, I’m finishing up classes and working at the Agape Center and The Pulse. I also just finished co-authoring a paper with Kate Simcox. I’m still waiting to hear back about potential summer plans. I’ve applied for various PR internships and jobs mostly at agencies/firms from New Jersey to California, so where I’ll be over the summer and potentially for the foreseeable future is still very much up in the air. My goal for the near future is to work at a PR firm preferably in NYC or out west. If I don’t have a paid job, I plan to take some time off and travel to New Zealand, grow a garden, take classes at a community college, and return as a volunteer intern to an organization I’ve worked with previously.

**Ashley**

- Major: Broadcasting
- Hometown: Drexel Hill, PA
- Advice: I would tell first and second year students to get involved in the department as much as they can. Take advantage of groups such as PRSSA, the campus radio station, swinging bridge and the PULSE. Also, get to know the faculty within our department. I truly believe that our department has some of the most caring professors at Messiah. Also, try to complete at least one internship. This is essential within our field of study! During my time at Messiah I completed two different internships and I feel that they prepared me for life after graduation far more than any class could.
- Highlights: I think that my greatest learning experience at Messiah was when I
studied abroad in England the Spring of my junior year. I learned so much about myself and grew in my confidence and independence while I studied and traveled around Europe. I also had a lot of fun!

• Plans: Right now I am currently looking for jobs in both Central PA and the Philly area where I am from. As of now I am not certain which direction I am going to go but I feel confident that Messiah has prepared me to obtain a job within the field I want to pursue.

June

June Lathrop

• Major: Communication
• Concentration: Film and Digital Media
• Hometown: Middletown, DE
• Advice: My advice to fellow filmmakers would be to become close to the people in your class as soon as you can and go to the film society meetings— they’re a blast! Make movies as much as you can, even if you haven’t had all the “right classes” yet because even though they’ll more than likely be terrible, you’ll learn from your mistakes. For everyone in general, take online classes in the summer. It’s worth getting them out of the way, and do your best to study abroad and have a great internship. Internships at the end of your senior year are something to be seriously considered because then if your employer wants to hire you at the end, you’ll be able to accept since you are graduating.
• Highlights: I greatly appreciate the practical filmmaking tricks from Professor Perkins-Buzo and the fascinating theoretical concepts concerning media posed by Dr. Cilento. But I would say my greatest learning experiences at Messiah are things that God has taught me through classes, chapels, fellow students, and my own weaknesses. I think that by seeking to put God and his will first in my life, I have been able to learn much more and function better than I ever could have if my education had been my primary goal.
• Plans: I have been networking a lot and putting my information out there especially in the film/television/media realm, but honestly my next step isn’t crystal clear. I know that I may not be able to get my dream job right off the bat, but I am confident that my education at Messiah has prepared me well for maintaining a job.

Jenna

Jenna Liew

• Major: Broadcasting
• Hometown: Easton, PA
• Advice: Internships are one of the most valuable opportunities to learning outside the classroom. You will not regret having several internships to put on your resume when applying for jobs your senior year!
• Highlights: One of my greatest learning experiences at Messiah was my J-Term trip to Ghana, Africa. Going abroad not only allows for you to learn and enjoy other cultures, but it also broadens your perspective to a world beyond yourself.
• Plans: I am currently applying and interviewing for jobs in which I can use my communication education. I want to one day use my skills in communication/media/broadcasting to work for an organization that responds to the most suffering people of our world.
• Major: Communication  
• Concentration: Communication Studies  
• Hometown: Hershey, PA  
• Advice: The best advice I can give is to intern with a diverse type of communication organizations. You don’t fully understand the field until you have a personal experience in it.  
• Highlights: My greatest learning experience was the speech I gave at an event for Ford Motors, with the CEO Allan Mullaly. I was speaking on behalf on a non-profit I represented at the time, one of my greatest memories as a public speaker.  
• Plans: My future plans are still unfolding. I will continue to build my business Leighkm photography and seek full time work within account management.

Thank you very much for this opportunity, I am so blessed to be apart of this department.

Heather

• Major: Communication  
• Concentration: Public Relations  
• Hometown: Ithaca, NY  
• Advice: Do as many internships as possible! The best way to learn is to get first hand experience.  
• Highlights: My greatest learning experience at Messiah was to take risks. Don’t limit yourself when it comes to creativity and open opportunities. Textbooks don’t teach you everything.  
• Plans: I am a Content Strategist for andCulture. I have no intention of leaving any time soon!

Evan

• Major: Communication  
• Concentration: Public Relations  
• Hometown: Middleboro, Ma.  
• Advice: Get involved early and often to gain the most experience before graduating college!  
• Plans: I am currently looking for a job in Public Relations. I also consult in marketing/pr and campaign management. In the near future I hope to work in a corporate headquarters PR dept. and consulting on the side.  
• Highlights: My greatest learning experience was applying the theories and lessons I learned in the classroom to a political campaign. I not only learned more about the application of what we were learning but how important public relations really is toward making a difference.
Rebecca Rinker

• Major: Communication
• Concentration: Film and Digital Media
• Hometown: Elizabethtown, Pa
• Advice: In intro to Comm, you have to create a portfolio and resume. Keep it and update it as you time goes on and you gain experience, because you’ll actually want to use it when you graduate to show employers what you have done. (You’ll have to do it in Senior Seminar anyways... If you hang on to your original, you won’t be scrambling to put everything together in a few years!)
• Highlights: My greatest learning experiences were every time I was on a film set, especially my senior thesis project. Nothing can teach you better than hands-on experience, and so much I’ve learned about film production cannot be learned from a book or in a lecture.
• Plans: I actually finished up classes at Messiah in December, and I’ve been freelancing in film, video, and photography for a few months, mostly doing makeup for shoots and screenwriting. I’m doing an internship with Rutan Productions in New Cumberland until August. I’m hoping to move to LA sometime next fall or winter to do script editing and consulting and eventually I want be a producer in indie or television movies.

Evan Scott

• Major: Communication
• Concentration: Film
• Hometown: Mount Bethel, PA
• Advice: The single most important thing you can do to get a job is research an internship at a company that creates something that you could devote 60-80 hours a week to, in a large city where you can see yourself living when they offer you a job post internship. Good internships want to give credit, so do it while you’re in school. The people you meet while at that company will help find you work once you get out of school. Those people are infinitely more valuable than any good resume or job interview because these people already know you, have seen you work hard, and will recommend you—and that is how you find work. Most other routes are time wasted. In media, people get other people jobs.
• Highlights: The best learning experiences I had were in my study programs in Nashville and LA. I was working with industry professionals on real projects. In Nashville I toured studios and met producers. In LA I worked on big budget commercial and music video sets, which allowed me to observe and learn the language and roles on film sets. I’ve worked on commercials for Apple, Starbucks, Volkswagen, Miller Lite, Chevrolet, Motts, and Craftsman, and music videos for OK Go, The Fray, Steve Aoki, Blood Orange, and Electric Guest.
• Plans: I have already moved to LA to work in production. I will continue on the path towards being a cinematographer. I currently shoot low/no budget short films and music videos, and work as a Production Assistant on big budget work.
Lauren Seneca

• Major: Communication
• Concentration: Public Relations
• Hometown: Bethlehem, PA
• Advice: I would encourage underclassmen to get involved early. Find a club or group that interests you and take leadership. The Communication Department offers a lot of opportunities that are great for hands on related experience and resume building.
• Highlights: I had a lot of great learning experiences. I would say the best learning experience I had within the classroom was being part of PR Campaign my senior year. It combined all I learned the first three years of college and gave me the opportunity to put it into practice with a real client. It was very difficult at times, but the end result of our project made the journey worth it. The best learning experience outside the classroom was my time spent on the softball field. I am a four-year captain and starter. With those roles, I learned a lot about being an effective leader for my sport and other life situations.
• Plans: After graduation, I hope to land a job preferably in the field of event coordinating. I also hope to get married and coach softball.

Hannah Starr

• Major: Communication
• Concentration: Communication Studies
• Hometown: Chambersburg, PA
• Advice: Take a risk when it comes to internships and opportunities. what’s the worst that can happen? And start to look at jobs early.
• Highlights: My PR classes were very helpful as far as organization and how to present information to the public in the best way possible. Outside of the classroom, just getting to know my professors was very beneficial. They have a lot of experience and advice.
• Plans: Not sure yet, either doing public relations for an organization or working in Disabilities Ministry in a church back home.

Deborah Tam

• Major: Communication
• Minor: Communication Studies
• Hometown: Hamilton, MA
• Advice: It’s more than okay to be creative. It will give you an edge, and thinking outside of the box is the thing that will make you stand out.
• Highlights: I started to notice a difference in my classrooms when I started to take risks with my projects, and to express myself. I began to interact with my professors and my classmates more effectively. Once I started to care more, I would sit in a lab for hours just working on a project, and I just felt so great after creating something. It was the most rewarding thing; even if I had negative feedback, I still felt proud of myself. Outside of the classroom, I learned most by doing things for myself such as, creating my blog, working on my design, graphic designing, and having my own experiences.
• Plans: I plan to intern with Jack Wills at the UK for six weeks throughout the summer. From there on, I’m not sure...but I know that it will be the beginning of an amazing career.

Christopher Vasaturo

• Major: Communication
• Concentration: Film and Digital Media
• Hometown: Morgantown, PA
• Advice: I know that some of the courses you will take might seem like they will be very important, however most all of them will turn out to have some benefits. Try to find something that you really appreciate in each of your major classes and be able to use and apply it to whatever specific brand of communications your most interested in/have a concentration in.
• Highlights: Being a film concentration, I’d have to say my most important learning experience came from the class, “the art and science of story.” I had always thought I’d enjoy writing for film, and it was in this class that I was able to confirm that I really did have a passion for writing screenplays. Outside of the classroom I learned so much through my experience on the track team. This experience helped me learn discipline, time management, but most importantly I feel my team and team members helped me grow in my faith in ways I never expected from a sport.
• Plans: After graduation I am planning on getting a job within the local film industry of the Harrisburg area. I have applied to a few places and am still waiting for responses.

Elisabeth Warren

• Major: Communication
• Concentration: Public Relations
• Hometown: Salisbury, MD
• Advice: Take advantage of as many opportunities as possible. I can’t tell you how much those experiences help during job interviews; they enable you to have specific examples of all your skills in action that prove your abilities. The comm professors provide such amazing opportunities, and I know they can be overwhelming, but just go for it! Also, invest in...
the comm professors - they are some of the most amazing people in this world and they care about you so much!

• Highlights: Conducting primary research about global nonprofits’ use of story, leading PRSSA and its campaigns, holding internships with CURE International and Suasion, Marketing and Communications, and creating a campaign from start to finish for Forgotten Voices International during PR Campaign.

• Plans: I currently work for Invisible Children as a regional representative (a.k.a. Roadie), speaking to schools, colleges, and churches throughout the U.S. and Canada (and I LOVE my job!). Next June, I’ll be getting married to the love of my life and looking for a nonprofit PR job in Port Orange, Florida.

Congratulations Class of 2012!
This IS the Start of Something New
Katie Johnston

This fall, Department of Communication welcomes old “friends” back as new majors: public relations, film and media arts, and communication have replaced the former communication major and its three concentrations. Adding to the journalism, broadcasting, and digital media (digital video and story concentration) majors, this brings the Department’s total majors to six, and the total number of students to 131!

The film and media arts major enables students to develop as film-makers and industry professionals by training them in theory, history, writing, and production skills. Learning from professors experienced in filmmaking, film theory, and new media, film students receive a well-rounded education in theory and production. Sophomore film and media arts major Mackenzie Alexander said, “The best thing about Messiah’s film department is its passion. Each of our film professors are passionate and extremely knowledgeable about their area of film and it’s contagious to its students.” Through classes, students engage in hands-on projects that hone filmmaking, production, and editing skills.

Messiah’s public relations major prepares students for communication-related careers such as public relations practitioners, social media specialists, crisis managers, publications directors, event planners, or marketing/advertising directors. Senior public relations major Lindsey Campbell said, “The best part about public relations at Messiah College is knowing I am learning the most ethical form of public relations from passionate professors who have a great deal of experience and knowledge in the field.”

Through this major, students will learn ways to assist organizations in ethical, strategic, two-way communication, valuing perspectives from both company leaders and their publics, and emphasizing the importance of building relationships.

Building relationships holds importance in every area of communication. With the
flexibility to take courses in their areas of interest, Messiah’s communication majors will further their knowledge in the general field of communication, and learn to use theories successfully and ethically in a wide range of communication specialties. “I am so excited to be a communication major,” said sophomore Hannah Teklits. “I feel like it will give me a wide variety of options after graduation. I’ll be prepared for a number of jobs and I also feel like a communication degree lays a nice foundation for graduate school. Also, I absolutely love the faculty in the communication department.”

Beyond the students’ excitement over the reconfigured majors, practical outcomes also lent support to the change. “Messiah is one of only a few Christian colleges and universities to offer full-fledged public relations and film and media arts majors, but when these offerings were concentrations, they were ‘buried’ in terms of marketing,” said Department Chair Dr. Nance McCown. “Now, when prospective students search online for these majors, Messiah comes up in that search. We’re thrilled with the attention our newly reconfigured programs are already gaining, and are especially pleased with our current Department enrollment numbers. We look forward to continued growth in the coming years.”

From classy galas to summer picnics, elegant soirées to dinosaur birthday parties for 4-year-olds, every event has one thing in common: planning. In the world of event planning, juggling wide-ranging jobs and wearing six different hats is common. For nearly ten years students requested an event planning class at Messiah—and finally, the class has arrived.

Taught by Dr. Nance McCown, Event Planning (COMM 360) offers the perfect balance of principle and practice. While reading and studying textbooks holds value for learning methods and information, students test that information by “doing.” This “real world” class allows them to get hands-on experience with actual and fictitious clients.

Students recently began planning “COMM Home,” an alumni celebration for the Department of Communication (current Communication students also welcome!), as well as “Difficult Conversations Goes Political,” an alternate chapel sponsored jointly by Associate Dean’s team and the Department. Other class-planned events will include three COMM-unity events designed to foster relationship-building in the Communication Department, two large-scale events for the Arc of Dauphin County organization, and one large-scale event for a factitious client.

Messiah’s first-ever Event Planning class

Event Planning: Lessons in Juggling and Details
Katie Johnston

Continued on Page 3
Event Planning teaches students how to manage multiple jobs simultaneously, work well with others, pay careful attention to detail, and creatively brainstorm ideas for very different clients. With a professor experienced in the freelance public relations world comes a wealth of perspective and many connections to engage students in meaningful projects designed to prepare them for successful event-planning careers. Sophomore public relations major Brittney Radford says, “I am excited to take an event planning course because I feel like it is a very hands-on course. It is a class the can benefit anyone, because at one point, we will need to plan an event of some sort. It goes beyond lectures and allows us to have hands on experience by working with off-campus clients. Dr. Nance McCown has had first-hand experience on event planning, so she knows what she’s doing.”

Students from any major can apply skills learned in the Event Planning class. Senior theatre major Lauren Adkins says, “Although I am not a communication major, I can see this class playing into many areas of my life as a theatre concentrator. If I desire to share self-written work at some point, organize a cabaret, direct a production, etc., knowing how to effectively plan and host these sorts of events will be a great help to me.”

Beyond honing skills, students taking Event Planning also increase their marketing ability. “The event planning industry is experiencing tremendous growth right now,” says Dr. McCown. “In fact, U.S. Bureau of Labor Statistics predicts a 44% job growth rate between now and 2018.” It seems Communication Department alumni had the right idea in requesting this course.

Sophomore Jessica Kern, left, interned with Univest Bank last summer.

Jessica obtained this internship through the connections she formed interviewing Randy Buckwater at Harleysville Insurance for her first-year Communication Seminar (COMM 107) portfolio. Randy introduced Jessica to Kim Detwiler at Univest, who later hired Jessica as a summer intern.

During her time at Univest, Jessica assisted in planning many different events—everything from children’s events to promote Univest in the community to a formal country club meeting for Univest’s “big wigs.” She said, “I was given the opportunity to assist in the planning, implementation, and debriefing stages of a couple events. I also was given the chance to write several articles for the company’s quarterly newsletter.”

Univest sponsors local libraries around Red Hill, Pa. For one day each summer, Univest’s executives and other employees visit the libraries, read the children stories, and have Buck and Penny—Univest’s mascot baby Eagles—play with the kids. Jessica aided in planning this fun event, handling logistical details prior to the event, including ordering cookies, stuffing goodie bags, and making raffle baskets; she also took pictures and distributed goodie bags at the actual event. This event received media coverage with Channel 69 News, and promoted Univest while giving back to the community.

Jessica felt privileged to land this internship so early in her college career. She noted, “Through these experiences, I learned to hone my writing skills as well as my interpersonal and public relations skills.”

Event Planning Beyond Messiah

Katie Johnston

College first-year and sophomore students often think they cannot get jobs in their intended field of study due to lack of experience. But sophomore public relations major Jessica Kern disproved such beliefs this past summer. Interning for Univest Bank, Jessica used her existing skills developed through her participation in events and advertising projects completed by Messiah College’s chapter of the Public Relations Students Society of America (PRSSA) and learning from guest professionals who spoke at PRSSA meetings.

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Because typical classroom study cannot replicate or replace local interactions, this cross-cultural gave students experiences unachievable elsewhere. “It’s a feeling you can’t get in any classroom, because you’re actually living there and going through each day with interactions different from back home, and with different people from a different culture,” Clayton continued.

Becca Franco, junior, added, “Something I couldn’t have learned anywhere else that I learned in Italy was that there is beauty absolutely EVERYWHERE—in the people and the places, especially.”

Through their exceptional experiences in Italy, students became a part of something bigger than themselves, as they learned what it means to take part in a global community. According to Dr. Cilento, “It was rewarding to see how students were appreciating and slowly embracing Italian culture. They really made an intellectual effort to be generous, even when the black and white films we watched were a little bit depressing or when museum visits were overly long. Plus, it was such an intense experience—I never got to know students so well in my life. When we see each other now around Boyer, there is a sense that we’ve gone through an experience that we will never forget.”

Like any trip abroad, the Italian cross-cultural was not without challenges. From over-eager mosquitoes, to late...
buses for early-morning departures, to a pick-pocket situation (luckily students did not have documents with them, and everything turned out okay), trip participants had to handle the unexpected. “Students were always graceful and put things in context,” said Dr. Cilento. “I was very proud of them.”

One particular challenge arose even before the trip began. Villa Agape, the trip’s monastery accommodations, imposed a strict 11 p.m. curfew which raised more than a few inquiries and even a few complaints as the group was preparing for departure last spring. However, Dr. Cilento noted that during the trip, “the unexpected happened. No one was ever late. We came back at 11 and kept chatting, playing the guitar, calling relatives on Skype, and relaxing on the wonderful Villa Agape terrace. It really helped the group to bond together.”

Food, art, landscapes, lifestyle, and lasting friendships—all fantastic reasons to travel to Bella Italia! Wish you could have been there? Click on the links on Page 4 to visit via short films created by students in the class and posted to the Department’s Cinemablography website (www.cinemablography.org). Want to see Italy up close and personal for yourself? The May 2013 trip, led by Professors Cilento and McCown, is currently full, but there is a waiting list. Email fcilento@messiah.edu for more information.

To view more pictures, go to the Messiah College Department of Communication Facebook page!

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**Post-Grad Internship Takes Alum to the “Big Apple”**  
Jessica Kern

Recently, we had the opportunity to catch up with 2012 Messiah graduate Caroline Hoffman who shared with us the details of her professional life post-graduation. After several volunteer hours and an extensive job search, Caroline landed an internship with Healthstar Public Relations, a pharmaceutical public relations firm located in New York City. While the “hustle and bustle” of the city life certainly differs from life in Grantham, Caroline quickly adjusted and now loves her job.

Q: What led you to your current job that you obtained after graduation from Messiah?  
A: “The daughter of my mom’s friend from church worked at a healthcare and pharmaceutical PR firm in NYC. I sent her a quick email introducing myself and asking if she would review my resume and or had any advice for a grad looking to work in the city. Instead, she asked if I would like to be considered for their internship program. After a phone interview and an afternoon of in-office interviews, I was offered the job.”

Q: What key skills have you taken away from this internship thus far?  
A: “[Because of this internship], I now have hands-on experience in skills…like media monitoring, building media lists, pitching, coordinating interviews, media training spokespeople and more.”

Q: What specific tasks are you responsible for at this internship?  
A: “One of the things I enjoy about this internship is the...”  
Continued on Page 6
truly well-rounded experience I’m receiving. I spend the morning media monitoring and the afternoon varies. Some of the things I’ve worked on include planning a long lead breakfast event for editors introducing an unbranded men’s health awareness campaign, working on a RMT, writing pitches and actually pitching traditional and social media, coordinating interviews, training spokespeople, drafting key messages, working on a viral video script, writing a matte release, media audits, brainstorming for a new business proposal, writing the copy for an infographic, researching and editing.”

Q: What is it like working in the city? Do you enjoy it? 
A: “Working in the city is surreal at times, fast-paced, overwhelming and exciting at other times and occasionally a little boring but I do love working in the city. The pace and intensity suit me well. I enjoy the anonymity of the city and the polar opposite warmth and friendship that comes from working in a small office.”

Q: What are your plans moving forward? Do you hope to obtain a permanent position at Healthstar? 
A: “When my internship was extended, I discussed with my supervisor my hopes to attend graduate school, which I thought threw a wrench in my hopes for employment, as I would theoretically be leaving in nine months. She said, ‘We will do whatever we can to keep you for as long as we can.’ I can think of few compliments better than that.”

At presstime we just learned that Caroline has been offered a full time job with Healthstar. Congratulations, Caroline!
As we store summer memories in the recesses of our minds, changes in the Communication Department offer excitement as refreshing as the crisp fall air. In addition to three newly reconfigured majors (communication, film and media arts, and public relations), one new faculty member has joined the Department’s team for a one-year lecturer position. Hailing from Buffalo, N.Y., Krista (Hamlen) Imbesi ’09 is excited for the opportunity to teach Fundamentals of Oral Communication and two new classes, Persuasive Filmmaking and Global Indigenous Media.

After graduating from Messiah with a communication major/film and digital media concentration and a studio art minor, Professor Imbesi went to Los Angeles with the Temple internship program to complete several invaluable internships, giving her real-world experience for this position. She worked on the post-production of the documentary “A Small Act” by Jennifer Arnold, which premiered at Sundance Film Festival, and worked with documentary filmmaker Grace Lee on the pre-production of a documentary about a 90-year-old activist, Grace Lee Boggs. In summer 2008, Professor Imbesi went to Uganda to begin filming her thesis documentary, “Where We Belong,” with two non-profit organizations, including an orphanage for children with special needs and an orphanage aiming to reunite orphans with their families. Krista will submit “Where We Belong” to film festivals this spring.

While in Uganda, Professor Imbesi experienced many adventures. “I bungee jumped into the Nile,” she said, “and I actually mean into. I actually got to be immersed in the water of the Nile at the bottom of the jump!”

Professor Imbesi particularly enjoys teaching two classes in her area of expertise, Persuasive Filmmaking and Global Indigenous Media. In Persuasive Filmmaking, students learn the production skills and theory behind creating non-fiction films, modeled on her own experiences working on the documentaries. She created the Global Indigenous Media course based on her background with ethnographic film. In that class, students study the ethnographic film’s progression, and discover how ethnographic films and aboriginal media portray the people’s unique culture.
last fall, making appropriate revisions to create the film and media arts major and ensure it met the requirements to receive the National Association of Schools of Art and Design (NASAD) accreditation.

To apply for accreditation, the department submitted an extensive written proposal, which NASAD will review in October. The film and media arts (FAMA) major cannot receive accreditation until three people graduate under it, but will easily meet that requirement because all students studying film at Messiah have chosen to switch from their previous communication major with a film and digital media concentration to the newly reconfigured major.

Sophomore FAMA major Mackenzie Alexander said, “Looking at the rapid growth of the film department in the year I have been here is incredible and makes me stoked for the developments in the years to come…and now having the ability to call ourselves true film majors is a wonderful feeling.”

Students and professors share excitement about this major, its growth, and its accreditation. Dr. Simcox says, “Having NASAD accreditation definitely gives the major a mark of credibility…It will help the film major grow in credibility and size, and bring attention to the high instruction and high course offering.”

As part of the major reconfiguration, the Department decided to transform film history’s scope from American Cinema 1 and 2 to Film History 1 and 2, which draws from international sources. Dr. Cilento found this extremely important, as international sources created film’s progression over time. “It is not possible anymore to study U.S. cinema in isolation,” he said. “A comprehensive history of cinema needs to take into account European cinema, Latin American cinema and Asian cinema. All these industries/cinematic tendencies are pretty much connected these days.”

To meet NASAD accreditation, 20 percent of the film curriculum must exist as “studio courses,” including hands-on filmmaking and digital production, which now happens in the production courses. The Department added a production course to give both FAMA majors and other interested students experience in creating non-narrative films such as documenta-

Meet the family!

WHEN: Saturday, October 20, 2012, 2 - 4 p.m.
WHERE: Boyer 235
WHO: All Students & Alumni

Be a part of the reunion!
Fisher’s leadership, the students take classes in Santa Elena. About the campus location, Nick said, “When we pulled up, it felt as though I was on a Disney safari ride. Our ¼-mile-long driveway is covered in broom trees and tropical plants, as well as geckos and other native creatures. The campus itself houses jungle hiking trails, a stretch of the Macal River, and the perfect scenery for birding. I haven’t gotten into the ‘sport’ quite yet, but I have a feeling this place will pull it out of me sooner or later.”

Alongside the every-day learning experiences studying abroad offers, Nick will apply his public relations skills through a two-week internship experience in November, probably with a farmer’s union seeking fair trade for cacao beans. He noted, “It sounds like an incredible opportunity to take my classroom knowledge, my professional experience, and my knowledge of the developing world into a professional organization.”

Soon, Nick will live with a Belizean family. “As homestays draw closer, I cannot help but find excitement in digging into the culture through the ideal source—its people,” Nick continued. “During my time here, I’ve noticed that Belize truly represents a diversity of cultures; in just three weeks, I have interacted with Mayans, local Belizeans, Asians, Mennonites, Americans and Europeans.” Later in the semester, Nick

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**“It’s a bird, it’s a seahorse, it’s Nick Hemming in Belize!”**

Katie Johnston

An exotic Belizean escape from the United States’ hustle and bustle presents senior public relations major Nick Hemming with countless adventures as he studies abroad this fall. As Nick dives into the culture-rich Belizean lifestyle (and the natural waterfall, Monkey Falls), he is studying sustainability and reconciliation, primarily through the relationship between God and man/creation, while learning ways to serve the land instead of recklessly mastering it.

Nick’s Belizean adventure began five weeks ago, when he and 17 students from various colleges departed with a program run through the Creation Care Studies Program, promoting environmental stewardship and creation care. Under program director and ’09 Messiah graduate Jeff
will experience a Mennonite homestay, working on their farms, and acclimating himself to the Mennonite culture. Along with the diverse people, Nick daily experiences the Belize’s splendid culture through the hand-prepared Belizean foods he eats, and his excursions. He noted, “So far, we have tubed down the Macal River (through the jungle), and visited the coveted Belize Botanical Gardens and the Belize Zoo (where we saw jaguars, ocelots, and tapirs in their natural environment). We spend many of our afternoons in San Ignacio, a town with little Central American Cafés and shops, and a bustling market on the weekends. …A bunch of us traveled to an island called Caye Caulker…We rented a hotel room on the water, went kayaking in the Caribbean, ate freshly cooked meals on the beach. For a moment, I think we forgot where we were—it seemed like something out of a movie or travel brochure.”

But life in Belize is not simply all play and no work. Nick takes class from 9 a.m.-12 noon and 7 p.m.-9 p.m. He says, “I am most looking forward to Marine Ecology. We will be traveling to a remote island to live in a tiki hut that floats on the water. During class, our professor will brief us on certain sea creatures and plants to search for, and we will spend the rest of the morning searching for them. Apparently, this stretch of the Caribbean contains the second-largest collection of sea horses in the world—a thought I cannot even wrap my mind around.”

Nick will return to the States on December 7, ready share his new knowledge and experiences with Messiah, and the community.

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**Internship Opportunities**

Did you know the Messiah College Internship Office maintains an online database of available internship opportunities? Visit the Internship Center website to find the latest positions in communication, broadcasting, film, public relations, media, and journalism.

For more information, check out the website, stop by the Internship Center near The Falcon, or contact mtrue@messiah.edu.

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**Join the COMMunity!**

Photos of professors in the 1970s? Our students’ latest in-class antics? Blogs from Oregon, Chile, Belize and beyond? Check out the COMM Department’s latest capers on our Facebook Page, and catch up today!
So Won’t you COMM on Over?
Katie Johnston

The smell of freshly-baked cookies and faces of new and old friends welcomed Communication alumni, students and professors to the department’s recent homecoming event, COMM Home. With smiles, stories and shenanigans guests spent the afternoon partying in Boyer 235, which Dr. McCown’s event planning class transformed from an ordinary classroom into a homey living room, complete with couches, coffee tables, lamps and fall decorations from Dr. McCown’s supply of everything anyone could ever need. Laughing, chatting and loud games of Bananagrams filled the air, along with live music from musician and alumnus Jeff Waters.

Trivia questions made for silliness, with guests creatively answering questions such as what item does NOT belong in a media kit, how do you to load a 16mm film camera and the what is the principle behind relationship dialectics.

With a chalkboard-turned memory wall, guests wrote down their favorite Communication Department memories, including festive Fall get-togethers at Dr. McCown’s house, and COMM 354 with Professor Kate Quimby. A photo booth allowed guests to create new memories with their COMM family, which readers may check out on Facebook.

Beyond the fun, COMM Home applied classroom learning for Event Planning students. Sophomore Hannah Teklits says,
“There were so many details to take care of! But we had a fantastic team, and everyone did a great job. At the end of the day it was so worth it... That was definitely the most fulfilled I’ve ever felt at the end of a project.”

The Department looks forward to many more years of COMMing home to the COMM family.

Caroline Phillips Takes on Philly
Katie Johnston

Senior film and media arts major Caroline Phillips enjoys fall Philly stoopin’ and city livin’ as she spends the semester at Messiah College Philly Campus.

Studying in a city gives Caroline invaluable opportunities and experiences. “With a major such as film, the best opportunities are in the city,” she says. “I loved the fact that Messiah had this partnership with Temple that enabled me to get the best of both worlds. The required semester at MCPC played a big role in my decision to attend Messiah.” Caroline’s Philly experiences have already proved life-changing. Networking opportunities and comfort zone exits provide her with a new fire for her future. “MCPC has helped me realize that I really do love film and all the aspects of it,” she says. Attending MCPC has made Caroline realize her desire to work on indepen-
communication, and forms relationships with other MCPC students. “I love the fact that only a few months ago we were all just random students at Messiah, not really associated with each other,” she adds, “and now we are all hanging out, talking for hours in the MCPC cafeteria or basement. I’m able to enjoy the same community aspect I enjoyed at Messiah in a city such as Philadelphia.”

During her first screenwriting class, Caroline’s professor named Temple alumni who became successful screenwriters. Caroline explains, “He started raving about Brian Duffield, who was a MCPC grad! When my professor found out that I go to MCPC, he said that I have some big shoes to fill.”

Equipped with a burgeoning film portfolio and fueled for her senior film project Caroline looks forward to finishing out her coursework back in Grantham this coming spring. From there, she’s ready for just about anything!

Caroline is one of several COMM Department students writing for the MCPC blog. Check it out!

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Senior PR Major Wins Scholarship

Emily Mohler presented with her check from PPRS

Every day, different goals and career paths flood the minds of college students. While some dream of entering the medical field with a desire to help others and a closet full of scrubs, others dream of teaching, art therapy, or engineering. Senior Emily Mohler followed her own path to discover her love for public relations early on in her college career, and has since pursued that passion avidly. Recently, the Pennsylvania Public Relations Society (PPRS) awarded Emily its annual scholarship.

Emily stated, “My love of writing and multi-tasking combined with my passion for building relationships with other people led me to pursue a degree in public relations.” This pursuit led her to the PPRS Scholarship, an award she received out of four other finalists. Emily set herself apart from her competition with her outstanding academic experience through internships and semester abroad. Her community involvement through volunteerism and leadership in the Messiah Chapter of the Public Relations Students Society of America also assisted her in achieving this scholarship.

“Emily truly embodies what we are looking for in a future public relations professional. Her strong writing and speaking skills, college grades and involvement with internships and the community make her an excellence

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SchreiberDash

**WHEN:** Saturday, November 3, 10 a.m.  
**WHERE:** West Shore E. Free Church  
**COST:** $10 pre-registration, $15 day of  
**WHAT:** Come support Schreiber Pediatrics and Messiah College’s PRSSA this Saturday  
- Registration begins at 8 a.m.  
- 5K begins at 10 a.m.  
- One-mile walk begins at 10:45 a.m.  
- For more info, check out our [FB page](#)
Difficult Conversations returned for its second year on October 23rd—but this time, with a new twist. In the midst of an election year difficult conversations regarding political issues are bound to occur. According to Associate Dean of Students Doug Wood, the initiator of the political angle, “Knowing that we are in an election year, and, knowing that so much of the political realm involves issues in which people are often extremely passionate—to the point of incivility—having this ‘political lens on the Difficult Conversation program seemed especially relevant.” The 90-minute workshop showcased a variety of political conversations that often arise and strategies on how to approach them effectively.

Difficult Conversations Goes Political
Jess Kern

Hosted by the Department of Communication and the Associate Dean’s Team, the event drew more than 400 students and faculty. Four students currently taking Professor Kate Quimby’s Relational Communication class provided the scripts that guided the role plays occurring throughout the night. Prior to the event, Professor Quimby said, “We hope by the end of the evening that the Messiah Community will see that there are indeed healthy ways to discuss differences; hopefully we’ll see those newly acquired skills put into practice here on our campus.” Role plays focused on how to communicate in honest, hospitable ways about topics such as the importance of voting, abortion, and difference in candidate choice. The interactive crowd gasped, laughed, and applauded when appropriate.

In addition to the communication skills fostered at this event, COMM Department students gained real-world experience. Besides the scripts that students prepared, public relations majors planned parts of the event while film students recorded the fun-filled evening and created a brief, “person on the street” interview film to kick off the event.

In addition to receiving alternate chapel credit and a delicious dessert reception, most importantly, attendees learned a truly invaluable skill—how to communicate effectively in tough situations.
A mysterious and intriguing aura surrounds Messiah College Film and Media Arts professor Dr. Fabrizio Cilento. A Florence, Italy, native, this film guru spent his childhood immersed in an artistic circle of movie screenings, drama productions, and poetry readings, where he developed his love for the arts. Quaint streets without cars, pleasant open spaces, and close relationships formed in an extended-family community characterized Dr. Cilento’s unique upbringing. When he returns to Italy, he still sees his Italian “family.”

Dr. Cilento attended a private Catholic school during his youth, and then studied at the University of Florence. There, he graduated in drama due to the film major’s crowded nature and the length of time needed to receive a dissertation.

As he explored the arts, Dr. Cilento began writing poetry, publishing his first book at age 21. National newspapers and anthologies published his award-winning poetry, and he presented more than 50 readings in libraries, bookstores, jails, mental homes, and public food markets. Travelling through cities for nearly three years reading his poetry, he became well-known in Florence. When Dr. Cilento came to the U.S., he stopped writing poetry because he began losing contact with his native language, and could not promote his work living in another country. However, since coming to Messiah, Dr. Cilento has begun supervising a student group called We Will Write, with group president Olivia La Bianca and 29 members. They meet every other Friday and engage with poetry and short story readings and various creative writing activities. Dr. Cilento notes, “This is a way for me to keep alive my previous experience.”

Hopeless—or should it be hopeful?—romantics will warm to Dr. Cilento’s reason for moving across the ocean. His is a story of love, which he found with Colorado-native Vanessa, a woman working as a biologist in Florence.

After college, Dr. Cilento worked at an American-based Adventist college in Florence, where he taught drama, cinema and language, and developed a love for the digital humanities. His film students responded well to everything he taught, and he enjoyed his students’ insights and engaging class discussions; this combination sparked his confidence as he realized that what he constructed on his own, though not necessarily academically recognized, made an impact on students. He learned about the American college life, and wanted to know more. Vanessa, then his girlfriend and now his wife, need to return to the U.S. to receive her master’s degree in biostatistics, but with wedding bells in the air, “one of us needed to move!” he said. So he applied and got accepted to a graduate school in Seattle. Dr. Cilento and his wife were married in Italy at a 10th century church that Fabrizio formerly attended. Three days later, Vanessa began graduate school. No honeymoon for these newlyweds!

While his wife worked toward her master’s degree, Dr. Cilento worked toward his Ph.D. When he realized the U.S. had young professors with updated movies and theories, and no generational difference or boundaries existed between the professors and students as in Italy, he changed his studies from drama to film.

Join the COMMunity!
Pix from the latest COMMunity events? PRSSA’s SchreiberDash? MCPC and Cinemablography? Blogs and vlogs? Check out the Comm Department’s latest capers on our Facebook Page, and catch up today!
Dr. Cilento has presented research at multiple conferences; his work has also been published or is slated for publication in several academic journals, including *Fast Capitalism*, a journal that explores ways that rapid communication technology has affected culture and life, and *The Arizona Journal of Hispanic Cultural Studies*’ section on Latin American film. Beyond an essay on Roberto Saviano’s book *Gomorrah* and its film adaptation by director Matteo Garrone as well as one on the Cochabamba War in Bolivia, he is also developing scholarship in his native Italian language. Most recently, Dr. Cilento has submitted “The Missed Encounter with the Actor-Poet: Carmelo Bene According to Ruggero Jacobbi” to the *L’ANELLO che non tiene*, special issue on “Theater and Theatricality in Italian Literature and Visual Media.”

Dr. Cilento also brings his passion for digital humanities to his teaching. As a theorist desiring to encourage collaborative knowledge and work with his students, he constructs tangible, project-based tools to help students use their skills and talents. Currently students in his Science Fiction Cinema and Introduction to Film classes work daily on the [Cinemablography](#) and NeXt websites. The latter project, still under construction, helps students think visually about science fiction movies through Internet and DVD pictures. Students upload high-quality science fiction images—robots, rockets, Terminators, spaceships, neuromancers—to a database for both science fiction scholars and a more generalist audience. Dr. Cilento hopes students will complete the database by the end of the semester.

Building on NeXt, Dr. Cilento plans to apply for a National Endowment for the Arts grant to enhance the database through construction of visual maps and moving images. This will make the information visually pleasing and easier to sort, and may prove revolutionary in the science fiction database field, moving Dr. Cilento’s students one step closer to achieving remarkable things just as he clearly has. Minus the great accent, of course.

As of Sept. 12, students, alumni, and faculty can connect with one another through the Communication Department’s LinkedIn account. This online networking group fosters strong relationships, new and old, and provides invaluable resources for current students and alumni. Gaining 40 members in its first month, the group continues to grow as members connect, search for jobs, get career advice, and join in discussions about professional life. All students, alumni, and faculty may join.

[Link Into COMMmunity](#) with us, and see all the doors it opens for you.

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**The Daddy Diaries**

Jess Kern

Mr. Mom? Think again. In fact, according to Messiah alum Matt Peregyo, class of ‘05, everyone should permanently “eliminate the phrase from their vocabularies!” Instead, he refers to himself as the primary caregiver to his little girl—her devoted daddy. During his time at Messiah, Matt didn’t often entertain the thought of fathering a toddler, but his priorities drasti-
cally changed upon the birth of his daughter. Since then, Matt has left his full-time career and now spends his days as a stay-at-home dad.

The endless amount of time and effort that Matt used to spend as a manager for a national retailer, he now spends changing diapers and preparing bottles. While some may view this job as undesirable, or “women’s work,” Matt views it as the chance to actively involve himself in his child’s life. And although one aspect of his job involves diapers and bottles, several other aspects accompany it, such as nurturing, educating, and preparing his daughter for life. He considers himself truly blessed that he can fill this necessary role.

In addition to addressing the daily needs of his daughter, Matt also writes about his experiences as a stay-at-home dad on his blog TheRealMattDaddy.com. Through this site, he hopes to encourage other fathers in similar roles as primary caregiver, and discourage common stereotypes at the same time. One time, specifically, Matt used this blog and a petition to pull a stereotypical ad aired by Huggies. This ad portrayed fathers in a very poor light and through his blog, Matt had a voice. In fact, he was given the opportunity to meet at a roundtable-discussion with Huggies executives to have the ad reconsidered.

According to Matt, “Dads are parents, too. We can be every bit as nurturing and caring as mothers when given the same amount of training and time with our children.” So, Mr. Mom? No, just…Daddy. And Matt wouldn’t have it any other way.

**Lambda Pi Eta Communication Honor Society Induction:** Although the Department inducted 14 new members this fall, 10 are currently studying at MCPC or abroad. Ethan Eshbach, Drew Gehman, Tiff Mills, and Huy Nguyen celebrated here in Grantham on Oct. 4.

**Internship Opportunities**

Did you know the Messiah College Internship Office maintains an online database of available internship opportunities? Visit the Internship Center website to find the latest positions in communication, broadcasting, film, public relations, digital media, and journalism. For more information, check out the website, stop by the Internship Center near The Falcon, or contact mtrue@messiah.edu.
COMMunity Counts
Jess Kern

Valuing its tight-knit community of 150 students and faculty, the Communication Department constantly searches for new activities to build “COMMunity.” This fall, the department offered not one… not two… but three different occasions for students and faculty to take a fun break from their crazy schedules.

The first event, “Fall into COMMunity,” took place on Thursday, Nov. 1, at South Side Café. Conversation, laughter, and live music filled the air as participants delightfully engaged in “speed meeting,” pumpkin-painting, and treat-sampling. Guests also traded in their every-day identities through the costume photo-booth, transforming into princesses, pirates, bunny rabbits, and even camels! According to junior Sarah Doucette, “What I liked most about Fall into COMMunity was getting to know people in other majors than my own as well as people new to the COMM Department.”

The second event, “An Olympic Thanksgiving,” held on Nov. 14 at South Side Café, included a campus-wide photo scavenger hunt, human turkey bowling, a pie-eating contest, and, of course, Thanksgiving trivia. Students and faculty spent the chilly fall afternoon “proposing” to strangers, substituting as a bowling ball (on an office chair!), and celebrating COMMunity. Sophomore Brittney Radford says, “Overall, I think the event went great. Everyone was very interactive and involved, and it really brought a lot of excitement to our department.” Sophomore Liz McNeal’s favorite part was “seeing Dr. Nance McCown joining in the human turkey bowling game. I love how every part of our department joins in to form our community.”

On Dec. 5, the semester concluded with a final Department event: COMMunity Christmas Cookies and Charity. Students and faculty escaped December’s cold — and the stress of finals looming in the near future — by celebrating the season COMMunity-style. Event planning students transformed Howe Atrium with lights, a lighted tree, and holiday music. Guests decorated cookies, played Bananagrams and Apples to Apples, and donated food and clothing to New Hope Ministries. According to senior Sammie Evans, “My favorite part was playing Apples to Apples with students who I knew and didn’t know, and with professors during a time when school is getting stressful. It was a relaxing and fun time.”
October

Fall into COMMunity

Page 2

Commraderie
November

An Olympic Thanksgiving

Commraderie
COMMunity Christmas Cookies and Charity
Department of Communication

December 5, 2012
3:00-5:00 p.m.

Join us in Boyer Atrium
for Christmas cookies
and holiday cheer, and donate
new or gently used cold-weather
gear or non-perishable food for
New Hope Ministries
From an unpaid position working on the campus newspaper, to the exciting, fast-paced position held at abc27 news, 2012 alumna Sari Heidenreich’s story is one of true success. Taking on abc27’s newly created social media producer role, Sari finds herself in a position to “take the reins” and she enjoys every minute of it. Although the atmosphere of a newsroom may feel different from the atmosphere Sari experienced working on campus at the Swinging Bridge, she constantly uses the journalism skills honed at Messiah to succeed in what she does.

In her new role, Sari is in charge of maintaining and managing all channels of social media, including the company’s Twitter and Pinterest accounts, and the Facebook page, which has currently attracted more than 37,000 fans. In addition, Sari also strongly encourages employees to use social media, if they don’t already, due to its rising relevance in the news.

Sari notes, “Social media makes gathering news so much easier.” The news station experienced this first hand when it decided to cover a story on the nation’s current unemployment rate. Reporters wished to interview local viewers currently unemployed. Sari’s supervisor instructed her to compose a Facebook post to invite those from the online community to interviews as well. “Within ten minutes, we had several responses,” Sari says. Such a response saved time for the journalists, and proved the increasing importance of social media in newsgathering.

So, what advice can Sari give to those still at Messiah? With the economy in a downturn and jobs scarce, current students often find themselves uneasy as graduation swiftly approaches. Sari first suggests, “internships, internships, internships!” She obtained her position at abc27 through an internship she held there this past spring and she suggests that it’s very common for internships to turn into permanent positions. Realizing that most internships require some experience, Sari also urges students to get involved with The Pulse. During her first year at Messiah, Sari worked for free at the Swinging Bridge, which led her to her first internship. This led to another internship, and then a third… a domino effect. Finally, Sari encourages students not to get discouraged but to keep pursuing their goals until they achieve them.

Moving forward, Sari hopes to one day become a reporter where she can interact with people on a very personal level. Until then, she’ll continue managing and maintaining an increasingly critical aspect of any company: social media.
Senior Film Major Recaptures Moviehouse Magic

The 21st century’s mantra, “out with the old and in with the new,” often tosses aside the seemingly worn-out and whimsical. But senior film and media arts major Rolando Vega ’13 hopes to recapture the magic of old movie houses through his honors project film, “Palace.”

Based on the Carlisle (Pa.) Theatre’s remarkable back-story, “Palace” depicts Rolando’s passion for these aging cinematic gems. “The story behind “Palace” was inspired by the current industry changes threatening old movie theaters,” explains Vega. “The transition from celluloid film to digital cinema is severely affecting older movie theaters. “Palace” points us to the cinema of the past and reminds us of that one moment and place when we fell in love with movies.”

Although the theatre closed in 1986, the Carlisle Regional Performing Arts Center restored and reopened the building in 1993. Its treasured history and community service showing films, performing arts productions and concerts makes it the perfect setting for Vega’s film. “[Carlisle Theatre’s] beauty and history captivated both my crew and me the first time we saw it,” he says. “Since then, we adapted the story to fit the history of the Carlisle.” “Palace” will actually premier at the Carlisle Theatre in 2013.

Through this production, Vega hopes to inspire audiences with film’s beauty, art, and sensuality. He adds, “‘Palace’ is a film about the human connection to art, specifically cinematic art, and how it can change us, especially at a younger age. It outlines the beauty of how a movie palace can be a magical place that interconnects multiple generations through their mutual passion for films. It is a constant reminder that even though we are all different, movies can bring people together.”

Currently finishing up a semester at Messiah College Philadelphia Campus, Vega will return to Grantham in the spring to finalize the project and prepare for its premier. “Palace” will receive top billing at the Communication Department’s annual film festival in late April, this year featuring a “red carpet” event with multiple film showings and a celebratory reception.

To read more about “Palace” or donate to Vega’s production fund, please visit https://www.facebook.com/events/446344275401974/?ref=ts&fref=ts or http://www.indiegogo.com/Palace.
Learning to “Chill” About Communication in Chile
Dan Row

When I think about my own communication style, I tend to think I’m more of an open communicator, not afraid to meet new people or encounter new ideas. I’m big on sharing and finding new experiences, but since I’ve come to Chile for the semester, I’ve realized something else about myself: I worry far too much. I suppose I have known this for some time, but it was never as blatantly obvious as when I was thrown into a totally new setting, surrounded by people who I could barely talk to, due to language and culture barriers. I saw myself transformed in these surroundings from an open and free communicator to a closed-off, tense, recluse. I was so worried about talking to people in Spanish because I, like most people, don’t like sounding stupid, and I knew that my limited vocabulary and grasp of Spanish syntax limited me to the conversational skill of what felt like a 5-year-old. Because of this, I wasn’t incredibly eager to get out there and talk to people who didn’t speak English.

What’s worse, I didn’t even notice that I was doing this, at first. I was so worried that my mind began running at a thousand miles an hour, thinking of all the things I could say and all the different ways I could potentially fail. In fact, I was worrying so much that I ended up not saying anything, though to me, it felt like I was working so hard that I must be communicating effectively. It wasn’t until one night when my host family asked me at the dinner table why I wasn’t talking anymore that I realized my mistake. I was letting my anxiety and fear get the best of me.

When I thought of my experiences speaking Spanish with Chileans, the best ones were the ones where I enjoyed myself the most, learned the most — and shared the most. As it happened these were also the ones where I didn’t obsessively plan ahead, but where it was just a natural conversation. I was reminded of Matthew 6:27 which says, “Can any one of you by worrying add a single hour to your life?” I know that for me, I wasn’t adding any time to my life, but was wasting time just worrying and passing it off under the pretense of “planning ahead.” So I’ve been praying about it and working on it daily. Because of this, it’s not just my Spanish that has improved, it’s also my outlook on communication and learning. I’ve been using the worry that pops up and starts clawing at my mind as a reminder that I need to give up that anxiety to God and learning that it’s okay to be wrong or to “sound dumb” from time to time.

Although my Spanish may not be perfect yet (so many words with genders that don’t make sense), and I may still unnecessarily worry about things (like what if there really IS a Chilean spider hiding under my covers), I’m getting better about it and learning from each mistake I make along the way rather than letting the worry over the fumbles paralyze me.

Junior Dan Row, a double major in public relations and Spanish, spent the semester studying abroad at Pontifical Catholic University of Valparaiso, Chile. For more information on international semesters abroad, contact Messiah’s Intercultural Office or visit the website at http://www.messiah.edu/academics/epicenter/current-students.html.
SchreiberDash: Racing for the Kids
Jess Kern

According to runner and winner, Brian Hagar, “I thought that there were a lot of good things. You had a good map of the course and great volunteers to direct runners. I run a lot of road races and that is not always the case. Registration was easy, you had a nice area to stay warm and keep stuff; everything was done in a timely manner.” Brian added, “I would not have guessed it was your first attempt at planning a race. I was impressed. I liked it a lot; I hope that it gets continued in the future.”

On Nov. 3, runners from all across the area brought their generosity, determination, and sweatbands to PRSSA’s first-ever SchreiberDash 5K event. Partnering with Schreiber Pediatrics, Messiah College’s PRSSA chapter hosted the race, a one-mile walk, and a variety of children’s activities to raise funds for the nonprofit. Operating in Lancaster County, this inspiring organization offers physical, occupational, and speech-language therapy to children with disabilities — maximizing their ability to thrive in their communities. PRSSA felt honored to support such a great cause.

The chilly weather, strong winds, and remnants of super storm Sandy didn’t deter the 40 competitors who arrived at West Shore Evangelical Free Church eager to run on race day. As 10 a.m. approached, runners dropped their children off at the “kid’s tent” inside and took their places at the starting line. With last-minute encouragements and timers in hand, PRSSA members officially opened the race and participants took off. Clocking a final time of a mere 17:00 minutes, Brian Hagar took the first place male title while Alyssa Doll took first place in the female competition with a time of 20:51. Both winners took home the satisfaction of donating to a worthy cause and the pride of winning the race…along with a $50 gift card, of course.

Amidst the midterm madness, Messiah’s PRSSA Chapter worked hard to pull off a successful event. From weekly planning meetings, to soliciting donations from local businesses, to achieving media coverage by The Sentinel newspaper, club members accomplished exactly what they hoped to. One member of the logistics team, Meghan Wolf, proved to all first-year students that it’s never too early to get involved. According to Meghan, “I thought it was great to be involved as a first-year student because I can continue to implement what I learned this year in the coming years. Everyone was so welcoming, and answered any questions I had, so I never felt like I didn’t fit. It was just so much fun!”

After the race, PRSSA delighted participants even further when they announced the awarding of several door prizes all donated by Weis, Giant, Inside Track, Sweet Frog, Philly Pretzel Company, and RoadID. At the end of the day, PRSSA raised $500.00 for Schreiber Pediatrics.

PR Campaign Partners with Paxton Ministries
Jess Kern

Every year, the PR Campaign course offers public relations majors the opportunity for some “real-world,” hands-on experience by working with a local client. In years past, students have partnered with CURE International and Forgotten Voices, but have refocused their efforts this year towards Paxton Ministries — a small, Christian non-profit. With a team of seven determined and talented young women, this year’s PR Campaign has accomplished a great deal for a truly inspiring organization.

Based in Harrisburg, Paxton Ministries is a non-profit community of homes who serves adults who may face social, mental, or emotional challenges. After feeling a calling by God to help the homeless in 1980, Glenn and Beth Frey took a huge financial risk by purchasing the Paxton Street Home. But their risk has since paid off, and the
home now shelters more than 80 residents struggling with poverty and emotional needs. The organization promises to provide clients with safe and affordable homes that cultivate both dignity and recovery.

Working for such a worthy cause motivated senior PR majors Lindsey Campbell, Tiff Mills, Jordan Seiz, Beckah Griffin, Becca Albus, Emily Mohler, and senior English major Alexis Jackson to put forth their best efforts in hopes of accomplishing something remarkable for the non-profit. The group’s main goal was to increase Paxton Ministries’ public awareness level while putting their classroom learning into practice. Based on significant research including multiple surveys, a focus group, and a variety of donor and church leader interviews, the team produced a wide range of collateral materials including several brochures, a video script, a donor information packet and presentation, a display kiosk, and media relations materials such as a media kit and a crisis communication plan.

Coached by Dr. Nance McCown, this experience has provided these seven seniors with yet another opportunity to learn and grow in their field of study before entering the work force. According to Tiff Mills, “I’ve learned the importance of team work and meeting deadlines with this class. As a group we have taken on a large project, so we have to work hard and be able to switch gears quickly in order to meet the deadlines and stay on track.”

As the semester draws to a close, and the campaign project wraps up, the team can feel confident about gaining new experience while helping those in need.

Until last year, Messiah College’s media heart did not beat in rhythm. The Swinging Bridge, WVMM radio, and the Clarion yearbook’s separation made Messiah’s media disconnected. But about a year ago, after months of planning, students and advisor Dr. Ed Arke launched The Pulse, Messiah’s combined campus media hub. Sharing a core team of leaders, The Pulse promotes interaction and collaboration to reflect the platform convergence and shared resources of today’s journalism field and to more effectively reach the student body.

The Pulse also offers its student employees invaluable experiences for future careers. Students use their skills to spread Messiah College news to professors, students, and other publics. One student employee, business manager and treasurer Brian Yawney, says, “The Pulse allows me to get a more focused picture of what the professional world looks like, and how to be a successful individual in that world.” Through his position, Brian deals with legitimate, “real world” businesses. He says, “When operating with outside businesses I must coherently communicate, speak honestly with the Pulse’s purpose and actions and practice financial transparency with my superiors.”

Beyond the obvious business learning, this experience has forced Brian to hold himself accountable, work well with a group, take responsibility for his actions, be professional, and be self-aware of self-presentation. He continues, “It’s always important to keep open eyes and open ears, to become more professional and thoughtful.”

One major media component of The Pulse involves WVMM 90.7, the campus radio station. Excluding the American Top 40 from its playlist, “The V” follows the current Indie/alternative music trends, giving it a unique market niche. Overcoming the challenge of making a name for itself, WVMM has to work with the business manager to promote events, stay up-to-date with the current music industry, follow FCC regulations with content and legality, and, of course, honor the community covenant.

The Swinging Bridge newspaper, another well-established Pulse entity, engages the largest team of student volunteers and paid positions. The editor-in-chief and various section editors gather content, write articles, and work with the The Pulse’s audiovisual department for photos and information. Exemplifying true collaboration,
the Swinging Bridge also shares design managers with The Pulse’s third component, the Clarion yearbook, who oversee and complete layout needs for both publications. Recently moving to an online format, the Clarion is a large-scale annual project that encompasses creative page and section design, article writing, photography, and conducting research with yearbook design.

Woven throughout The Pulse, social media plays a critical communication role in coordinating and disseminating information. Social media manager Abby Saunders monitors and updates The Pulse’s Facebook, Twitter, Instagram, and Pinterest accounts. From timely campus event posts to “live tweets” about Messiah athletics, social media keeps the campus “in the know.” According to Shannon Cochran, office manager for The Pulse, “We try to Instagram or pin something every week or so to keep us connected to the students. We also use social media as a way to ask the student body questions and remind them when The Swinging Bridge comes out. Social media is the heart of The Pulse!”

“In today’s world, TV, radio, and newspaper companies are relying on various social media outlets as a way to connect with their viewers or readers,” Cochran continues. “Social media bridges the gap between the journalist and the reader and allows the relationship to grow in ways that were not possible even ten years ago. We can not only gain feedback on stories and posts from readers on important news, but we can also use that feedback to fuel ideas for other news stories. All in all, it helps a journalist do his or her job even better, making news that much more relatable.”

Fast forward several years and The Pulse hopes to become a more established Messiah organization, with tentative plans to branch out to include other media such as a more active campus television station and other plans for growth and increased effectiveness. One thing is clear: The Pulse is already changing the face of Messiah College media.

**Internship Opportunities**

Did you know the Messiah College Internship Office maintains an online database of available internship opportunities? Visit the Internship Center website to find the latest positions in communication, broadcasting, film, public relations, media, and journalism.

For more information, check out the website, stop by the Internship Center near The Falcon, or contact mtrue@messiah.edu. Summer 2013 deadlines are approaching fast.

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Human turkey bowling? Superheroes in the COMM Department? Cinemablography’s on the latest flicks? Check out the COMM Department’s latest capers on our Facebook Page, and catch up today!
Cinemablography Shows Collaboration, Scholarship

Nick Hemming

After experiencing film courses in 21st Century New Media Literacy, Film History, and Latin American Cinema, a collection of Messiah College film students began a progressive project. Their efforts resulted in “Cinemablography,” a collaborative blog, digital archive, and online networking tool.

“Cinemablography is an ambitious pedagogic experiment,” said Dr. Fabrizio Cilento, faculty advisor and senior editor. By contributing to a film-based archive, Cilento believes, students learn to “write” with the camera, using practical skills to complete traditional assignments. “It was a moment in which theory and practice successfully converged, and I was impressed by their motivation,” Cilento added.

In the first issue of Cinemablography, Cilento challenged his students to take on a potentially infinite project. “2000s And Some,” an interactive map that documents “the tendencies of the new millennium,” shows a cinematic perspective on technology, information, industry leaders, iconic films, and film aesthetic. The project began with a dissection of film in the 2000s; careful analysis enabled the Cinemablography team to add content that dates back to 1941, an accomplishment that reflects patience, dedication, and thorough research.

Today, more than a year after Cinemablography’s introduction, the blog continues to produce innovative content, using each of its eight contributors to create movie trailer and film reviews, discus-
sions about directors, and a consistent social media presence. From web and graphic design, to filmmaking and editing, to communication conceptualization, Cinemablography offers an array of opportunities to apply classroom education and practical experience. “Cinemablography is conceived to fill a gap between popular culture and higher education,” Cilento continued, “and all its contributors hope that their work will foster a larger conversation on film.”

At the conclusion of the fall 2012 semester, the Cinemablography team—Colleen Dente, Mitch McClure, Rolando Vega, Sarah Stevenson, Caroline Phillips, Max Sacra, and Justine Robillard—submitted a 300-word abstract, project description, and online link to “Re:Humanities ’13,” an undergraduate symposium on digital media. Before long, the team received encouraging feedback; Re:Humanities ’13 will feature a presentation by Cinemablography team representatives at its spring conference. “I was pleased because Cinemablography is a collaborative faculty-student project, so I helped my students to conceptualize the material and coordinate their various ideas and voices,” said Cilento. “I am excited about the possibility of accompanying the students to the conference in order to support them.”

The conference, which will take place on April 4 and 5 at Bryn Mawr, Haverford, and Swarthmore Colleges, will explore “various aspects of multimodal storytelling and argument,” including work that engages multiple narrative platforms. During this time, three members of the Cinemablography team will interact with digital media professionals while learning to critique gaming narratives, transmedia storytelling, infographics and auditory experimentations. “There is always room for collaboration in the Digital Humanities,” Cilento continued, “and we hope to become a point of reference for U.S. undergrads who wish to publish innovative, online ideas in the future.”

Study Abroad: Across the Pond to England
Jess Kern

Excitement and anticipation ran through the minds of six Messiah students this past month as they packed their bags, retrieved their passports, and boarded their flight for Cheltenham, England. Out of the six Messiah students, three—Shannon Cochran, Lauren Landis, and Elizabeth McNeal—are representing the Communication Department on their semester long, study abroad experience. Junior PR major Shannon enthused about what the spring semester may hold and what she can learn overseas.

Although the semester just started, Shannon has already had the opportunity to experience how life in England differs from that in the US. Currently, she stays in a regency dorm within the University of Gloucestershire in Cheltenham. According to Shannon, dorm life in England isn’t quite the same as dorm life in Grantham. For one, roommates are not common, meaning Shannon gets a...
City Life and Learning Reels in Broadcasting Major
Nick Hemming

For Jeremy Zimmerman ’14, a year in Philadelphia has provided countless opportunities to “get plugged in.” Now in his second semester at MCPC, Zimmerman has made a commitment to community life, inner-city living, and, most of all, a practical education. “It was easy to see myself develop with skills related to my major,” he said. “My courses have focused on projects rather than theory or process… I’m more of a hands-on kind of guy, so these classes are really where I start to shine.”

When Zimmerman, a broadcasting major, arrived at the Philadelphia Campus last fall, he registered for four courses, including Media Production and Advanced Editing. The latter course tested Zimmerman’s flexibility, requiring him to work with Apple Final Cut Pro, an unfamiliar video editing software. “Advanced Editing, in particular, really pushed me to my limits, because I had never really worked with video editing before,” Zimmerman said. Several weeks later, during a series of interviews for a spring internship, Zimmerman noticed the benefits of his perseverance. “Both locations that offered me internships said they wanted me because I had put ‘film editing skills’ on my resume,” Zimmerman said, “a result of taking Advanced Editing and going outside of my comfort zone.”

“COMM” Fly with Me!

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• Watch for upcoming emails and Facebook posts for a date, place, and time

whole room to herself—something that those used to dorms may pity…or envy! In addition, Shannon commented on how students in England spend their “down time.” After just a few short weeks, she noticed an immediate difference from life at Messiah. “Students in England go out at night A LOT. Honestly, they see life differently than we do. These students live life to the fullest. It’s refreshing.”

Besides learning about lifestyle and culture, a good majority of Shannon’s spring semester will be spent in the classroom. She plans to use this semester to chip away at her general education requirements: “I am taking a lot of gen ed courses and an advertising course. I am looking forward to my gen ed courses because we get to meet a lot of students and I’m super excited to meet new people and converse with them!”

Moving forward, Shannon views this experience abroad truly as a once in a lifetime opportunity. With a whole semester ahead of her, waiting to be filled with new knowledge and unforgettable memories, Shannon hopes to learn more about the country as a whole, but especially more about herself. “Honestly, I’m looking forward to discovering myself. I want to grow in my faith and see how my faith works outside of a Christian University. I want to become a better version of myself.”
6:00 a.m. — The alarm’s shrill ring signals the start of a new day. Instead of hitting snooze for the third time, why not check Facebook? After all, social media never sleeps.

6:15 — Get ready for the day while listening to Pandora and tweeting about the day ahead.

7:00 — Check out the newest pictures posted on Instagram while programming the GPS for today’s destination.

7:15 — Your first “conversation” of the day finally arrives at 7:15 when you ask SERI to bring up the calendar for the day on your iPhone.

Sound familiar? This describes a typical morning for those heavily involved in the social trends of today. But while social media and the internet provide many benefits, when does being “plugged in” become too much?

Many people today claim they would “die” without their Smartphones. In fact, according to recent research, in 2012, the mobile device balance tipped—in the United States today, more people own Smartphones than traditional phones. Maybe this is due to the fact that with Smartphones, people can access just

**Connecting 24/7: Bane or Blessing?**

Jess Kern
about any aspect of their life in a simple finger tap—literally and appealingly having the world at their fingertips. People can answer work emails, complete class research, update social media, and achieve high scores on Angry Birds all on the same device. But, by taking advantage of this new phenomenon, and by remaining plugged in 24/7, what will users sacrifice?

This constant connection brings several problems, the first being that those engaged are perceived as trading human interaction or authentic communication for superficial communication. Even with newer trends such as Snapchat and Instagram that add a personal touch, communication over a mobile device can never replace face-to-face interaction. Expression, tone, and inflection should all play into a conversation, but typically remain absent when using a mobile device.

A second problem with being plugged in 24/7 is that it may lead to anxiety and feeling high-strung. Due to internet and mobile device dependence, our culture has developed a new addiction—constant stimulation. According to a study by CNN, 42% of mobile phone users say they use their phone for entertainment when they’re bored. This behavior has led people to form the habit of never allowing “down time” to enter their day. So, what’s the problem with super-stimulation? It creates anxiety when boredom arises. Gone are the days when people could allow their minds to rest or daydream; those moments are now filled with the newest Smartphone app.

While today’s connection trends certainly bring some great benefits, users need to realize the subtle sacrifices they make every day by remaining plugged in. But that doesn’t mean they should quit mobile technology “cold turkey” or completely. Instead, according to Communication Department Chair Nance McCown, users should consider employing several strategies to regain control of their mobile device dependence.

1. Track your device usage for a couple days or a week in a small notebook or journal. Identify high use times and times when you realize using your Smartphone was getting in the way of living in the moment or being fully present in a conversation or other situation. Also note times when your device was critical (in a positive way) to doing what you needed to do, such as checking a calendar, confirming plans with friends, looking up an important piece of information.

2. Plan “intervention” steps for reducing mobile device usage at least slightly. For example, when you wake up each morning, before reaching for the Smartphone to regain instant connection, take a few moments to give thanks for a new day, pray, and mentally prepare for the day ahead. Or, when in conversations or a social setting, intentionally keep your phone in a pocket or purse and resist the urge to check it frequently; instead, practice active listening and engaged communication. Discipline yourself to only play Angry Birds or Words with Friends at certain times of the day. And look around you! You might be amazed at what you’ve been missing by always looking down at your phone.

3. Accountability helps. Partner with a friend to check up on each other and remind each other to unplug from time to time. Consider developing a little signal known only to the two of you to indicate that it’s time to put the phone away. And brainstorm ideas together for ways to beat the “boredom” and avoid downtime anxiety.

“I’m just as guilty as the next person with my Smartphone dependency,” says McCown, “but I’m convinced I need to take charge of this instead of letting it dictate my life for me. I plan to follow some of these steps myself, and hope to grow from it.”

As technology continues to dominate our culture, learning to keep these new tools and trends in balance with other forms of communication will ensure a fuller life that’s more connected with other human beings—rather than with that little device in our palm.

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2013 Humanities Symposium

**Wealth: The Promises and Perils of Abundance**

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- Documentary and discussion led by Krista Imbesi, lecturer in communication
- **February 20, 6:30-8 p.m., Parmer Cinema**

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*Commraderie*
With a national title on their minds, basketball players and COMM Department students Jordan Seiz ’14 and Becca Albus ’14 departed for a weeklong tournament in San Juan, Puerto Rico. The unique experience—filled with a distinct blend of culture and competition—offered a new spin on a classic game. “The games we played in Puerto Rico resembled games we play every week in the states,” Seiz noted, “though the university’s gymnasium in Puerto Rico made the games feel more as if we were just playing ‘ball.’”

For Seiz and Albus, this unfamiliar setting, which included an open-air gym and a constant ocean view, provided an ideal opportunity to grow as a team. Now seniors, the pair have become natural leaders, watching a population of underclassmen grow beneath them. “It’s hard to get to know 19 other girls in the midst of other club and academic responsibilities,” said Albus. “We didn’t have those distractions while on the trip, so it provided a great opportunity to get to know girls we didn’t know as well.” With six first-years on a 20-student roster, the ability to step away—and develop significant relationships—proved highly rewarding. “Our team discovered the great value of friendship and what it means to be a team not only on the court, but off the court as well,” added Seiz.

The Lady Falcons opened play on December 17th against Bridgewater College, an unfamiliar opponent from northern Virginia. From the beginning, the Falcons controlled the tempo, setting up an eventual 57-37 victory. The team’s second match, against top-ranked DePauw University, provided a test of its own. “Playing a team like DePauw illustrated the great opportunities our team is capable of if we continue to work hard and execute,” said Seiz. Although the Falcons came up short against the Indiana-based university, the loss proved beneficial; Seiz and Albus both believe the experience will strengthen the team when it competes for the Division III National Title in March.

After a final victory against Division II Eastern Mennonite University, the pair began preparing for a final season—and a final semester semester—in Grantham. Albus, who will graduate in May with a degree in communication, has set her sights on a national championship. Her ambition, she believes, is within reason. “I see our team emulating a lot of the same qualities DePauw, which means we’re almost there,” she said. Seiz, who will join Albus as a 2013 graduate, will exit Messiah College with a degree in public relations. Although the conclusion of their season looms, neither student can fully comprehend the transition that lies ahead. “There have been moments when I think, ‘Wow, this is one of the last times I will be walking down to practice, or getting onto the bus for an away game, or praying after with the team,’” Seiz shared. “I feel very thankful and blessed to have been able to learn with such an amazing people within the women’s basketball program.”

For now, Seiz and Albus will continue to fight for national championship, savoring every moment of their senior season. “No matter what I am feeling,” continued Seiz, “I know that my time as a Messiah Women’s Basketball player will serve as some of my very favorite memories as a college student.”

Culture Meets Competition: COMMunity Seniors Shoot Hoops in Puerto Rico

Nick Hemming
Finding Tradition in a Digital World
Nick Hemming

In today’s digitally enhanced culture, traditional newsgathering reflects something of the past, a process reserved for the stubborn and headstrong. Today, news outlets target the overachievers, the multi-taskers and the go-getters, using pictures and videos to convey news stories. But does this new approach truly fulfill people’s need for news? Or does it simply take one more step toward an over-stimulated future?

Without hesitation, consumers have bought into the “instant news” effect, allowing slideshows, movie clips and still photos to dictate their news. Flipboard, one of the most popular news applications for smartphones and tablets, displays news in the form of a large photo headline. Several clicks deliver viewers to a full-length article, Twitter tweet, or blog entry. By the time they locate the story, they have already made a judgment, based primarily on the appearance of a still photo. Other common applications support the same trend: a loss of catchy headlines, punchy leads and thorough research.

This movement—common in social media-based applications—now extends into primary news outlets. A trip to CNN, BBC or MSNBC’s website reveals an abundance of video content, often without the presence of a written article. Although this format leaves room for creative broadcast journalism, problems still abound, as video clips often tell only a fraction of the story to reduce viewing time. What’s more, these formats seem to promote surface-based information over the once-detailed approach of traditional newspapers.

Now engulfed in a culture that values immediacy over comprehension—and visual prominence over literary expertise—today’s readers seem destined to evolve from news gatherers or analyzers to news observers. Undoubtedly, the world of smartphones and tablets and instant web access has provided countless ways to access news; consumers must now decide how to respond—a decision that may alter the course of digital news, forever.
Pursuing Two Passions: PR and Performance
Jess Kern

At one point or another, most people find themselves craving the opportunity to escape from their everyday lives to experience something completely different—the chance to reinvent and recreate. But only a select few actually get to live out such a fantasy. Through her involvement in theatre, sophomore PR major Katie Johnston has taken on the identities of some of the most beloved characters in fiction. She’s entered Cinderella’s castle, played victim to a cold-blooded vampire, stepped into the paws, fur, and feathers of five different animals, and seen Charlotte’s web up close and personal.

Katie’s theatre career began back in elementary school when she participated in church plays, first discovering her love for both singing and acting. This new passion motivated her to continue pursuing theatre in both middle school and high school, and eventually led her to her “big break” when she landed the lead in her high school musical—as a freshman! According to Katie, “…from that moment on, I knew I belonged on stage! I acted in every production after that and loved every moment of it.” Katie’s high school productions included Charlotte’s Web, Opal, Charlie Brown, Little Women, Scheherazade, Cinderella, Cheaper by the Dozen, and Once Upon a Mattress.

But Katie’s theatre experiences didn’t end with high school graduation. In fact, during her first semester at college, Katie landed a role in Messiah’s fall production of Little Women. After winning over the audience with her vain, yet lovable, personality as Amy March, Katie had made a name for herself in Messiah’s Theatre Department. This year, Katie played the innocent victim, Lucy Peveryl, in The Phantom, as well as five different animal roles in the spring production of A Year with Frog and Toad.

According to Katie, Messiah Theatre has provided her with the chance of a lifetime and she doesn’t take it for granted. She said, “I have learned to appreciate theatre even more, and grown so much through my time in Messiah College theatre. Showcasing my skills and performing at Messiah has been wonderful. It has been tons of fun, and I have built so many great relationships. I met some of my best friends acting on the Miller Auditorium stage.”

So, what exactly is the connection between theatre and communication, and more specifically for Katie, to PR? Katie hopes to combine both passions and use them alongside each other upon graduation from Messiah. “Having a degree in PR would show that I am able to deal well with media, and effectively communicate with different types of people,” Katie notes. “It would also show that I am multi-faceted, and value building and maintaining..."
relationships. I would love to do PR for Broadway or another theatre. Working with PR on Broadway would allow me to marry my passion for theatre and love for PR, which would be a dream come true.”

Maybe the chance to kiss Prince Charming, taste death by a vampire, or experience life from a frog’s point of view seems far-fetched to most, but for Katie Johnston it’s simply another day at Messiah—and a step toward a career dream.

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**Digital Production Class “Captures the Moment”**

Jess Kern

Capturing the moment... isn’t that the point of college? Students may view living in the present as exciting, but reliving their most memorable moments often offers great satisfaction. That’s the idea behind professor Krista Imbesi’s latest student film project: the Digital Production Dance Project.

According to Professor Imbesi, students currently taking her Digital Production film class are partnering with the students in Professor Gregg Hurley’s choreography course to produce three to four artistic visual interpretations of the dancers’ routines. These interpretations will capture the elegance of each dance in a professional, creative way.

How does collaboration of the two art forms work? Basically, groups of two to three dancers are paired up with video crews, consisting of about three to four film students. Together, the groups discuss how best to approach filming and editing—essentially answering the question, “How can we best capture this moment?” To aid in this process while promoting a learning experience, students use storyboards, lighting, glidecams, dollys, and other techniques during filming. And, it doesn’t end in the classroom...or in this case, on the dance floor. Professor Imbesi has high hopes for this project as she stated, “We’re hoping to submit the finished products to Splice: The Messiah College Student Film Festival (coming up on April 28), and they might also be shown in between live dances at an event later this spring.”

Students in both classes are buzzing about blending the two arts. Sophomore Mackenzie Alexander finds herself in a very fortunate position as both a film student and a dancer, noting, “Since I am in both classes, I see the value in working both entities of film and dance together. To me, the project is going to be one big dance; there is the physical piece, choreographed to be performed, but then there is also the dance of the camera in motion.” She added, “In each field, film or dance, you are working towards visually portraying a message. Not only is this a practical way to get experience doing so, but it is also a chance to collaborate with new people.”

“It was exciting to see my Digital Production students meet with the Choreography students and start to combine their ideas into one artistic piece,” said Professor Imbesi. “I think they were able to relate to each other artistically because the act of creating movement for the body is similar in many ways to the act of creating camera movement. It will be interesting to see how the camera motion, lighting and setting will mimic and enhance the tone of the dances.”

Imbesi hopes projects like this will become more common in the future, noting, “I believe that cross-discipline collaborative projects allow students to view their own field from an outside perspective, as well as find ways to relate their work to other fields of study.”
In January, public relations students Nick Lee ’13 and Beckah Griffin ’13 stepped into a world of unfamiliarity; for three weeks, the pair traveled through Costa Rica and Ecuador, respectively, embarking on in-depth studies of their new cultures. “Life in a culture so different from my own was in and of itself a challenge,” began Griffin, who studied in San Jose, Costa Rica. “Certainly, being in Costa Rica from day one—and finding myself overwhelmed with the behaviors and general atmosphere of the country—was stretching.”

Along with faculty advisor Vince LaFrance, Griffin and 23 other Messiah students visited local businesses, experienced excursions to the beach, and stayed with a local Costa Rican families during a five-day homestay, all the while hoping to gain a new understanding of the country’s economic and cultural structure. “My own homestay experience was intensely rewarding,” continued Griffin. “My family was hospitable and friendly—which is fairly indicative of most of the culture.”
For Griffin, the journey to Central America—and the challenges it offered—presented a once-in-a-lifetime growing experience. “A lot of the ‘culture shocks’ I faced were richly rewarding after I got used to them, but it was the initial discomfort that was sometimes very hard to deal with,” she concluded. “Costa Rica is a small country of some of the most wonderful people I have ever met in my life.”

While Griffin experienced the stunning natural landscape of northern Costa Rica, Nick Lee studied several hundred miles south in Quito, Ecuador, the capital city. While in South America, Lee and his team of eight Messiah students attended the Andean Center for Latin American Studies, a Spanish school in the heart of the city. Throughout the experience, Lee and a fellow Messiah student lived with a local Ecuadorian family. “We would often switch between English and Spanish when we talked with our host brothers, but we always had to communicate in Spanish with our host parents,” Lee noted. “These growing experiences were frustrating at times, especially when it was difficult to communicate with our homestay parents.”

From 9 a.m to 12 p.m., Lee and the fellow students took part in daily class lectures, which led to afternoon excursions through Quito. For the final four days of the trip, the Messiah team traveled to the Galapagos Islands, a volcanic archipelago on the pacific side of Ecuador. “It was an absolutely beautiful area,” Lee added.

The unfamiliarity of a new country stretched Lee into a unique period of growth. “We experienced a com-
Digital Media Senior Capstone Course: Pioneering YouTube
Jess Kern

Think “YouTube.” What comes to mind? Possibly the words “entertainment,” “communication” or the ever-popular slogan, “broadcast yourself.” Now consider a new possibility: “entrepreneurship.” Although most people look to the video-streaming website for fun and entertainment, some consider it a consistent form of income. In fact, these “professional YouTubers” can make a successful living simply by uploading video content onto YouTube. This spring, digital media seniors have the opportunity, through their senior capstone course, to dive deeper into the world of YouTube entrepreneurs and evaluate the success of such individuals.

Through the “Pioneering YouTube” project, digital media seniors, under the guidance of Dr. Fabrizio Cilento, are investigating how YouTube entrepreneurs stage themselves on YouTube, what makes them successful, and how their use of various forms of social media affect their success. Students also established five main goals they hope this project will accomplish: analyze and critique what makes a YouTuber successful, discuss the convergence of social media (how the user utilizes Facebook, Twitter, YouTube and their website to draw people to their videos), investigate specific videos and how they are representative of the channel, analyze the evolution of the channel from inception to current state, and find a connection between the YouTuber and traditional media. As Fabrizio and his students begin to find information, they plan to publish it through both interactive papers and via their website and their personal YouTube channel.

According to senior Alex White, who acts as the student leader for this project, “…from my perspective, this project is very exciting. Every step we have taken in the project has been a joint effort and he has facilitated many of my ideas. Much of the class seems interested and very positive about the project. It seems like something they all enjoy doing as YouTube is a relevant topic in digital media.”

As YouTube entrepreneurs continue finding success by “broadcasting themselves,” digital media students will keep exploring this “new” media. Keep an eye out for Pioneering YouTube’s website to launch early this summer!
“Splice” Film Fest Showcases Student Work
Jess Kern

On April 28, the Communication Department and the Center for Public Humanities proudly hosted the 2013 student film festival. Although in years past the event has flown a bit under the radar, this year, the Department revamped the festival, making it more official. It even sported a new name—Splice: The Messiah College Student Film Festival.

With the help of enthusiastic film and media arts majors as well as the Department’s event planning practicum students, word about the event spread quickly around campus through various means of promotions. With the huge build-up, the pressure was on for Splice to truly deliver, and it did not disappoint, featuring a red carpet entrance, photo booth, and awards ceremony.

Opening with first-year work and class work, the festival screenings continued up through senior films. Showcasing a variety of genres including documentary, neo-noir, art/experimental, and 16mm, the event concluded with “Palace,” an honors project directed by senior film student Rolando Vega. According to film and media arts lecturer Krista Imbesi, “Our students have spent countless hours planning, producing, directing, editing and collaborating with each other to create these pieces, so it’s exciting to be able to celebrate that hard work and screen them for an audience.”

At the end of the night, a team of judges awarded five different honors to certain students for their outstanding film entries. Melody Ritchey took “Best Screenplay” with her film “Taken.” Best Cinematography went to Mackenzie Alexander, Sarah Stevenson, Heidi Sheppard and Will Colfelt for their film “Heaven’s Music Box,” as well as to Rolando Vega for his film “Palace.” Best Editing went to Mitch McClure for “McFly,” and Best Documentary to Caroline Phillips for “Just a Taste.” Finally, the audience voted McClure’s film “McFly” as Best Film.

Excited about his award and relieved to finally screen his film with an audience, senior Rolando Vega said, “There’s a certain high-quality polish to [Palace] that really makes it stand out and compete with higher budget films. I think the people at the festival saw that and I think the film received a well-deserved Best Cinematography award because it was so visually stunning. I’d like to give a special shout-out to 3rd year student Mitch McClure, the cinematographer of Palace, for making the film look so beautiful.”

According to Vega, the night was a huge success. “It was so great to see all of the wonderful student work we have coming out of the film program being shown in one place.”

Splice finished in style with a reception to honor the student filmmakers and their crews. As family, friends, and even a few film program alumni gathered in Howe Atrium, the buzz continued, celebrating great student work and anticipating the program’s bright future.
For Ethan Eshbach ’14, experience in higher education marks the beginning of a cyclical journey. Now interning with Messiah’s Advancement Division, Eshbach looks forward to a future in financial planning and, ultimately, a return to higher education.

During the summer of 2012, Eshbach earned his first exposure to the financial world, experiencing an internship in Office of the Vice President for Advancement. This role enabled him to conduct donor visits, gain insight into planned giving and financial planning techniques, and provide assistance to the Office of Marketing and Public Relations. For the early childhood education major, the communication experience hit home; Eshbach changed his major to public relations in January 2012. “After seeing how things worked in this realm of college business, I reassessed my vocational goals,” he said. “I would love to continue working in development and fundraising or financial planning in the future.”

From a short-term perspective, Eshbach has already accomplished his goal. The Dillsburg native accepted a second internship this semester, targeting a role in annual giving. Though he continues to work in the Advancement Office, Eshbach’s new position focuses on public relations writing, offering experience in campaign strategy and donor communication and stewardship. He uses his public relations education on a daily basis. “Whether it be a phone call, a donor interview or a stewardship letter, I must think of everything PR professionals think of when they complete their mainline PR jobs,” he said. “Development and fundraising, like public relations, is all about relationships.”

Now just one semester from graduation, Eshbach plans to use his undergraduate experience to develop a full-time career in the field. His background in higher education will lead the way. ‘My highest goal is to become a college administrator,” Eshbach concluded. “This opportunity would blend all my vocational passions: communication, mutually beneficial relationships, fundraising and leadership.”

Deer Valley Service Trip: A COMMunity Tradition

On April 18th, Dr. Ed Arke led more than 20 COMMunity students to serve at the Deer Valley YMCA Family Camp in Western Pennsylvania for Messiah’s annual Service Day.
As a student engaged in a “fast-paced, deadline-driven industry,” broadcasting student Jess Oldja ’13 has uncovered her niche. Currently interning with ABC27’s sports department, Oldja feels prepared to step out of Messiah College and into the sports production world, using her internship as a beneficial first step. “ABC27 has given me a clear picture of what to expect,” she says, “as I use my job search to pursue a position in sports production.”

In February, during the early stages of her internship experience, Oldja’s responsibility focused on logistics. She worked as a recorder during local basketball games, logging each player’s stats, taking note of highlight-reel baskets, approaching the winning coach for an interview and typing a script for the anchor to read on-air. “The smaller tasks I am responsible for allow me to ease into the industry and advance my abilities,” Oldja adds “I can now write scripts quickly and efficiently and keep accurate records of games, tasks that have prepared me for increased responsibility.”

As the semester continues, Oldja anticipates an increased work load, enabling her to produce baseball segments from start to finish. Her end product will air on ABC27’s 11 p.m. sports show. “This responsibility will allow me to gain hands-on experience and help build my portfolio,” Oldja says. “But it’s very difficult to succeed when you do not first take time to develop the necessary skills.”

Even through logistics—and two months of exposure to a major media studio—Oldja has discovered value. Her supervisor, who works as the director of ABC27’s sports department, constantly observes his team to gain a better understanding of their collaboration efforts. Although each employee holds a specific role, their work must come together to create a seamless final product. “Through my internship, I learned that production requires a lot of trust in team members to complete work on time,” Oldja says. “Sports production is not a one person job; strong collaboration produces quality content.”

By working through the logistics, Oldja has moved beyond the first step, anticipating a successful future in sports production.

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Q&A with Rachel Scarborough
Nick Hemming

Junior PR major Rachel Scarborough spent the Spring 2013 semester studying in Nashville’s Contemporary Music Center. Commaderie caught up with Rachel to learn about her experience.

What motivated you to study at CMC?
I owe a very large part of my decision to Dr. Nance McCown, who has been my adviser for the last three years. In the fall of my junior year, after finishing an internship that I wasn’t certain about, she suggested that I look beyond the corporate public relations world for a career that I wanted to pursue, landing me with
Into the City: New York
Nick Hemming

On April 11 and 12, five COMMunity students traveled to New York City during Messiah’s semesterly “Into the City” networking event. Site visits included Ketchum PR, charity: water, Good Morning America and Perry Ellis (pictured). With networking experience, new perspectives on life and work and insight into the rigorous path to inner-city success, these students earned a first-hand understanding of New York’s professional scene.
Congratulations and many blessings to our graduating seniors! Thank you for being a special part of our COMMunity.

Becca

**Rebecca Albus**

- **Major:** Public Relations  **Minor:** Business Administration  
- **Hometown:** Palmyra, Pa.  
- **Advice:** Don’t take these college years for granted! The phrase “It goes by fast” is an understatement.  
- **Future Plans:** I see myself working in the Marketing or Communication department of a corporation.

Amy

**Amy Besserer**

- **Major:** Communications  
- **Hometown:** Sterling, Va.  
- **Advice:** Explore! Do internships and take every opportunity you can to learn so you can figure out what it is you really want to do and are passionate about. I started out as a Broadcasting student and now I’m going to grad school to become a school counselor. God will surprise you with a different plan so be prepared and willing to go wherever He wants you to go to use your gifts.  
- **Future Plans:** I see myself working in a high school or middle school as a school counselor...and hopefully married.
Matthew

- **Major:** Film and Media Arts
- **Hometown:** Glens Falls, N.Y.
- **Advice:** Read your textbooks. Literally.
- **Future Plans:** Changing the world through film.

Clayton

- **Major:** Communication
- **Hometown:** Landenberg, Pa.
- **Advice:** Develop good/real relationships with your professors
- **Future Plans:** In five years, I see myself with a master’s degree in counseling, moved out into my own place, and enjoying my job.

Jake

- **Major:** Film and Media Arts
- **Hometown:** Cheshire, Conn.
- **Advice:** When looking for an internship or work, talk to your alumni connections. There will always be someone willing to help you out.
- **Future Plans:** I see myself in a mirror.
Sammie

- **Major:** Communication
- **Hometown:** Gaithersburg, Md.
- **Advice:** Be passionate about your work and about those around you. STUDY ABROAD. Pursue relationships (friends, family, etc) that will last after college.
- **Future Plans:** Honestly, I was a completely different person five years ago than I am now. I would like to have a family of my own, a career I’m happy with, and a satisfaction with life overall. For now, I’m just going with the expected and unexpected changes.

Sarah

- **Major:** Broadcasting **Minor:** Sociology and Anthropology.
- **Concentration:** Journalism
- **Hometown:** Pittsburgh, Pa.
- **Advice:** Don’t cram your schedule full of everything: you won’t enjoy any of it. Pick a few clubs/extracurriculars and be their star member. Don’t take 18 credits every semester unless you have to. Don’t buy into the belief that college is the best years of your life. Build a life for yourself where the best years are yet to come.
- **Future Plans:** In five years I see myself getting a master’s, either in Journalism or Theology

Drew

- **Major:** Communication
- **Hometown:** Macungie, Pa.
- **Advice:** When I was deciding whether or not to major in communication, Kate Quimby told me to flip through the course catalog and find what spoke to me. I would advise underclass students to do the same: find first and foremost what speaks to you and energizes you. You’ll figure the rest out along the way. I would also recommend getting exposure to as many work environments as possible to figure out where you fit.
- **Future Plans:** I see myself in a role that involves teaching, empowerment, and connection. This is a broad vocation that I could see playing out in many contexts, including higher education, public relations, or human resources. I also hope to have attained a graduate degree in five years.
Beckah

• **Major:** Public Relations  **Minor:** Business Administration  
• **Hometown:** Mifflinburg, Pa.  
• **Advice:** Don’t burn yourself out. Learn how to budget your time so that you find a balance in your academic, social and work life. Make sure to set aside personal time and don’t let anything take you away from those 15 minutes for YOU.  
• **Future Plans:** I see myself on an U.S. Army post, with a few children, supporting my husband, Trevor Flanick, in his military career. Hooah U.S. Army!

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Nick

• **Major:** Public Relations  
• **Hometown:** Newtown, Pa.  
• **Advice:** Be very intentional about internships! During my job search, I increasingly found that professionals landed jobs with previous internship sites. At the same time, don’t fear a post-graduate internship, especially if you want to land in a major city.  
• **Future Plans:** I see myself working in nonprofit communications, developing innovative campaigns to raise awareness and build relationships.

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Emma

• **Major:** Film and Media Arts  
• **Hometown:** Chester, Vt. 
• **Advice:** Get involved! Join projects, clubs or events that might be out of your comfort zones—those are what make your college experience so rich with opportunities. Don’t be afraid of embarrassing yourself; those scenarios make the best stories!  
• **Future Plans:** I see myself debt free, with the hair of my dreams! In all seriousness, I have no idea where I’ll be in five years, and that’s what’s so exciting!
Senior Profiles

Kris  
Kristopher Lokos

- **Major:** Broadcasting  
- **Minor:** Sport Management  
- **Concentration:** Broadcast Journalism  
- **Hometown:** Damascus, Md.  
- **Advice:** Make sure you get your work done, but also make sure that you spend as much time with friends as possible. After these four years, you won’t ever be able to see them as much as you’d like, so make sure you do it now.  
- **Future Plans:** In five years I’d like to see myself in a job in the area that I want to spend my professional career (I’m still not 100% sure what field that is), and happily married.

Tiff  
Tiffany Mills

- **Major:** Communication  
- **Concentration:** Public Relations  
- **Hometown:** Hughesville, Md.  
- **Advice:** Make the most of your summers with internships, jobs, or even volunteering your communication skills. My employer said that’s what made me stand out amongst other applicants.  
- **Future Plans:** I see myself with a master’s degree and and closing in on my dream job in the government. I also wish to start a family, and volunteer any free time by providing communications/marketing service to my church or another nonprofit.

Emily  
Emily Mohler

- **Major:** Public Relations  
- **Hometown:** Lancaster County, Pa.  
- **Advice:** Make the most of your college experience: study abroad, go to the Philly campus, have a leadership role, go to Baker’s, relive freshman year, get lots of internships. But most importantly, learn about yourself. Over the past four years, I have learned so much about myself and I feel ready to take on my small part of the world.  
- **Future Plans:** In five years, I hope to be practicing public relations in a global nonprofit organization.
Senior Profiles

Jess

• Major: Broadcasting
• Minor: Business Administration
• Concentration: Media Studies
• Hometown: Totowa, N.J.
• Advice: Never stop getting to know new people. Your group of friends might be great, but there are amazing people at Messiah and so much you can learn from them. When else are you going to be surrounded by so many people your age?
• Future Plans: In five years I see myself in a career I didn’t necessarily plan on, and loving the opportunity.

Kelsey

• Major: Broadcasting Production
• Minor: Psychology
• Hometown: Belleville, Pa.
• Advice: Work hard, have fun, build relationships not only among your peers but also with professors and faculty. Study off campus for at least a semester or two or three (like I did). It will help you grow, learn, and challenge you more than you expect it to.
• Future Plans: I see myself living in the greater Nashville area working in the music industry or at a nonprofit organization. Ideally I will be working in a job that requires a lot of travel and interactions with others.

Elizabeth

• Major: Communication
• Hometown: Mechanicsburg, Pa.
• Advice: Experiment and don’t limit yourselves. Take trips to apply what you have learn at some point in your college career and get real world experience.
• Future Plans: I see myself in Nashville working in the music industry with artists.
Senior Profiles

James

• **Major:** Journalism
• **Hometown:** Forest Hill, Md.
• **Advice:** Don’t be afraid to take risks. I think experience is actually more valuable than simply going for straight A’s. Load up on internships and try if at all possible to go abroad for a semester or two.
• **Future Plans:** Successfully freelance writing about a diverse series of topics and hopefully being married with kids on the way.

Abigail

• **Major:** Journalism **Minor:** Sociology and Anthropology
• **Hometown:** Norwalk, Conn.
• **Advice:** Take every chance you can to find out about other people’s stories and cultures, whether that means being adventurous and studying abroad or having a genuine conversation with a classmate.
• **Future Plans:** I see myself hopefully working for a cause I’m truly passionate about and advocating for the marginalized or those who’ve lost their voice in society.

Jordan

• **Major:** Communication **Minor:** Business Administration
• **Concentration:** Public Relations
• **Hometown:** Pipersville, Pa.
• **Advice:** Take the time to get to know the people around you. There are some pretty amazing people at Messiah!
• **Future Plans:** I see myself happy in a position with a company that enables me to grow as a person and employee. I also see myself happily married and starting a new life with my husband.
Zach

Zachary Specht

- **Major:** Broadcasting
- **Minor:** History
- **Hometown:** Hamburg, N.Y.
- **Advice:** Take advantage of the inexpensive trips and outings that happen around campus. Four years goes by too quickly and creating lasting memories with friends is one of the best things I have done!
- **Future Plans:** I see myself working for a professional sports team in some capacity. Whether that might be journalism, promotions, or something else, I am looking forward to what the future may hold!

Rolando

Rolando Vega

- **Major:** Film and Media Arts
- **Hometown:** Bayamon, Puerto Rico
- **Advice:** Get experience wherever you can. You need to build up that experience and portfolio so that someone will hire you. A great way to get experience is by surpassing standards for class projects. Finally, start a senior film early. *Palace* was an intensive film-making workshop but it was the most rewarding experience. Most importantly, don’t forget to have fun doing it all.
- **Future Plans:** I see myself working in film or television, perhaps producing or directing projects.

Ashley

Ashley Wood-Tiner

- **Major:** Film and Digital Media
- **Hometown:** Bridgewater, N.J.
- **Advice:** Take advantage of as many opportunities that Messiah can provide, especially study abroad programs
- **Future Plans:** In five years, I see myself becoming fluent in Spanish and preparing to work for a Latin American non-profit.
Department Reels in New Professor
Emily Carter

Originally from Langley, a small town situated outside Vancouver, British Columbia, Professor Nathan Skulstad caught the film bug while studying theatre at Trinity Western University. “I went to a Fine Arts school throughout elementary and high school, so I was always involved in the arts and storytelling, but it wasn’t until I was studying at TWU that I realized the possibility of film.”

A few years after graduating, Skulstad found himself at Capilano University to study Documentary Film and Media, and he went on to obtain his MFA in Film and Video Production from York University in Toronto. Inspired by the film, Magnolia, written and directed by Paul Thomas Anderson, Skulstad notes, “It is such a complex and beautiful film. It spoke to me emotionally, but I also wanted to understand how to read and make films as layered and powerful as this.”

Before moving to Messiah with his wife and two-year-old, Skulstad completed projects for the Vancouver Olympics, Amnesty International, and A Rocha, a Christian conservation group. “Besides being a starving but well-hydrated artist/barista, I’ve done a variety of work as a filmmaker on independent films, theatre, and new media projects.” Additionally, he taught classes in film, digital media, and English at universities and private institutions in South Korea and Canada.

When asked about his filmmaking style, Skulstad explained, “I am a big believer that content should shape form; however, I also recognize that my taste, interests, and experiences influence the kind of work that I lean towards.” Throughout his schooling, Skulstad was influenced by respected filmmakers Albert Maysles and Thomas Riedelsheimer, as well as Canadian filmmakers associated with the “Escarpment School” of filmmaking. Right now, Skulstad devotes most of his energy to documentaries because he loves the freedom associated with that genre. However, he still dabbles in fiction work, and he served as Director of Photography for a film that screened at the Art Gallery of Ontario last year.

Intrigued by the idea of fusing questions of faith and the human condition to his work as a filmmaker, Skulstad chose his recent documentary, Imago Dei, to depict an Orthodox Iconographer who explores the implications of being made in the image of God. “Each film is special for...
Say Farewell to Philly
Sarah Goldy-Brown

After 45 years, the time has come to say farewell to Philly. Messiah College’s Philly Campus at Temple University began in 1968 and, due to prioritizations and fiscal stewardship, in the spring of 2014 will see its end. Although the Department of Communication will miss the wonderful opportunities in this urban setting, we also look forward to the start of self-sustaining programs in Grantham for journalism, broadcasting, and film and media arts majors.
designated section of Temple housing; Messiah and Temple administrators are currently working out details regarding this option. For those students not wishing to attend Temple, they will now fully complete their degree in Grantham. Looking towards 2015-2016, Messiah administrators are considering the potential for a Temple University program to join the College’s list of external program options, currently under review to determine which programs best support the College’s mission.

Although the city of Philadelphia afforded MCPC students numerous internship opportunities, many internship settings have always been available in the central Pennsylvania region as well. Currently, the Department of Communication, in conjunction with Messiah’s Internship Center, is vetting additional organizations to further increase internship placements in the greater Harrisburg and capital regions. The department and the Intercultural Office are also partnering to locate new and exciting national and international summer internship programs. For film and media arts majors, Temple’s Los Angeles film internship program, completely separate from MCPC, will still remain open as a summer internship option.

As the department transitions away from Philly, we hope our new faculty, new facilities, new equipment, and new curriculum will attract even more students to our strengthened Grantham program — and our COMMunity.

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Twitter and Facebook Adapt to User Trends
Sarah Goldy-Brown

Has Facebook seen its time with the younger generation? Recent studies show that more and more middle-aged adults now use Facebook. In fact, adults age 45 and older make up 45% of all Facebook users (Dukas PR). That explains the “poke” from Aunt Sally and the misused abbreviations left by Grandma on all of her granddaughter’s pictures.

Generation Y now perceives Facebook as a way for the adults in their lives, mainly family members, to keep tabs on them at all times. As Facebook trends higher among the older generation, the younger generation seeks asylum on many other social media platforms, specifically Twitter. In fact, according to Socialnomics, the average age of Facebook users increased from the years 2010-2012, while the average age of Twitter users decreased.

Recognizing Twitter as a more direct competitor, Facebook this past summer attempted to gain back lost active users by introducing the hashtag — which serves as a way to categorize posts so that users or businesses can use them to generate higher likeability and sharing. Although a plausible attempt, the use of hashtags on Facebook has failed to catch on.

Edgerank Checker, a renowned Facebook analytics company, recently concluded a study in which viral reach for Facebook posts using hashtags appears significantly lower than those without hashtags. By comparison, tweets using a hashtag the likelihood of being “retweeted,” the Twitter equivalent to viral reach.

For a generation characterized as upbeat, confident, engaged, and receptive to new ideas, Generation Y gravitates towards Twitter. On Twitter, users can publish every single life thought, directly connect with celebrities and friends, and embrace sarcasm. Twitter removes the privacy of Facebook, allowing users to engage with those they most likely do not have an offline relationship. Sophomore Spencer Kondak expresses that on Facebook people often feel obligated to accept all friend requests from people they know and therefore those “friends”’ posts appear in their newsfeed. Kondak states, “I prefer Twitter over Facebook because I can just follow people whose tweets I genuinely enjoy reading regardless of whether or not I know them.” In essence, Twitter provides a platform for Generation Y to flourish.

Dr. Ed Arke, Professor of Communication, agrees that Twitter attracts the younger generation but cautions users to use the privacy settings on Twitter (yes, they do exist!) at least to some extent. Twitter users must also remain media literate and think twice before tweeting because, in most cases, anyone can
Summer Internships Boost Communication Skills
Emily Carter

As students return to campus, the excitement of summer hangs in the air. Several Communication Department students, inspired to put their knowledge into practice, used their breaks to the fullest by participating in internships.

Sophomore public relations major Sarah Goldy-Brown secured an internship with the North Eastern PA Red Cross, headquartered in Bethlehem, Pa. When the company’s Director of Communication went on vacation, Sarah took over the task of managing 17 Facebook pages for 13 chapters of the NEPA American Red Cross. “The most surprising part about my internship was the amount of time it takes to upkeep Facebook pages. Seeing as I currently run 17 of them, it requires a lot of time to choose what to post, when to post, and to which pages to post what. It also takes some work to word posts in a way that will create more buzz and initiate the most dialogue between the organization and its publics.”

Sarah was also responsible for submitting and writing all website updates. Her favorite part of the internship was participating in the NEPA regional road tour. During the event, she served as the communication contact and took pictures and video for the company’s social media sites. “The biggest thing that I have learned thus far from this experience is how crucial having a vast skill set it is. Just over the past couple months I have utilized social media skills, photography skills, video editing skills, Photoshop skills, writing skills, event planning skills, and many more. Many of those skills I did not learn in the classroom but rather gained them on my own by intentionally investing time into developing them.”

Because of Sarah’s hard work, NEPA has decided to launch a communication internship program. Today, she continues her work with the Red Cross by updating the company’s Facebook pages and media lists.

Senior communication major Susan Ryder also recognized the value of honing an arsenal of communication skills during her internship with Church World Services. Based in Lancaster, the company partners with churches and organizations to assist refugee and immigrant communities in Central Pennsylvania. Working as a Job Development intern,
Susan helped clients create job opportunities through employee outreach. She commented on how quickly her duties changed each day. “One minute I could be working on a jobs list or employer flyer and the next I could be taking a client to fill out employment paper work.”

Susan’s favorite part of the job was working individually with clients, taking them to interviews and assisting with interpretation of applications. “I met people from Iraq, Cuba, Ethiopia, Somalia, Nepal, and Bhutan. The biggest thing I learned was that people are people no matter where in the world they come from.” She realized that each refugee has a unique story to tell. “These folks find themselves in a completely foreign circumstance, many times separated from family, trying to make a future for themselves.” Through the internship, Susan gained assurance by accomplishing previously unfamiliar tasks, such as mail merge and designing pamphlets. “I guess that confidence is what they call a transferrable skill!”

Beth Seiter, a sophomore studying public relations, excitedly tackled an internship position with Element Six Creative Group, which specializes in print, multimedia, and visual branding. Beth explained that the company is structured, so employees manage both studio and accounts aspects. “I did many odd jobs around the office, but my main responsibility was aiding the project managers in their jobs as well as getting all visual work into the studio.” She exercised her PR skills by maintaining the company’s social media presence and participating in photo and video product shoots.

A highlight of Beth’s internship was being able to structure and create a crucial part of a medical app the company designed and translated into different languages. “I really loved learning how ads, websites, and apps were created and the process it needed to go through.” She shared, “Never ever feel comfortable in what you think you know. There was always something new and different every day, and just when I thought I might have finally gotten a grasp on what I was doing and gotten a rhythm, I was astonished by finding out something totally new.”

Looking to build your resume by taking part in an internship? Beth warns, “Don’t think you will find an internship by sitting around and waiting for those career fairs to roll around like I did. Look at companies that interest you. Search in the area where you will be living for companies, read their website and contact them — ALL of them!” Susan recommends taking advantage of Messiah’s Career and Internship Centers. “They have the expertise to guide you in the right direction, offer support, and help with resumes and cover letters.” If you are having trouble securing a position, Sarah suggests volunteering with a non-profit organization. “Not only will you gain valuable hands-on experience, but you will also build your networking skills and could land yourself an internship with that organization.”
Mackenzie Alexander  
*Junior, Film and Media Arts*

“Get to know your advisor and upperclassmen in your department; network! Both can give you connections for the future, answer questions and lead you to new opportunities. Upperclassmen can refer classes, give you hints and sometimes even allow you to work on their projects (which is a great learning experience for film majors). Advisors give great advice when you’re in a scheduling rut, so don’t hesitate to plan ahead with them.”

Tim Chamberlain  
*Senior, Broadcasting*

“I wish someone would have encouraged me to work ahead in my classes. Once you get that first push out of the way, it’s easy to stay a little ahead, the stress goes way down, and you have more time enjoy fun stuff like a radio show.”
Anthony Watkins
Sophomore, Digital Media
“My piece of advice for you would be to NOT wait until very close to the mid-term or final to start filling out your study guide (or to start studying in general). I strongly recommend working on your study guide as soon as the professor gives it to you and gradually filling it out day-by-day. This saves you ALOT of time the night before the exam and actually helps you study along the way.”

Brittney Radford
Junior, Public Relations/Marketing
“Be willing to do things that make you uncomfortable — whether that means to taking a leadership role, using your talents to serve, or attending COMMunity events even when none of your friends are — because it’s that kind of stuff that truly makes you connect. College has a ton of opportunities, but only if you choose to pursue them.”

Will Colfelt
Junior, Film and Digital Media
“Knock out as many Gen Eds as you can freshman year. That way you don’t become a senior in a class full of freshman. Get involved in Rec/Club sports or join any club on campus because that is a great way to meet people your own year and older students as well.”
COMM Alum Kim Lawton Earns Distinguished Alumna Achievement Award

Emily Carter

At the Homecoming Reunion Celebration Banquet on Oct. 18, communication alum Kim Lawton (’85) humbly accepted the Distinguished Alumna Achievement Award. Each year, the office of alumni relations salutes alumni who have made exceptional contributions to society or Messiah College. In particular, the Distinguished Alumna Achievement Award recognizes a lifetime of vocational accomplishment that reflects the mission of the college.

Currently working in Washington, D.C., Lawton serves as managing editor and correspondent for PBS’ Religion and Ethics Newsweekly, a news-magazine format show that she helped to start in 1997. “We recognized that there was a need in mainstream media for coverage of religion that was intelligent,” says Lawton. The program, which reaches 275 stations, highlights the importance of religion in politics and people’s lives, without advocating a particular religion.

As a correspondent, she has traveled to 40 countries, including Turkey, Israel, Italy and several African countries.

After being offered an entry-level position at a radio network in Philadelphia, Lawton made the decision not to return to Messiah for her final semester. Rather, she completed her degree through correspondence courses and managed to kick-start her career at the same time.

When asked to describe a day at work, Lawton responded, “There is no typical day.” She fulfills both internal and correspondent roles for Religion and Ethics Newsweekly. Kim relayed that because the show covers news, she has to be aware of what’s happening. “I cover wide array of topics because religion touches on everything from politics and pop culture to foreign affairs and Supreme Court cases.”

As a first-year student at Messiah, Lawton knew she wanted to travel, but she was puzzled about choosing a major. Recognizing that she enjoyed talking, her father suggested that she choose communication. At first, Lawton took foundational communication courses. Then, in the fall of her junior year, she took part in the American Studies Program, where she spent a semester in Washington, D.C., working at a radio news network. It was then that Kim developed a passion for journalism.

In this issue... Alumna Honored 1 Study Abroad 2 Into the City 3 Alumni Spotlight 4 Lambda Pi Eta 5 Miles For Smiles 6 Fall Frenzy 6
Lawton’s favorite part of the job is meeting people where they are, discussing their concerns and passions, and telling their stories. “I love seeing first hand religion in action.,” she shares. “Faith motivates people.”

Lawton recognizes that Messiah’s commitment to integrate faith and learning as well as the enriching opportunities the college offers have prepared her for her current position, adding “Faith is part of who you are, no matter what you do.”

Upon hearing that she had been selected as the winner of this year’s Distinguished Alumna Achievement Award, Lawton exclaimed, “Oh my gosh! I’m getting a lifetime achievement award already. It’s a great honor!” She feels humbled to receive the award and admits, “I hope I have a lot more to accomplish!”

Lawton urges students, “Don’t be afraid, but be realistic. The world of communication is changing rapidly, and we don’t know where it is going to end up. It’s exciting, but troubling at the same time.” She advocates connecting with others to tell their stories and encourages journalists to maintain their standards of excellence.

**Study Abroad Brings New Perspective**

Kaitlyn O’Connor

Kaitlyn O’Connor, a junior majoring in public relations, shares her thoughts about her fall semester abroad in Cheltenham, Gloucestershire.

Studying in Cheltenham, England, has been such a wonderful experience for me thus far. At first the adjustment was difficult because it was so much independence all at once, but now I couldn’t be happier here. Some major things I had to get used to may sound pathetic, but included cooking for myself and allowing a half hour to walk to class since the campuses at the University of Gloucestershire are so spread out. Besides these minor speed bumps in the beginning, it has been smooth sailing since.

I love studying here in Cheltenham because it allows me to see a variety of different perspectives on life. Since the University of Gloucestershire is not a Christian institution like Messiah, there are a wide range of viewpoints that challenge my faith and have helped me grow. In my social politics class, for example, I learned that the debate of creation vs. evolution is not relevant here because very few people, if any, believe in creation. I have readily welcomed all of these different perspectives with open ears and enjoy having the opportunity to be exposed to viewpoints so different from my own.

One of my favorite things about my experience in England so far has to be the accessibility to Europe. It is a breeze to travel around Europe here; I have already made a weekend trip to Barcelona in just the first month of living in England. It has been great living in a country that seems to be so engaged with the rest of the world compared to what I’m used to in the United States.

Although I miss home sometimes, I feel so blessed to have this opportunity to explore the world and soak in so many different thoughts and opinions. I love all of the people I have met here and they are all so different from my American friends—but in a wonderful and exciting sort of way. My experience in Cheltenham has been so indescribably amazing, and everyday I am so happy and thankful that Messiah has made it this easy for me to experience the world in a different way than ever could have been possible back home.
“When you’re driving across [town on your career path] you don’t need to know that all the lights along the way are green. You just need to know that the one in front of you is green.” ~ Wade Burgess, Head of North America Sales, LinkedIn.

“Be proactive. Seek out your own opportunities, but enjoy your senior year and do not stress. It will all work itself out in the end.” ~ Harrison Pinkus, Regional Account Executive, Groupon

Along with site visits, each day contained panelist lunches or networking dinners. During Thursday’s networking dinner, PR students enjoyed meeting Messiah alumnus Lucy Leety-Wheeler. Lucy graduated with a communication degree/public relations concentration in 2003. Currently residing in Chicago, Leety-Wheeler works as the Senior Account Executive at Olson PR. She shared advice about living in the city with a family and going after that first job, and encouraged students to spend a semester abroad.

Students also took in the city culture during the trip, including venturing out onto the glass platform at the dizzying height of Willis (formerly Sears) Tower, tasting some deep dish pizza at Giordano’s Famous Stuffed Pizza, and checking out the Magnificent Mile, the Navy Pier, the Lincoln Zoo, China Town, and Millennium Park.
Reflecting back on the trip, Jen Morgan, a sophomore journalism major, can now envision working in a city environment like Chicago. “I could definitely see myself working in Chicago in the future, since I appreciate its clean, friendly atmosphere,” says Jen.

Sophomore broadcasting major John Moulton’s biggest take-away was learning about the flexibility of career options beyond college. “Your major does not limit you in your career options,” he notes. “The skills you learn in your major are transferable to jobs well outside of your major.”

Into the City’s eye-opening exposure to both city and company cultures broadened students’ thinking about their future careers and the career planning process. For more information about upcoming Into the City excursions, please visit the Career Center.

Lilliput Productions: Film Alum Launches “Small but Mighty” Company

Emily Carter

“I am a big reader, and as a child I would adapt my favorite books into movies,” says Lynn George (COMM/film concentration '11). However, it wasn’t until she viewed Messiah’s list of majors that Lynn decided to think seriously about film. “I didn’t know what in film I wanted to do, but I loved the idea of not working in a cubicle for my entire life.”

Following her senior year, Lynn took part in Messiah’s Los Angeles Summer Internship Program. “The LA Summer Internship Program is a must do for film or digital media majors. It gives you lots of tips and pointers about building your resume, interviewing, and networking skills.” In LA, Lynn worked as a producing intern for Fallout Entertainment, a company that produces music videos and small film projects. She spent most of her time writing script treatments and drafting concept writings for music videos.

“Several of my concepts made it to the big screen. My favorite is Trevor Hall’s ‘Brand New Day.’” Though she enjoyed the beautiful weather and beaches of LA, Lynn decided to move back east after the internship.

In March of 2012, after some encouragement from her mother, Lynn launched Lilliput Productions, a film company that produces training videos, high school musicals, demos, and advertisements. In addition, the company also digitalizes home videos from VHS to DVD and specializes in social media and photography projects.

She explained that the name Lilliput comes from Jonathan Swift’s novel, Gulliver’s Travels. “The first island Gulliver visits is the land of Lilliputians, or little people. By themselves they can’t do much, but together they can do big things. That’s me—small, but mighty.”

Lynn described the type of films she enjoys crafting. “The videos are usually short so they don’t overwhelm your entire life. You get to be part of every element of the film process which is fun, and you are constantly working on something new.”

Continued on Page 5
Since the company’s debut, Lynn has had the opportunity to take part in several exciting projects. This past May, she helped produce a training video for The Hershey Company’s Chocolate World. “You might have noticed that Chocolate World’s costume characters changed this year. Chocolate World wanted a video to inform employees how the new characters act and the roles they play, as well as how to clean the costumes.”

In addition, she collaborated with the Hershey Public Library to create three film festivals, which feature series for adults and children, as well as a student film festival, where local contestants can submit their footage. In the past, festival themes have included Hitchcock and Tom Hanks films. She is currently the youngest board member of The Friends of The Hershey Public Library.

Lynn currently serves as film coordinator for The Apollo Awards, run by The M.S. Hershey Foundation. “The Apollo Awards are like the Tony Awards for High School Musicals and plays. Some judges can’t make it to every performance so they need a video copy of the production.”

Lynn comments that her most rewarding video project has been helping a person with multiple sclerosis make YouTube videos to help people with MS learn how to adapt and think of ways to conserve energy. She has also partnered with the Central PA Food Bank to film training videos, which feature lectures about health and working with people in poverty.

She notes, “No matter what project you are working the next one will always be different. Each one is a learning experience, you might hate it, but you learn a lot from it.”

Further, Lynn asserts, “Messiah has given me all the prep to go out and do film. Whether you go into Hollywood, or start your own business, or go to New York, Messiah gives you a nice round education for film.”

She encourages students to take advantage of Messiah’s study abroad opportunities. “My entire junior year was spent abroad, studying in Philadelphia and at the University of Gloucestershire in Cheltenham, England. Studying abroad really opens your eyes to the world and gives you a deeper understanding of the people and culture around you.”

For beginning film majors, Lynn also suggests, “Befriend a senior, and get on set with them. They are a wealth of information, and you can learn a lot from them. Get involved in what you love, and stick with it. Also don’t be afraid of failing. The best things in life come from failing. Just pick yourself and try again. The worst part is not trying at all.”

Lambda Pi Eta Welcomes New Inductees
Sarah Goldy-Brown

On Oct. 3, 2013, the Zeta Psi Chapter of Lambda Pi Eta welcomed 14 new students during an induction ceremony. Lambda Pi Eta, the national communication honor society, represents Aristotle’s three tenets of persuasion; Lambda represents logos or logic, Pi represents pathos or emotion, and Eta represents ethos or ethics.

Induction into Messiah’s chapter requires students to earn a 3.4 GPA in 12 credit hours of communication courses. Qualifying students then receive a nomination, partake in a yearly induction ceremony, and engage in a service project. Congratulations to the new inductees!

With many inductees studying at Messiah’s Philly Campus, this year’s ceremony was small. Pictured l-r: Sarah Doucette, Katie Johnston, Jessica Kern, Brittney Radford. Not pictured: Mackenzie Alexander, Kayla Caracci, Karla DeJesus, Abigail Ferenczy, Joel Hoover, Olivia La Bianca, Heather Quirk, Daniel Row, Susan Ryder, and Mark Trinkle.
Fall Frenzy Kicks Off COMMunity Building
Sarah Goldy-Brown

As a break from the chaos of midterms and paper deadlines, the Communication Department kicked off its yearly COMMunity events with Fall Frenzy. Students, faculty, and their families gathered in South Side Café for a night filled with speed-meeting, snacks, live music, crafts, and a return of the photo booth. Laughter consumed the room as students dressed up and then posed for pictures as superheroes, fairies, hula dancers, and even camels! Senior Josh Kerr provided live guitar music and singing as department members conversed and enjoyed coffee.

A special thanks to PRSSA for planning and executing the first COMMunity event of the 2013-2014 academic year. For those who missed out, keep an eye out for future COMMunity events!
Going Live from the Yellow Room
Sarah Goldy-Brown

Radio, social media, print, web, and now a recording studio... The Pulse continuously seeks to provide more opportunities for students to gain experience. The media hub recently added a recording studio to its repertoire of media offered on campus. “Live from the Yellow Room,” a new initiative by Messiah students, allows artists to record music and feature in a 20- to 30-minute video on The Pulse’s YouTube channel. The show provides musicians with the opportunity to record music for free and students with the opportunity for hands-on experience.

The idea started two years ago when broadcasting major Dylan Kalogris ’14 realized he wanted something similar to NPR’s Tiny Desk Concerts at Messiah. These concerts feature independent artists like Macklemore or Kishi Bashi playing a 15-minute acoustic concert that NPR then uploads to its website. Kalogris wanted to adapt this idea to give local artists the ability to record their own material and then receive video and audio content comparable to other recording studios.

This year, the timing for the project finally made sense. Kalogris saw availability in his schedule and signed up for a Pulse practicum to receive credit for carrying out his idea. Two other seniors, Caroline Phillips (film) and Jeremy Zimmerman (broadcasting), also came on board to execute the project. Phillips does most of the video recording and editing while Zimmerman primarily works with audio and taking still shots. “There is definitely a strong team at play right now. I knew if this was going to work at all, we needed to get the right people involved,” says Kalogris.

For its first session, the team filmed and recorded Nashville folk duo Rough and Tumble. Kalogris made the connection with the band through Dr. Ed Arke, his academic advisor. The second session featured Andrew Brubaker, a 2013 Messiah graduate who Kalogris met during his campus events work-study. Kalogris wants to use Messiah and local connections to bring in artists that will provide The Pulse with unique audio content for the radio that students will want to listen to.

Next semester, Kalogris hopes to invite more independent musicians from the area and region that pass through to come in for an afternoon and record a set. The group will also find Messiah alum and students who write their own songs and want to start marketing themselves and their music. Finally, B-Sides artists will also come into consideration depending on their availability and style of music.

Although in its initial phases, Kalogris believes the project will have great success. “It encompasses all kinds of media. I think that’s why Dr. Arke, the faculty advisor for The Pulse, has been so excited about...”
it, about what The Pulse is trying to do, and what Messiah is trying to do,” he says. “It is an exciting project that has a lot of potential.”

Kalogris, Zimmerman, and Phillips all graduate this year, but they hope for the project to continue after they leave. “We want to make this something that becomes part of the regular programming of the Pulse. We are not just looking at the radio station here. We are looking at material for the website, all social media, and our YouTube page. There is so much potential. Next semester we are going to hone in on how to use the material and spread it around the local area. Once we get there, we are going to figure out how to create it as a program to make it last and make it something that other people can do.”

Cilento recalls, “When I started working with Alex last year we were complete strangers, but we soon found out that we had a genuine passion for YouTube and humor in the digital age in common. We were committed to blending together theory and practice, academic rigor and innovative research.” Part of a collaborative digital humanities project, “Pioneering YouTube,” the study aims to investigate and analyze YouTube comedians and entrepreneurs.

Cilento also presented his essay, “One Hundred Steps: Marco Tullio Giordana, Sicily, and the Flow of Universal History,” during the Italian Cinema Session at the 2013 Pacific Ancient and Modern Language Association conference in San Diego, Calif. Directed by Marco Tullio Giordana, “One Hundred Steps” is an Italian film that details the life of Giuseppe “Peppino” Impastato, a political activist who opposed the Mafia in Sicily. Cilento’s essay “presents a conceptual map of the relationship between the film and its precursors and contemporaries.” His work was chosen for an upcoming volume, The Cinema of Marco Tullio Giordana.

In addition, Cilento’s article, “The Missed Encounter with the Actor-Poet: Carmelo Bene and Vittorio Bodini According to Ruggero Jacobbi,” is awaiting publication in the California Italian Studies Journal issue on “Italian Sound.”

Faculty Present Scholarship Projects
Emily Carter and Sarah Goldy-Brown

Faculty scholarship projects not only bolster a professor’s teaching ability, but they also contribute knowledge to their respective fields. Recently, three professors in the department pursued projects to do just that.

YouTube, Digital Humanities, and Italian Cinema
Professor Fabrizio Cilento travelled to Atlanta, Ga., with senior digital media major, Alex White, in November. The pair presented their paper, “What Julian Smith Hates (and Loves) About Facebook: Social Media Parody as Self-Promotion,” at the South Atlantic Modern Language Association conference. Released in 2009, comedian Julian Smith’s video, “25 Things I Hate About Facebook,” parodies annoying features of the social media site. Cilento and White’s study argues that Smith’s generational target and recognition of social networking dynamics make the video successful, generating more than 7 million views on YouTube.

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A Winning Angle
Professor Nathan Skulstad recently received word that De sones y Memorias, a film he did camera work on, received first prize for Best Short-Local Documentary at the Rodando Film Festival San Luis Potosí, Mexico. Directed by Adonay Guerrero, the film tells the tale of artist and musician Alec Dempster, examining the relationship between his work and his personal life. Skulstad, who assisted with adding to the visual storytelling and b-roll in the film, expressed, “We had many discussions about how to capture footage that would add to the story and highlight the relationship between the characters in the piece.”

Continued on Page 3
He recalls director Adonay Guerrero’s strong vision for the project. “When you are working with directors who are creative, collaborative, kind, and hardworking, it makes your job easy.” Skulstad explained, “The fun thing about documentary is you have to try to see things before they happen and watch for patterns and details while trying to stay a step above the subject. You basically try to think like an editor, imagining how shots and sequences will cut together.”

**Media vs. PR Education**

Dr. Nance McCown and PR senior Sarah Doucette headed to the 2013 PRSA International Conference Educators Academy in October to share a poster presentation. Their project sought to examine the relationship between media, PR education, and the perception of PR professionals. “I wanted to try to understand whether PR education and experiences actually mediated the negative influences that students get from films and movies about the profession,” said McCown.

The project idea originated from a graduate school project McCown began in 2006, but due to time constraints and resource limitations, she could not conduct the experiment until 2012. To begin the process, McCown created two research practicum positions for Doucette and 2013 Messiah alum Emily Mohler. She wanted to provide students with research opportunities that would count for credit.

Doucette, Mohler, and McCown, along with a few other student volunteers, ran the experiment last spring which required volunteers to watch movie clips featuring professionals in the field of PR and then to complete a brief survey. The survey contained opposite word pairs from which a student had to choose the one that they believed most accurately described a PR professional. Students then answered questions about their level of PR experience including coursework, internships, seminars, and volunteering.

McCown teamed up with Associate Professor of Education Jennifer Fisler to analyze the data. Findings showed a correlation between the amount of PR education and the perception of PR professionals.

Looking towards the future, McCown hopes to repeat the experiment with a larger sample size by collaborating with scholars from other institutions. “PR education does make a difference. We have the opportunity when educating PR students to help them change the way PR is perceived. There are so many good things about how PR can help organizations that have nothing to do with bad effects shown in media,” said McCown.

Along with continuing this project, McCown hopes to develop other research projects at the same level with which students can engage.

**Bitstrips: Lasting Sensation or Fading Trend?**

Emily Carter

What’s one of the hottest trends in Facebook right now? “Friends” turning into comic book characters through the phenomenon known as Bitstrips. First launched in 2008, the Bitstrips website and app allows users to design comic scenarios, transporting themselves and friends into the action.

In an interview with The Baltimore Sun, Jacob Blackstrock, the company’s chief executive and creative officer explains, “Basically, it’s an app that turns you and your friends into a cast of cartoon characters. Then you can take those characters and put them into crazy scenes.”

Users design their avatars by selecting physical characteristics such as, skin color, hair style, and body shape. Dr. Nance McCown, Chair of Messiah’s Communication Department, explains, “I got into Bitstrips because I just wanted to create an avatar,
and I was fortunate enough to have the tools in the program to make one that people say actually looks like me.”

Users can then place their doppelgangers into one of thousands of scenes, add a caption, and share their creation on social media sites.

Though the company’s Facebook app launched in 2012, Bitstrips has exploded in popularity in recent months due to the release of its mobile app for iOS and Android devices. With more than 10 million users, the app earned top ratings in the free-apps section of iTunes Charts and Google Play.

Sarah Newton, a junior communication major, affirms, “I find Bitstrips really funny and amusing. I love that I can put my friends into these situations that are lifelike but more extreme. Bitstrips takes sayings and makes the comic ironic.” Similarly, McCown conveyed, “I have grown to enjoy Bitstrips as a creative way to express feelings about my day or quirky situations.”

At the same time, some Facebook users have grown wary of the comics which have flooded their news feeds. Adjunct professor Christopher Markley pointed out, “I created an account and posted one or two of my own, but very quickly lost interest, since I began to see them too frequently. The novelty wore off quickly.”

In an article posted on News Thump, a UK Spoof and Satire News website, social media analyst Simon Williams commented on the frustration caused by the “endless stream” of comics. “What Facebook users need to understand is that the person most amused by any single Bitstrip is the person who created that Bitstrip.”

Dr. Kate Simcox recognizes, “I think some people might like the idea of sort of starring in their own little story, which is the only aspect of Bitstrips that kind of bothers me; it feels narcissistic, like ‘hey, look at me!’”

McCown identified another bothersome feature. “I don’t like most of the ‘friend’ scenarios, and I particularly don’t like it when someone Bitstrips me in an awkward situation,” She noted. “I once had a casual Facebook acquaintance Bitstrip me doing something rather strange, and it just felt wrong. I actually deleted that comic from my newsfeed.”

“I don’t like when friends make strange Bitstrips about you and then have the ability to tag you in the photo. Although you can take the tag off, the photo is still on that person’s account, and it’s not always very entertaining,” said Jen Morgan, a sophomore communication major.

Tired of scrolling through the barrage of Bitstrips? You can remove them from your Facebook news feed by clicking “Manage Blocking” under Facebook Account Settings. Simply scroll to “Block Apps” and type “Bitstrips.”

Despite Bitstrips’ mixed reviews, the question remains—will the app maintain its popularity, or is it simply a passing trend? Morgan predicts, “I don’t see the popularity of Bitstrips lasting for too much longer, since I think people are going to start to get bored or annoyed with the comics clogging up their newsfeeds.”

Newton adds, “I think that Bitstrips will lose its popularity over time, but for now it is definitely one of the more popular apps out there. It is fun because you can add a more personal touch to the comics that feature you and your friends.”
COMM Alum Excels in Television Industry

Emily Carter

For Keith Blaisdell (’82), a member of Messiah’s first graduating class of communication majors, a passion for television and communication has driven his career steps near and far. Currently, as Director of Broadcast Operations at ABC27 News in Harrisburg, Pa., Blaisdell supervises news, engineering, and production at WHTM TV. “I am responsible for providing insight and vision for our technical infrastructure design, broadcast operations, and news and lifestyle programming.”

Blaisdell says the most rewarding part of his job is working with a great crew of broadcast and internet professionals. “Our team’s creative energy and dedication to creating great local television energizes me each day.” Using his experience and technical knowledge, he seeks to enhance operations, serving Central Pennsylvania and ABC27’s viewers. Blaisdell adds that the 24-hour nature of the industry keeps him on his toes, noting, “We must always work on the future, without interrupting our round the clock broadcast and digital platforms.”

Blaisdell recalls, “I have always felt that communication is core to our essence as humans.” As a child, he remembers being captivated by the medium of television. “My work in this medium combines my love of the creative development of content, with a fascination of advanced technology that is ever changing. There is never a dull moment in our business.”

During his senior year at Messiah, Blaisdell interned at WHTM ABC27. After graduation, he landed a position as a part time photographer with the company. “Photojournalism taught me the technical side of electronic news gathering, with the fundamentals of great storytelling,” he says. Climbing the ladder, he advanced from photographer to chief photographer, to news operations manager, to assistant news director, and eventually news director. With 24 years invested into the business, Blaisdell took advantage of an opportunity to work with engineers in the United States and the United Kingdom to develop High Definition television equipment. In 2011, he returned home to WHTM ABC27.

A five-time Emmy Award winner from the Mid Atlantic Chapter of the National Academy of Television Arts and Sciences, Blaisdell has received numerous Associated Press Awards and National Press Photographer Association Awards. In addition, he is a two-time National Press Photographer Association Photographer of the Year, and he earned an International Association of Broadcast Manufacturers (Europe) award for product development for a miniature HD transmitter.

“Messiah taught me to seek excellence and to always integrate my faith in my daily work. I am a Christian, and I believe deeply that truth is at the foundation of my service;” Blaisdell notes, adding that his faith reminds him to use his journalism skills to give a voice to those who may not otherwise have one.

While at Messiah, Blaisdell participated in activities with the campus radio station and communication department. His favorite memories here include bonding with his brothers on the second floor of Miller and meeting his wife, Lorrie. In his free time, he enjoys photography, watching movies, and Indy Car racing.

Speaking to current students, Blaisdell encourages, “Seek out an internship. Be prepared to work very hard. Life is not a 9 to 5 job. Never compromise your faith, family or integrity. Do what you love, and love what you do!”
PRSSA Hosts “Miles for Smiles”
Sarah Goldy-Brown

On Saturday, Nov. 9, runners took their mark as they raced to help the Messiah College Chapter of PRSSA raise money to bring smiles to kids’ faces. As a service project this semester, PRSSA (Public Relations Student Society of America) planned and executed a 5K to raise money for Caitlin’s Smiles, a non-profit organization in Harrisburg. Caitlin’s Smiles seeks to bring joy and smiles to the faces of sick children delivering “Bags of Smiles” to more than 90 hospitals in and around Pennsylvania. The bags contain markers, coloring books, stuffed animals, Play-Doh, crafts, and journals.

Members of PRSSA began planning in early September. Students broke into four teams to prepare for the event: donations, logistics, advertisement/promotion, and media relations. The teams worked to gain media coverage, gather food and race prize donations, spread the word to the local community, and secure a location.

After two months of planning, PRSSA launched the event on Nov. 9, 2013, on the property of West Shore Evangelical Free Church in Mechanicsburg, Pa. The event, Miles for Smiles, consisted of a 5K race, a 1-mile family fun walk, and a fall festival for the kids. More than 40 runners and their children came out to run and donate money to Caitlin’s Smiles. Runners ran the course while kids painted pumpkins, ate snacks, and made cards for the “Bags of Smiles.”

Following the race, runners came inside and the charity’s founder, Cheryl Hornung, shared a video showing the mission and goals of the organization. After presenting the race awards, PRSSA handed Hornung a sizeable check. “The event went great,” says PRSSA President Brittney Radford. “We raised almost $800 for such a worthy cause and gained invaluable experience that you can’t get in a classroom. Even though it was a lot of work, it was all worth it knowing we helped make a difference in the lives of children.”

Rachel Scarborough Crowned Homecoming Queen!

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Congratulations to Rachel Scarborough ‘14 (public relations) for being crowned Homecoming Queen during this year’s festivities. Your COMMunity is proud of you!
COMMunity Christmas Celebration

Department faculty went all out to transform their offices into welcoming havens as they “treated” COMMunity students with goodies, arts and crafts “therapy,” Christmas music and décor, and the gift of time. Equipped with treat bags they decorated themselves, students progressively visited faculty offices on Wednesday afternoon, Dec. 4, to enjoy a wonderful time of Christmas COMMunity.

Senior Film Project Pairs Sci-Fi Action with Drama

Emily Carter

Film and media arts major Mitch McClure has begun work on Downward, his senior film project. A 20-minute sci-fi short film, Downward tells the tale of a soldier’s widow, who is forced to solicit help from a bio-engineered warrior to track down her husband’s body. The story unfolds in the Dragoon universe, a world crafted over the past decade by executive producer and Messiah alum, Mike Ortiz ’09.

McClure serves as the film’s director and cinematographer, while Messiah alum Rolando Vega ’13 acts as producer. Mainly composed of underclass students, the enthusiastic crew has volunteered their time to assist on set and behind the scenes.

McClure says, “Projects like Downward are necessary for showcasing the strength of Messiah’s film program. My goal is that projects like Downward will motivate underclass students to take on even more ambitious projects in the future.”

Funding for the film will largely come through donations. For more information on how you can help, visit the website.

Pictured above: COMMunity students hold up their decorated goodie bags. Pictured below: Professor Mary Holloway with her hand-crocheted ornaments.
Facebook Envisions a Connected World
Sarah Goldy-Brown

On Feb. 4, 2014, the online world said “Happy 10th Birthday” to its dear friend, Facebook. Initially, Mark Zuckerberg founded Facebook as a way to connect U.S. college students, but it has far transcended that purpose. Since its start, Facebook has connected more than 1.23 billion users who have uploaded more than 250 billion photos, created 54.2 million Facebook pages, and publicized an average of 130 friendships each. Looking towards the next 10 years, Zuckerberg envisions a world where all 7 billion people can connect on one common platform—the Internet.

Facebook’s CEO wants his company to increase its reach and ultimately, to captivate a world audience. However, Zuckerberg wrote in his post, Is Connectivity a Human Right, that something huge would need to happen before Facebook could fully expand. “As we started thinking about connecting the next 5 billion, we realized something important: the vast majority of people in the world don’t have access to the internet,” wrote Zuckerberg.

As a solution, in August 2013, Zuckerberg announced his new campaign, internet.org, which calls for a “global partnership between technology leaders, nonprofits, local communities and experts who are working together to bring the internet to the two thirds of the world’s population that doesn’t have it” (Internet.org). The internet drastically influences how individuals receive, understand, and disseminate information and it provides a platform, through social media, for people to connect with friends and family. By collaborating with communications and telecommunications organizations like Samsung, Ericsson, and Qualcomm, Facebook sees the project as feasible.

During an interview with Wired Magazine, Zuckerberg explained the driving force beyond internet.org: giving people everywhere the ability to connect with everyone. In America, we spend an average of 23 hours using online
devices each week to keep up with friends, check the weather, or watch Netflix. In many areas of the world, people have the same devices, but they cannot get online. Either they do not have the ability to access the internet or they cannot afford access. Therefore, they do not receive up-to-date news, health care information, or a way to connect with the rest of the world that current internet users often take for granted.

Internet.org’s plan calls for development in three specific areas: making internet access affordable, using less data, and helping businesses drive access. The teams expects the project’s details to evolve overtime as new resources and technology become available and new partners join in with the consortium. If the plan succeeds, the world will find itself connected together with the ability to communicate in a way never before possible.

Zuckerberg understands the challenge ahead, but refuses defeat, “I believe connectivity is a human right, and that if we work together we can make it a reality.” In ten more years, perhaps the entire world will wish Facebook a “Happy Birthday.”

Alum Keeps Filmmaking Dream Alive
Sarah Goldy-Brown

“When I was around 10 years old, I checked out The Sting (1973) from the library. My life has never been the same,” says James Knightly (‘09). The Sting opened his eyes to the enjoyment of watching movies but, Knightly says, “It wasn’t until my senior year in high school—when I started making skate videos with friends—that I fell for being behind the camera.”

Knightly graduated from Messiah as a communication major with a film concentration in 2009. Knowing he wanted to pursue film, he had looked for a Christian college that would allow his faith to grow and one with a strong film program. Due to the opportunity to go to Messiah’s Philadelphia Campus, he only applied to Messiah. While at Messiah, he spent time skateboarding around campus, working at the library, making movies with friends, and studying in Philly. “Living at the Philly Campus (R.I.P.) was one of most pivotal experiences in my college years. Spending time in a major city, building deep friendships on a smaller campus, and being able to take film classes at Temple was an irreplaceable part of my education,” says Knightly.

Following graduation, Knightly moved back to Philadelphia to start building the connections he needed to get his foot in the film industry door. After spending 8 months working at a documentary studio for $5 an hour, his boss informed him that he no longer had any money left. Left with bills to pay, he considered becoming a dog trainer at Petco or starting his own company. “I didn’t want a 9-5, so I started James Knightly Films.”

James Knightly Films primarily creates wedding films, but Knightly also offers cinematography and editing services. He shot his first wedding in 2011 and loved it. “Working on my feet, capturing real moments between people, and feeling the energy all around me are the things I love about this job,” he says. “I thrive on blending into the background and stealthily grabbing my shot.” Currently, the company is also finishing a promo video for UrbanPromise International, starting an editing job for Johnson & Johnson and beginning preproduction on a music video. Knightly’s favorite type of projects involve narrative film, “Harnessing the emotional power of lighting, lens selection, camera movement, and composition is what excites me about being a filmmaker.”

As a filmmaker, his proudest moment arrived when he found out that Paper Turtle (2010) won awards at film festivals. The short drama depicts the growing
friendship between a dying boy and a ghost that only he can see. Knightly worked on the film with Messiah alumni Jonathan Stutzman and Christian Imbesi, and it received the Best Short at the Columbia River George International Film Festival (2010) and the Rising Star Award at the Canada International Film Festival (2011).

For aspiring filmmakers, Knightly has one piece of advice. “Work hard. Don’t assume that your classes are going to prepare you for life post-college. I put in a lot of time studying on my own outside of classes. It’s about self-directed learning I guess—that’s a habit that continues in my life now.”

James Knightly still resides in Germantown, Philadelphia, with his wife, Laura, and hopes to continue to learn, make movies, and pay the bills.

### Messiah Hosts Pennsylvania High School Speech League

Emily Carter

Director Kathy Gingerich of the Pennsylvania High School Speech League presented the trophies at the annual debate tournament held at Messiah earlier this month. Each year, the Center for Public Humanities partners with PHSSL to host two, district-level speech and debate tournaments for around 100 high school students. Professor Mary Holloway, liaison and advocate for PHSSL, expressed, “Serving PHSSL at Messiah has been a great privilege for me since I competed in similar events for a number of years in college and I personally benefited from each tournament I entered. This is one way I give back to an activity that blessed me both personally and professionally.”

### A Philly Transition Update

February 21, 2014

Dear COMMunity students, alumni, and friends,

As I write this transition update, we have just received about a foot of snow in Grantham! But this extended, cold winter can’t dampen our spirits, as the Department of Communication has received several exciting pieces of news in the past few weeks.

- **Curriculum Update:** We are pleased to announce that all of our curriculum changes have passed the appropriate College committees. Our biggest change is that our Broadcasting major will be renamed Media, Culture and Technology to better reflect the trends in the profession. In addition, the current Broadcasting major concentrations will be replaced with these two new concentrations:
  - Media Production
  - Media Management and Research

As previously mentioned, the Department is also adding a number of courses to replace the upper-level production courses students previously took through Temple University at Messiah’s Philly Campus. The following new or significantly revised courses will be added to our cycle of offerings during the next two years:

- Communication Design
- Media Law and Ethics
- Alternative Approaches to Journalism
- Topics in Media Production (Television is slated for Spring 2015)
- Topics in Journalistic Writing
- Media Management
- Basic Video and Editing Techniques
- Fundraising
- Film and HD Production I
- Film and HD Production II
- Topics in Film Production (Sound is slated for Spring 2015)
- Junior/Senior Film Projects

The Department will continue offering minors in Communication, Journalism, and Media, Culture and Technology (formerly Broadcasting), and will add a minor in Public Relations. Curriculum lists on the Department website major pages should be updated.
Faculty: After two arduous searches, the Department is pleased to announce that we have two new faculty joining us next fall! Dr. David Dixon (a Messiah alum currently teaching at Malone in Ohio) will be our new associate professor in the journalism/media, culture and technology areas. Professor Krista Imbesi (a Messiah alumna who has taught at Messiah during the past two years) will be our new lecturer in film production. We are blessed to have these talented faculty members coming on board, and each is excited to help us usher in our new courses and departmental changes.

Facilities and Equipment: Progress continues on plans for our facilities renovations. We can now announce that the new production studio will be located a large portion of Hostetter Chapel’s lower level. A description of the various sections of the renovations may be found in the December 19, 2013, transition update. The blueprint photo included here depicts the large studio space with a simulated newsroom (including semi-permanent newsdesk) at one end and an endless floor, corner green screen at the other. To the left are the large storage/checkout area, a fully-equipped control room, and the foley sound studio. To the right is the green room for on-air talent preparation. Some electrical and HVAC work has already begun, with full renovations starting immediately following commencement this spring. We are still on schedule for completion in January 2015, and appreciate prayers for a smooth and efficient construction process.

We continue to make small but necessary equipment purchases and upgrades throughout this spring, and will make increased and larger purchases throughout the summer and fall to ensure that everything is ready for our Spring 2015 courses. Additional equipment purchases will occur throughout the next several years. It’s a very exciting time for the department!

As always, please don’t hesitate to contact me nmccown@messiah.edu with any questions you may have regarding the Philly transition. We’ll continue to keep you updated with future announcements.

Blessings,

Dr. Nance McCown
Chair, Department of Communication

Comm Alum Finds Her Groove in the Big Apple

Emily Carter

After just three years of college courses, Caroline Hoffman graduated from Messiah in 2012 with a B.A. in communication (public relations concentration) and a minor in business administration. Since then, she has traded the relatively quiet streets of Grantham for the hustle and bustle of life in New York City, where she works as an account executive in the health division at Edelman, the world’s largest public relations firm.

“I really enjoy helping our clients identify, prepare and get ahead of potential issues. Every day presents a new challenge, which is why I love working in an agency,” Caroline explained. After arriving at work each morning, she typically checks her email...
At Messiah, Caroline participated in a wide variety of activities and organizations. In addition to working at the Agape Center and Collaboratory, she was part of the marketing team for Colleges Against Cancer, and she volunteered at Messiah Village (now Messiah Lifeways). Caroline also played a role in launching the Pulse, working for the organization during its first two semesters. Despite her active schedule, she still made time for rec flag football and ultimate frisbee.

She described her favorite college memory, “We got about 3 feet of snow all at once and classes were cancelled for two days. It seems that we did nothing but have snowball fights, sled and play in the snow for two days—we even went sledding at 4 a.m. It was the spontaneity of it all. When you receive a phone call at 3:30 saying ‘grab your gear, we’re going sledding,’ that seems to be the essence of college.”

Caroline encourages students to take advantage of every opportunity and not to be afraid of failure. “When you fail, and you will, this is where you learn and grow the most.” She also stresses that every experience is a stepping stone that will help them prepare for future careers.

In her spare time, Caroline enjoys hiking and kayaking, and she recently had the opportunity to hike and kayak in New Zealand while visiting her younger sister. She also summited Mt. Washington last fall with her dad, which she described as one of the most difficult things she’s ever accomplished. When she’s not enjoying the outdoors, she might be in the kitchen cooking or baking.
The First Month
Heather Quirk

I’ve been told that study abroad is one of the best experiences of your life. In fact, before I left I would have been disappointed to hear that spending a semester in a different country was anything other than glamorous and unforgettable. I’m sure if you ask me in two months, or maybe even two weeks, I will be having similar feelings. Right now however, I can tell you that as exciting as it all is, it might not be all you expect at first. No matter how much you’ve traveled or how much you can’t wait to get away for a semester, I can almost guarantee you that you’ll miss home. And that homesickness comes in like a wrecking ball (thanks, Miley). I miss hugging my family, eating Panera, and American Netflix.

The thing is, you get here and it’s a whirlwind and for a week or two you’re in tourist mode. Then you realize that this is actually your new life and you had better get used to it. Those random people you just met—they’re all you have. That strange tasting Greek yogurt—that’s your new Chobani. Leaving your apartment an hour before school starts—welcome to life where the 11-minute commute to Climenhega isn’t the total worst.

It’s scary. It’s scary and overwhelming and hard. And you feel insane because you’re in this beautiful, new world, blessed beyond belief, and all you can do is think about how you’d give anything to wander around Target with your mom.

But the good news is, you’re not crazy, and it gets better. I’m not saying you won’t still have a hard day once in a while or die just a little inside when you can’t watch the American Super Bowl commercials. I am saying that you’re in for a wild ride and that you’ll come out stronger. You’ll figure out a lot about yourself and it’ll push you to depend wholly on Jesus for comfort when it’s 3 a.m. and you can’t sleep and all your other best friends are halfway across the world.

The fact is, no matter how hopeless you might feel, you’re in a world of opportunity that you probably will never get again. And eventually, that will begin to mean something to you. You’ll see how much your mind has grown and how big your view of the world gets when you step outside the bubble. You’ll actually make great friends and see some pretty incredible things. The first month can be hard, and honestly, I’m still struggling to find my place. But I know I’m here for a reason—and it’s not just to drink lots of tea (I’m practically becoming a tea bag). Every minute isn’t perfect, but it’s worth it.

Junior public relations major Heather Quirk ‘15, second from left, visits Buckingham Palace during her study abroad semester with the London Internship Program.
Google Glass: Looking Toward the Future
Sarah Goldy-Brown

The world of journalism and documentary film may just start changing before our very eyes. Literally. Google’s latest product, Google Glass, makes wearable technology a reality.

Glass sits right on consumers’ noses, similar to a pair of glasses. However, unlike most eyewear, these glasses have a tiny computer screen in the upper right corner. It enables users to utilize GPS functions, check texts and email, and take pictures and video. Users can control Glass through either touch or voice, commanding it to open up an app or start a Google Hangout session. The device serves as an accessory to a smartphone, not a replacement, and runs through Wi-Fi or a phone’s 3G connection.

Right now, Glass remains in its beta phase and has many glitches regarding battery life and storage capacity, but the concept has the potential to revolutionize the communication world. For example, Glass will facilitate journalists’ ability to capture a true firsthand perspective on any story, because the video will capture exactly what they see before their eyes. Vice producer Tim Pool told Journalism.co.uk, “I’m imagining the journalist on the ground and they’re talking to a producer and everything seems calm, then something happens and, all of a sudden, gunshots in the distance and you say ‘okay Glass, hang out with...’ and you’re broadcasting live in seconds.” Glass can directly connect what you see to another person via Google hangout, Google’s video chat program. This function makes

live streaming from eyes to TV a very attainable reality.

Glass also creates a completely new way to film documentaries. Documentary videographers know how uncomfortable a regular camera makes their subjects feel, but Google Glass offers a new, more comfortable alternative. “When we wanted to allow subjects to sink back into their regular routine and rhythm we left the room and said, ‘wear this, we’ll be standing on the sidelines or not even here, so do your thing,’” says Hannah Roodman, New York-based documentary maker, in an interview with Journalism.co.uk. Putting the power into the hands of the subject not only allows viewers to gain the subject’s perspective, but it makes the film more genuine.

From providing people with someone else’s point of view to airing live video footage, Google Glass provides many new ways for journalists and documentarians to perform their jobs. However, Glass could possibly encourage unethical practices. Junior journalism major Danielle Burkett foresees potential problems with the new hands-free technology. “I think it’s a really cool idea, but I understand that people would be a little wary of it because you
never know when someone will be filming. That could be a really big invasion of privacy for some people and lead to filming without consent.”

Others journalists, like Alex Hern, of The Guardian, agree. Hern states in an interview that Google Glass gives journalists the opportunity to ignore the social contract they have with the public. “We use big cameras and if we point those cameras at you in a public place you should probably be aware that you might be on TV,” says Hern (Mousetrap Media). Glass gives journalists an easier and somewhat inconspicuous opportunity to record someone’s every move without once asking for consent.

As means to tackle the potential ethical dilemmas and to encourage use of Google Glass in journalism, the University of Southern California will hold the first Glass Journalism class this summer. Students from varying academic backgrounds like business, multimedia journalism, and computer programming will take the class with the ultimate goal of developing new journalism apps for Glass. Creator of the class and web journalism professor Robert Hernandez has received some criticism for his support of Glass, but he sees its potential. “This class is not aimed at hypotheticals or an abstract concept of what it could be. We’re not talking about the future of journalism, we’re building it,” said Hernandez in an interview with International Business Times.

Messiah College hopes to host a Glass demonstration in the coming years so students can witness the potential of the new technology.

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**Student Intern Pursues Sports Radio Dream Career**

Sarah Goldy-Brown

Tune in to SportsRadio 94WIP on Monday or Wednesday from 9 a.m. to 1 p.m., and you may just hear Mike or Ike mention their intern, Joel.

Junior broadcasting major Joel Hoover decided to spend his entire year studying at Messiah College’s Philadelphia Campus. During his fall semester, he spent his time volunteering at a local soup kitchen and after-school program, taking classes at Temple, and adjusting to life in the city. As spring rolled around, he began an internship with one of Philly’s top sports talk radio stations.

Hoover rides the subway into Old City every Monday, Wednesday, and Friday for his 14-hour-per-week internship. On Monday and Wednesday, he works as the production assistant for the Mike and Ike Show, a midday show airing from 10 a.m. to 1 p.m. He arrives at the station at 9 a.m. for his morning talk with Mike, Ike, and the show’s producer, Eric, where they discuss information and content for Hoover to research. As the show airs, Hoover sits at the computer in the studio next door. “I love the thrill of getting to track down statistics and information in the middle of the show and feed it to Mike and Ike for their use. Even though I’m not actually giving my voice on air, it’s great to feel like I am contributing to the on-air content and helping to enhance it and make it better,” says Hoover.

He sees his duties on Monday and Wednesday as the perfect opportunity to practice fact-checking and good journalistic principles for reporting that he learned in his classes at Messiah. “Even on the radio, checking facts and getting information from reliable sources is as important as in print, especially since we are broadcasting it live and trying to give information quickly.”

On Fridays, Hoover works in a different area, the promotions department. There, he calls prizewinners to get their information, sorts prizes, cleans up the office area, and makes airchecks. To make an aircheck, Hoover uses techniques learned in his A/V Newsgathering class to edit radio clips of the on-air talent reading promotional content.

Although he enjoys most days, Hoover admits that the industry he interns in has its difficulties. “It’s
challenging to work in a field that can have some very cynical people, as well as others that can be somewhat crude. Perspective can sometimes be lacking in the sports reporting industry, especially because there are big personalities and people who like to feed the crazy sports fans out there with banter and strong opinions that are sometimes a bit too strong,” says Hoover.

However, the sports radio industry has surprised Hoover in a positive way. He has received advice from show hosts Michael Barkann and Ike Reese, who have given him hope that some people in sports broadcasting still can have a positive perspective and focus on the big picture.

Hoover, an avid sports fan, also greatly enjoys the sports aspect of his internship. “Conversing with Mike and Ike about their experience in the industry and their opinions on the current news in sports has also been very enjoyable because they have a wealth of knowledge and good opinions on what is currently happening, especially since Ike was a former player for the Philadelphia Eagles.”

Along with increasing his sports knowledge, Hoover has gained some knowledge about his potential future career path. “I know that getting to actually BE on air is going to be a challenging, long journey, whether it’s TV or radio, and that’s been evident working here. However, I know I would enjoy being on air, and one of the hosts of the show I work for encouraged me to chase after what I really want to do,” says Hoover. Right now, he dreams of a career as a play-by-play sportscaster and hopes this internship in Philly will provide him with advantageous connections for the future.

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**Professor’s Research Evaluates Gen. Ed. Communication Classes**

Sarah Goldy-Brown

Dr. Kate Simcox, associate professor of communication, traveled to Portland, Ore., last month to present a poster at the Association of American Colleges and Universities’ conference, *General Education and Assessment: Disruptions, Innovations, and Opportunities*. The conference featured innovative presentations about how colleges and universities can fulfill the need for change among general education assessment practices. Dr. Simcox’ research sought to shed light upon the discrepancies between different general education oral communications classes.

Having taught the basic COMM 105 course throughout her entire career, Dr. Simcox has realized how crucial communications skills are to a student’s success. “Research suggests that when students increase their communication competence, they are less likely to drop out of college, their grades improve in all their classes (partially because they are more confident and less apprehensive about communicating…), they get along better with roommates, friends, and professors, and they are better able to secure employment post-graduation,” says Simcox. She feels committed to ensuring that all Messiah students make progress in their communication skills and began her study to ensure just that.

Dr. Simcox’s research began in the fall of 2013, when she proposed the project to college administration. In the spring semester of 2013, she completed the majority of the research and writing and began preparing her poster presentation. Her trip to Oregon enabled her to share her findings with other scholars who work in similar fields. “It was wonderful to dialogue with other administrators and faculty about my project. I also really valued connecting with numerous Comm faculty members doing assessment work in their own departments. I received a lot of positive feedback.”

During her study, she researched four areas regarding general education communication classes: purpose, process, assessment, and future plans for oral communication instruction. Her research sample consisted of 15 sections of Fundamentals of Oral Communications, taught by 11 faculty members to more than 400 students at Messiah College. Dr. Simcox also analyzed all syllabi, course calendars, assessment data, textbooks, and relevant institutional documents. During conversations with faculty and students, Dr. Simcox had professors rate their student’s performance in different areas and then asked students to reflect on the course objectives. After conducting further research, consulting professional trends, and analyzing her gathered data, she developed recommendations for improvement.
Alum Finds Success On His Own Terms
Sarah Goldy-Brown

“I’m not sure what I want to do when I grow up—but I’m having fun deciding.” Andrew Brown’s (COMM/PR ’04) fun has ranged from interning with an MLB team to starting his own company to now working to produce Madden NFL video games.

After graduating from Messiah, Brown served as a “glorified intern” (his title) with the Philadelphia Phillies and then worked in sales and recruiting. Later, he decided to try out the world of entrepreneurship and started working on a couple of start-up companies with Kevin Langdon (’01).

Together, in 2005, they created oobgolf, a stat-tracking site for amateur golfers, and then Naugle Group, which provided talent-resourcing services to web companies in the U.S. In 2009, they sold oobgolf to a Mississippi company and moved there to fulfill the terms of their deal. Although he no longer owns the company, Brown marks oobgolf as his proudest achievement. “Most startups fail in the first year. We made oobgolf successful enough that it not only sold but still survives today as a known website in the golf industry.”

In 2011, Brown and his family moved to Orlando, Fla., where he started his current job as a producer with EA Sports. As an associate producer on Madden, a professional football video game series, he strives to make the game as great as possible. Generally, this requires giving feedback in regards to quality, budget, creative, and legal matters. This past year, he started working on a new project to enhance the quality of the game experience. “I’m working on a mode in the game called Ultimate Team as well as a really cool camera project where we go to each of the NFL teams and take pictures of the players so their faces can be in the game,” he says.

Brown enjoys his job, but he admits that making video games has its difficulties. He works long hours and does not always see his family as much as he wants to, but the difficult days are worth it. “There are days when my job feels very much like work, but in the end, we’re trying to make an amazingly fun experience for millions of NFL fans. I know how hard

Dr. Simcox makes several suggestions to improve the quality and delivery of Messiah College’s Fundamentals of Oral Communication general education requirement. In general, she recommends that the department eliminates major differences across the varying sections of COMM 105. This would require, amongst other things, a reevaluation of textbook selection, shared exam questions, common assignments, and more communication between professors. In addition, she proposes that the department revise course objectives, evaluate its online sections, reduce class capacity to 25 students per section, seek the most qualified instructors, and provide regular training opportunities.

So far, Dr. Simcox has launched an instructor research site to facilitate the sharing of course information, created a common assignment and rubric to collect results on student performance, and conducted instructor training on speech recording and feedback options. Looking towards the future, Dr. Simcox hopes to secure administrative oversight for oral communication and to begin curriculum mapping to chart students’ progress in communication skills over their entire college career. She also wants to provide all Messiah College faculty members with resources to improve their ability as instructors and to assess major-specific communication skills. Ultimately, she aims to create a communication lab where students can receive support and assistance in developing and rehearsing their oral presentations.
Students and Faculty Demonstrate Commitment to Sustainability at Humanities Symposium

Emily Carter

Themes of resilience, sustainability, and re-imagining the future permeated the 2014 Humanities Symposium, which took place Feb. 26-28. Peabody Award-winning broadcaster and urban revitalization strategist Majora Carter offered the keynote address, and students and faculty from the Communication Department took part in various presentations.

“Imago Dei”

Professor Nathan Skulstad facilitated a screening and discussion of his documentary film, “Imago Dei.” The film, which depicts an Orthodox Iconographer, explores questions of faith and the human condition by examining the implications of being made in the image of God. Transporting viewers into the world of the artist, the film forces its audience to ponder what it means to be made in the image of an invisible God. Skulstad, who specializes in documentary production and the exploration of faith and spirituality, received a Social Sciences and Humanities Research Council of Canada Grant for his work.

“Sustainable Resilience: Culture Meets Communication to Address the Challenge of HIV/AIDS Orphans in Southern Africa”

Dr. Nance McCown and students from her Public Relations Campaign class hosted a panel discussion, which highlighted their work with Forgotten Voices, a local, non-profit organization dedicated to equipping churches in Africa to care for AIDS orphans. Brittnay Radford, a junior public relations major, explained, “PR Campaign helped Forgotten Voices by conducting research and implementing their rebranding efforts via traditional media and social media.” This involved creating a media kit and delivering it to various media outlets and generating Facebook updates, Tweets, Pinterest pins, and Instagram posts. Radford stated that the class began by conducting research, which consisted of selecting a target audience, examining other non-profit organizations, and conducting in-depth phone interviews with key stakeholders. They then focused their attention on rebranding efforts.

one of my days can be. If I can make someone’s day better when they come home and fire up their video game console, then I’m doing all right!”

To current students, he offers this advice: “You get to make your own path, but you have to choose to do it, and put in the work to make it happen. I always considered failing, if on my own terms, to be a win for my career path.” Brown also encourages students to make the most of their time in college. “I rushed college. I graduated early in the name of saving a few bucks. In the end, I’d have happily taken on that little bit of extra debt, for another semester or two of college life. It gets REAL real after you get that diploma. Chill out on getting there.”

Andrew Brown currently resides in Orlando, Florida with his wife Abby (COMM/PR '04) and three sons: Holden (4), Jude (2), and Davis (2). They have not yet visited Disney World or the beach.

Continued on Page 6
“A lot of people weren’t yet familiar with Forgotten Voices, so we had to personally tailor the message as a rebranding launch, but with a focus on sharing Forgotten Voices’ story,” said Radford. “Speaking at the symposium was a great experience for me. It not only helped spread awareness about Forgotten Voices, but it was also an opportunity to share our experiences and how we used our skills in PR to further Forgotten Voices’ mission.”

“The Real Food Challenge: Bringing Real Food to Messiah College”

Senior public relations major Shannon Cochran played an influential role in bringing the Real Food Challenge (RFC), an initiative designed to encourage universities to adopt sustainable food practices, to Messiah. Cochran, who interned with the RFC during the fall of 2013, explained, “The goal of the RFC is to have 20% of our school’s food be ‘real food’ by 2020. Real food is defined as local, fairly produced, humane, and sustainable. Its goal is encompassed in the idea of social justice for consumers, producers, communities and the earth.” After an initial suggestion from Dining Services, Messiah decided to take up the challenge. During her internship, Cochran remained heavily involved in the research process. “We examined two months of food invoices, hundreds of them, and entered them in the Real Food Calculator, which helped us define what was real food in Messiah’s dining system--where is it coming from, who is producing it, does that company provide good working conditions for employees and treat their animals fairly? Once we had entered certain items into the calculator, we started calling up organizations, asking them about their policies and looking into what is in the food,” she said. When asked how her work with the RFC related to the theme of the Symposium, Shannon responded, “Our project related directly to the theme of sustainability and re-imagining the future because we started a movement at Messiah to help our students and faculty not only become more aware of their food choices, where it comes from, and how its’ treated, but we also brought a new idea that students haven’t thought about before. This is what leads us to pursuing a life of sustainability and answering the call of tending to the earth, the animals, and the safety of all living beings.” Cochran acknowledged that her internship with RFC allowed her to gain a new perspective, recognizing the importance of sustainable practices and being good stewards of earth God has given us.

“Sustainability at Messiah College”

Junior film and media arts major Lindsay Corriveau and sophomore digital media major Alicia Sims teamed up to create the film, “Sustainability at Messiah College.” Lindsay noted that the film, produced at the request of Craig Dalen, Messiah’s Director of Sustainability, features sustainability projects at Messiah. With the help of Sims, Corriveau was able to capture most of the larger projects on campus. Dalen has since used the film in presentations at colleges across the United States. Corriveau said, “Through the process of making the sustainability video, Alicia and I learned not only about the technical ways in which Messiah is working towards a more eco-friendly future, but also how dedicated our students and staff are to the hard work that the movement requires. We’re very proud of the Sustainability Department for their strides in their field and can’t wait to see what the future brings.”
pARTy like Picasso
Unleashes Creativity
Emily Carter

On March 10, the Communication Department hosted its spring COMMunity event, pARTy like Picasso. Students and faculty—including a few younger family members—de-stressed while tapping into their inner creative muse. The event featured arts and crafts, a photo booth, snacks, and music from Dylan Lee Music and Brian Gallagher. Many attendees brought non-perishable food items to donate to New Hope Ministries.

COMMunity students Susannah Goodman and Jen Morgan proudly hold up their artwork.

“COMMunity” even comes through in student artwork!

Besides markers, pARTy like Picasso featured Play Doh, paint, and chalk stations, as well as an interactive film trivia game.

Brian Gallagher and Dylan Kalogris created a coffeehouse atmosphere with covers and original tunes.

Hayley Cowoski, a sophomore PR major, shows off her creativity with chalk.
The Messiah College Student Film Festival

Sunday April 27, in Parmer Cinema 6:30-8:30 p.m.
Reception to follow in Howe Atrium

Co-sponsored by:
The Department of Communication
and The Office of Admissions

The Department of Communication and The Office of Admissions welcomes all COMMunity students and alumni to the Splice Film Festival. Tickets are required but free and are available through the ticket office in Eisenhower or by calling 717-691-6036.
Journalism Evolves to Meet Consumer Needs
Sarah Goldy-Brown

A pencil, notepad, and printing press will no longer cut it. Journalism has far advanced since the times of the daily newspaper and continues to do so as technology changes. Smartphones, social media, digital-native news trends, and consumer habits have drastically changed the field of journalism.

With the emergence of new mediums over the past 10 years, consumers now, more than ever, act as gatekeepers, deciding which news stories go viral and which never make it into someone’s Facebook feed. According to a study conducted by Journalism.org, 82% of Americans access their news on a desktop or laptop and 54% access news on a mobile device. The transition from paper to cyber creates a space for users to engage with the news they read about and watch. Half of social network users share or repost news stories, images or videos and 46% discuss news issues (Journalism.org). Not only do consumers digest news, but one in ten social networking users post news videos that they have captured themselves. News now exists as an interactive form of two-way communication rather than as one-way information dissemination.

As consumer habits change, the journalism industry has started to change as well. Newspapers and television stations no longer target separate audiences; they now compete head-to-head on the internet for the attention and favor of media consumers. Newspapers have created online editions, Twitter handles, Facebook pages, and even Instagram accounts.

The popularity of online news has also created space for the emergence of digital-native news sites. Sites like Buzzfeed, Mashable, and Yahoo News have all grown their reach, staff size, and content to fulfill the perceived desires of the consumer. Madeline Shappell, a junior journalism major, commends these online sites for providing easily digestible content that also entertains the public. “On Buzzfeed, you can scroll down through the headlines and it has a brief description, so if you’re really curious you can click on it and keep on reading. This definitely appeals to the consumer’s short attention span.”

Although many praise these sites, they have received some critique. Dr. Arke, professor of communication, questions whether these sites disseminate information that people want or that they need, and the validity of their content. A study by the Pew Research Center also explores whether these sites can sustain themselves financially to compete with the larger news corporations or if they will have to return to smaller staff sizes in the coming years.

A news station’s online presence in general also raises some concerns. A user’s ability to spread news content through their personal social media channels can potentially create many problems.
The viral nature of Twitter also creates this necessity for journalists to break the story first, which further perpetuates the problem. “There is a demand for news to come faster and faster and I think there’s a danger that we aren’t getting all the facts straight before we post them online,” said Shappell. Arke also asks, “What happens when a mistake is made or erroneous information is posted? How many people who saw the original post will also catch the correction?”

Journalists must find a balance between speedily informing the public and providing the public with well-researched and supported information. A Harvard Neiman Report suggests that adherence to long-standing journalistic values can counter these potential problems. “Accuracy, proportionality and fairness, as time-honored journalistic values, are well worth adoption by those conversing through social networks,” says Geneva Overholser, Neiman Foundation for Journalism.

Journalists must hone their research skills and their ability to ask questions and construct a fluid and engaging story. However, with the emergence of new media, journalists now need a wider set of skills to compete in the evolving marketplace. Dr. Arke states that, “the ability to work with a variety of A/V formats, both hardware and software, is key to gaining employment in the current marketplace.” Reporters can no longer go into the field with just a notebook and pen; they need to utilize smartphones and other media technology to create visual and audio stories.

To provide its students with the adequate skills and experience to compete in the journalism industry, the Department of Communication has developed new and revised classes, including Media Law and Ethics, Alternative Approaches to Journalism, Topics in Media Production, Topics in Journalistic Writing, and Media Management. The Department has also renamed the “Broadcasting” major to “Media, Culture and Technology,” to better reflect the changing industry.

As students have the opportunity to take new classes and to spend time in the new television studio, slated to open in January 2015, they can expect to gain even more hands-on experience that will give them an invaluable advantage as they head into the evolving journalism and media fields.

“Hard Out Here” Research Heads “Out There”: Senior Represents Messiah at ECA Conference
Emily Carter

In April, senior public relations major Dan Row presented his poster, “Finding the Words Anyway: An Analysis of Lily Allen’s ‘Hard Out Here’ through the Lens of Kramarae’s Muted Group Theory,” at the Eastern Communication Association’s (ECA) regional conference (undergraduate category) in Providence, R.I.

Row, who participated in the undergraduate category, focused his research on British pop star Lily Allen, and her single, “Hard Out Here.”

According to Row, the British pop star’s single “talks about the difficulties of being a woman in this society and especially how the mass media has this terrible double standard against women. Throughout the song, Allen uses derogatory language, traditionally meant to offend women. She doesn’t do this to offend, however. She is trying to ‘reclaim’ the word by making it a term of empowerment, thereby taking away the negative power it has.”

After further analysis of the song, Row applied Cheris Kramarae’s Muted Group Theory, which he learned about in Dr. Kate Simcox’s Communication Theory class. “This theory says that language is unfair for certain people because it was made by people in power. In this case, it means that men have created lots of terms to put women in their place,” said Row.

Continued on Page 3
Row then examined other cases where people tried to reclaim profanity that was originally created with a similar intent. “The biggest example I found was the N-word,” he said. “It was originally used by white slave-owners to demean African Americans, and can still be done so. However, some sections of the African American community have tried to reclaim the word and can use it as a kind of sign of solidarity.”

He concluded that the attempts of Allen and other feminists who have tried to reclaim derogatory language have been largely unsuccessful. “Even if you try to change a word’s intention, the meaning behind it is there and… there is no way to differentiate between a positive or negative meaning,” he noted. “While it is a step in the right direction, I would argue that it is the wrong step. A more viable solution would be finding positive terms of empowerment that don’t have a meaning so tied up in negative and ultimately subjugation.”

For Row, conducting this research and preparing for the conference provided learning well beyond the classroom. “First of all, I know more about the process of preparing a paper for this kind of submission as well as about the topic itself. I’ve found that this is something I’m really interested in and something I hope to study further in grad school,” he said. “This falls under the category of ‘critical theory’—those theories that deal with power dynamics and struggles—and because of this, I know it’s something that I really find important and something I’d like to study more in the future.”

Dr. Simcox served as Dan’s mentor throughout the project. She commented, “Dan is a creative thinker and superb writer, and he really excels at making theoretical connections. He loves learning about a wide variety of popular culture topics and exploring the themes of oppression, power, and resistance, so this paper is a great representative of those interests.”

Row also presented his Senior Honors Project, “Pokememes and Power: The Rhetoric of Activist Fandom,” at Messiah on April 15. In his research, Row examined the use of internet memes as a form of visual persuasive rhetoric and how fandoms may point to a shifting power paradigm in our technology savvy society. Following the presentation, his advisor, Dr. Nance McCown, remarked, “I’m so proud of Dan. He nailed his senior honors research presentation with great research craftsmanship, fabulous insights, intriguing findings, and a highly engaging presentation…an advisor’s dream!”

After graduation, Row plans to continue work on academic projects, with hopes of eventually attending graduate school.

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New COMMunity Faculty to Begin Fall 2014

Emily Carter

The Department of Communication will welcome two new faculty members for Fall 2014. Coming to Messiah from Malone College in Ohio, Dr. David Dixon will teach journalism and media, culture and technology courses. Professor Krista Imbesi, who has served as lecturer and adjunct instructor at Messiah for the past two years, will teach film production and oversee the film and television studios slated to open in January 2015. Both Messiah alums, these new faculty members share a vision for our COMMunity, and we look forward to welcoming them in a few short months.

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David Dixon
Ph.D. in Mass Communication, Indiana University
M.A. in Communication, Wheaton College
B.A. in Communication, Messiah College

- Interests include political effects of religious media; missionary media, especially in Africa; visual storytelling; media law and ethics.
- Additional interest in African studies, especially church history and media.
- Student media adviser for over 15 years.
- Regular panelist at National College Media Convention.
- President of Advisers of Christian College Media.
- Hobbies: Photography, road biking, hiking, camping.

Continued on Page 4
When Carla (Briggs ’07) Craig began her college career, she had no idea what she wanted to study. So she purposefully took courses in various disciplines, explaining, “I found that I really enjoyed my communication classes, and I was really drawn to the field. I also loved that communication was a major that didn’t require me to further my education in order to establish a respectable career path, and also that it left me with many options for different types of careers.”

Since graduating from Messiah with a B.A. in communication (public relations and advertising concentration) and minor in psychology, Craig has succeeded in establishing a successful career, working as Communication Manager for the Autism Services, Education, Resources, and Training Collaborative, ASERT.

“ASERT is a partnership of medical centers, centers of autism research and services, universities and other providers of services involved in the treatment and care of individuals of all ages with autism and their families, and is funded by the Bureau of Autism Services, PA Department of Public Welfare,” she said.

Craig, whose position is housed at Penn State College of Medicine in Hershey, Pa., noted, “I love that I am contributing to the greater good by working for an organization that makes a real difference in the lives of people with autism in Pennsylvania.”

Inspired by her brother, Calvin, who has autism and an intellectual disability, Craig has spent the entirety of her career thus far in the disability services field.

“One of my primary responsibilities is managing ASERT’s statewide resource website www.PAautism.org, so I spend a lot of time at my computer creating, editing, and updating content on the website,” she said. She also enjoys traveling to various Pennsylvania destinations for presentations, conferences, and trainings.

Because ASERT is a statewide collaboration, Craig uses online communication and conference calls to interface with coworkers. “Technology is great for things like video conference calls, go-to-meeting presentations, and email, but I think it makes it a bit more challenging to keep everyone ‘in the loop’ on all of the nuances of what ASERT is doing when we are..."
all in different physical locations,” she added.

While at Messiah, Craig interned at a marketing and public relations agency, as well as The Arc of Dauphin County, a small, non-profit organization. Speaking of The Arc, she explained, “It’s an organization that provides services and supports to individuals with intellectual disabilities. I loved every second of this internship, and it cemented in my mind that non-profit work was something I wanted to pursue.”

Fortunately for Craig, a full-time communication position opened up at The Arc, and she began her first job. “I was the only communication person on staff, so it was a great opportunity to do a little bit of everything and grow my skills in a lot of different areas,” she said.

A member of Lambda Pi Eta (Communication Honor Society) and former communication department work study student, Craig acknowledged, “Messiah gave me lots of great tools that prepared me for my career: An excellent foundation of knowledge in communication theory and practice, real-world experience through my internships and PR Campaign class, a network of supportive colleagues in the area that I can draw on for advice and expertise. And lots of great classes that gave me a taste of different PR specialties.” She encourages current students to attend networking events, contact area professionals, seek internships, and volunteer with local organizations.

In her spare time, Craig enjoys running with her Sheltie named Calli, knitting, making jewelry, reading, playing soccer, collecting and playing board games, and singing in her church choir.

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**SPLICE Film Festival Celebrates Student Work**

Emily Carter

On April 27, Parmer Cinema buzzed with excitement as students, faculty, and friends gathered in to attend SPLICE, the Messiah College Student Film Festival. The event, hosted by senior communication major Billy Martel and junior film and media arts/digital media major Lindsay Corriveau, featured seven films, a scrumptious red carpet reception, and prestigious filmmaker awards.

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Professors Fabrizio Cilento, Nathan Skulstad, and Krista Imbesi comprised the festival committee. Imbesi explained, “The Splice Film Festival is a showcase of Messiah student work from the past year. Students submit films to us, and we have a committee who meets to watch them together and discuss which ones to include in the festival.”

Imbesi, who worked with students to create a hosting video to introduce the films, added, “Over the past two years we have redesigned the film festival into more of a formal event. The film and digital media programs are growing exponentially here at Messiah, and the quality of work submitted is at a higher level than in the past. I am blown away by the quality of the work we’ve received from students in recent years and I’m looking forward to seeing the film and digital media programs grow even more in the future.” Corriveau added, “It was great to see everyone’s hard work pay off.”

Senior film and media arts student Mitch McClure received awards for Best Directing and Best Film (Audience Choice) for his film, “Downward.” McClure served as director, director of photography, and editor for the project. He noted, “Downward is a sci-fi/action/drama short film about a widow who lost her husband to war and has to enlist the help of a bioengineered super-soldier to help her find his body. The film deals with the brutality of war and the value of forgiveness.”

Messiah graduate Gwendolyn Collier took home the award for Best Screenplay for her film, “Fighting Through the Static,” which she produced as part of her senior project last year. According to Collier, “Fighting Through the Static” is “a short film designed to

Continued on Page 6
communicate what life for a young man with Asperger Syndrome can be like.” Billy Martel directed the film, while senior film and media arts student Serena Dixon took on the role of editor. Collier explained that she was mostly involved in the structural aspects of production. “I wrote and storyboarded the screenplay, contacted Billy about handling the direction and equipment, reserved all the spaces we would need for shooting and was present to oversee the filming, often acting as boom mic operator since we were short staffed.”

The Best Cinematography award went to Derick Esch, a senior film and media arts major, for his film, “Beyond the Margins.” “In this short documentary, people living with disability in Ghana, West Africa find hope and strength to overcome the daily physical challenges and discrimination they face from their families and community. With the support of World Vision and other non-governmental organizations, the Ghanaian people find mutual acceptance and understanding, regardless of ability,” said Esch.

“This was my first involvement of any kind working on a documentary film, much less directing, shooting, and editing the whole project,” Esch added. “World Vision and the Collaboratory at Messiah College offered me a great opportunity to experiment with this new genre, and hopefully the film will continue to have success at film festivals in the future and impact the way people view persons living with disability.”

Senior film and media arts major Sarah Stevenson received the award for Best Editing for her film, “The Sleeping Mask.” Stevenson says, “I did not have a plan when I started filming ‘The Sleeping Mask.’ I just had certain images in my head and went with my gut feelings about what to shoot. For me, the exciting thing about avant-garde editing is that you don’t know what kind of story you will end up with. I find that I create much more depth in post-production than in pre-production, so organizing the images in the editing process is very exciting. The way in which I interpret the film is probably different than how others do, but that’s perfectly okay.”

Department’s Vimeo site to view trailers and full-length SPLICE entries.
From Blogging to Breakup Coach: Alumni Career Combines Comm and Counseling

Erin Zakin

Actor Will Smith brought an interesting twist to the concept of relationship counseling in his role as a “date doctor” in the movie “Hitch.” But alum Akirah Wyatt Robinson (’07) has followed an equally interesting—and unusual—career path that has landed her squarely on the other side of that counseling continuum. As a “breakup coach,” she combines her education and experiences in communication, sociology, and counseling to help women find healing from broken relationships.

At Messiah, Akirah earned a B.A. in communication (with a concentration in public relations and advertising), along with a double minor in Sociology and Counseling. She chose communication because “it’s a very broad, general degree, and you can relate it to a lot of things.” After graduation and a period of job-searching, Akirah began pursuing a degree and licensure in social work at the University of Pittsburgh. Her undergraduate communication courses made her very comfortable writing and communicating with others, both of which are very important in the social work field. Describing the impetus for her social work interest, Akira said, “If communication, sociology, and counseling had a baby, it would be social work.”

How does one start a career as a “breakup coach”? For Akirah, it began with a passion for writing that started while she was attending Messiah. She started a blog that she would post to frequently for the sake of practicing writing. As her writing developed, she found herself drawn to writing about relationships, in part because of a past difficult relationship. As she continued to blog post-graduation, many women sought Akirah’s relationship advice through emails, leading her to further pursue her passion for helping women heal from broken relationships. Now, as a breakup coach, she brings together her communication, counseling, and social work knowledge and experience to provide coaching services to women in need. She explained, “I help women heal from heartache, and I teach women how to participate in healthy relationships.”

Over time, Akirah’s work has garnered name recognition. One of her original blog posts, “Why I Told 150 Guests That My Husband Does Not Complete Me,” went viral overnight, and has now been featured on Huffington Post and in Glamour magazine. Akirah has been given access to Huffington Post and continues to submit articles. Earlier this month, the Australian morning news program Sunrise featured Akirah’s blogs and role as a breakup coach, gaining further attention and exposure for her work.

Although she is one of only a few breakup coaches, she sticks to her passions, noting, “If I was not willing to throw myself into it, those opportunities would be worth nothing.”

[Image: akirah ♥ robinson]

Because it’s not just a breakup, it’s a wake up.
Congratulations and Blessings, COMMunity Seniors!

On Tuesday, April 29, department seniors and faculty gathered to celebrate at our Senior Picnic. Although the weather did not cooperate, everyone enjoyed the indoor hospitality of Climenhaga Homestead, complete with great food and a senior slideshow. Each senior also received a copy of Krista Tippett’s Speaking of Faith, signed by all department faculty. To celebrate our COMMunity seniors and view the slideshow, please visit our website.

Lambda Pi Eta Inaugurates Annual Service Project

On Reading Day (May 7), Professor Mary Holloway and three members of Messiah’s chapter of Lambda Pi Eta, the National Communication Honor Society, served for several hours at the Brethren Housing Association in Harrisburg. Compiling packets for an upcoming event and painting a home for people in need of transitional housing, LPE members Huy Nguyen, Brittney Radford and Susan Ryder participated in the chapter’s first annual service project.
In This Issue...
Charity Kauffman 1
Alumni Faculty 2
Summer Internships 3
Social Tagging 5
Our Feet are Rooted 6
#MCDCgoesPRO 7
Lambda Eta Pi 7
Renovations 7

Editors:
Emily Carter
Jodie Howard
Erin Zakin

**Alum Combines Communication and Christian Ministry**
Emily Carter

Charity Kauffman ('07), daughter of Christian bookstore owners, spent her childhood surrounded by Christian publishing, media, and ministry.

“As a student at Messiah, I was interested in pursuing similar fields outside of the retail industry. Studying communication offered opportunities to develop writing and interpersonal skills relevant to a variety of professional and ministry settings,” she says.

After graduating from Messiah with a degree in communication (public relations concentration), Charity worked in community relations at a Christian school in Central Pennsylvania before taking a job as the children’s ministry coordinator at her church. She then found herself at Bethel Seminary, where she graduated summa cum laude with a master’s degree in children and family ministry.

“My first year of seminary opened doors for me to move to Colorado Springs, where I worked on a Children’s Ministries staff at a mega church. While there, I had the privilege of writing and directing our VBS curriculum,” Kauffman shares. She also led family events, created Children’s Ministries promotional materials, provided administrative support for the Children’s Ministries Department, and enjoyed speaking at several Christian elementary school chapels in the area.

In March 2014, Charity accepted a position as the Director of Children’s Ministry job at Hunt Valley Church and made the move to the Baltimore area, where she currently resides.

She explains, “Any given day might involve volunteer recruitment, training and communication, curriculum writing, connecting with parents, vision casting, running programs that align with our mission and vision, updating websites, connecting with kids and parents through social media, reading articles about ministry to children and families, collaborating with staff members, and creating fun environments for kids to learn about Jesus.”

Kauffman enjoys teaching both large and small groups, as well as researching and writing lessons that communicate God’s story of redemption. “I love hanging out with and learning from my little brothers and sisters in Christ,” she says.

She adds, “My work influences in children’s spiritual formation. Their experience at church affects their view..."
of God and His people. Additionally, I want to make sure that kids enjoy a safe and secure environment when at church.” As a result, she spends a lot of time developing, maintaining, and communicating safety policies and crisis plans.

While at Messiah, Kauffman participated in concert choir, women’s ensemble, and the Public Relations Campaign. She also studied abroad in Russia and at the Contemporary Music Center in Nashville. Her favorite college memories include SAB concerts and singing at the National Cathedral with concert choir.

She notes, “Good leadership hinges on good communication. Whether I’m writing an email, explaining a policy, leading a volunteer workshop, or advocating for children in a church congregation, I use skills developed in communication classes at Messiah. Additionally, Bible and theology classes whet my mind’s appetite to deeply dive into Scripture. Basic exegetical skills and hermeneutic guidance helped to prepare me to approach the Bible as a learner and a teacher.”

Kauffman advises current communication students, “Avoid passive verbs when writing for Nance McCown. Be open to professors’ guidance and learn from their expertise. Take advantage of resume building opportunities while in college. Never lose your sense of childlike wonder when it comes to life and faith.”

A contributor to the Cory Center for Children’s Ministry website, Kauffman has also published work in Children’s Ministry Magazine. In her spare time, she enjoys listening to music and cheering for the Pittsburgh Pirates.

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Charity Kauffman (’07, center) leads Vacation Bible School worship.

Comm Alumni Join Department Faculty
Emily Carter

As the Communication Department continues to expand its Grantham-based programs, two new faculty members join the COMMunity this fall.

David Dixon, Associate Professor of Journalism, Broadcasting, and New Media Production

David Dixon (’88) grew up as a missionary kid from Kenya before moving to the United States to attend Messiah College, where he graduated with a B.A. in communication.

“After college I worked in publishing, and I found that working with writers was a lot like teaching. I also especially appreciated the idea of Christian colleges as places where faith and intellect could be brought together, so I eventually headed back to graduate school with the goal of teaching at a Christian college,” says Dixon.

After receiving a master’s degree in communication from Wheaton College and a Ph.D. in mass communication from Indiana University, he achieved his goal, teaching at Regent University, Azusa Pacific University and Malone University. He currently serves as president of Advisers of Christian College Media (ACCM). At Messiah, he will teach a variety of journalism and communication design courses, as well as Fundamentals of Oral Communication.

He expresses, “I’m excited to work with students who are putting their faith and learning into practice even while they’re still in the classroom. It’s fun to see students already using their skills in service.”

Dixon, who has lived in eight states and one African country, enjoys photography, biking, hiking, and camping.
Krista Imbesi, Senior Lecturer in Film

Krista Imbesi ('09), a native of Buffalo, N.Y., received a B.A. in communication (film concentration) from Messiah College. After graduation, she went on to obtain her M.F.A. in Media Arts from the University at Buffalo, where she directed her efforts toward documentary film.

While at the University at Buffalo, Imbesi’s thesis film and research paper focused on orphan issues in Jinja, Uganda. She received a Mark Diamond Research Grant to assist with travel costs. Her documentary, “Where We Belong” premiered at Hallwalls Contemporary Arts Center and has been featured at several film festivals both nationally and internationally. The film recently won the Jury Prize at the DIY Film Festival, was screened at the UFVA conference this past August, and won an honorable mention for documentary feature, the second highest award in that category.

“My path to teaching is a little bit different than the norm. My mother, father, brother and sister are all professors. My first instinct growing up was that I did NOT want to do that,” says Imbesi.

She explains that with her fondness for the arts, she considered moving to Hollywood after college to pursue a filmmaking career. “It wasn’t until about half way through college that I developed a true love of learning. Before that I had a love of achievement and ambition, and a love of creating art,” she adds.

During her junior year at Messiah, Imbesi realized that she enjoyed analyzing the storytelling and production techniques in film, learning about film history, and sharing this knowledge with others.

“One of my favorite parts of teaching is the mentoring types of relationships I’m able to build with students. When I think back on my own education, my inspiration, direction, and motivation often came from the people who developed mentoring relationships with me,” shares Imbesi.

Imbesi’s course load will focus on basic video and editing classes as well as some upper level film production and general education courses.

Along with her husband, alumnus Christian Imbesi ('09), she launched C&K Cinematography, a production company. The pair also owns an LLC production company with alumnus Cody Wanner ('09).

Outside the classroom, Imbesi loves spending time outdoors at her family’s cottage on the Rideau Waterway in Ontario, Canada.

Summer is for Internships

Erin Zakin

Summer… the season for relaxation, beach trips, visiting family, and lazing around all day. But for some students, summer means picking up an internship to hone skills while earning school credit. The benefits of summer versus academic year internships? Students can devote more time and engage in more intensive or sustained projects with their host organizations. Several COMMunity students completed a wide range of summer internships. Here’s what they had to say about their experiences.

Setting the Stage in “The Big Apple”

Senior public relations major Katie Johnston worked as a publicity intern for Glenna Freedman Public Relations, a boutique PR firm specializing in Broadway and Off-Broadway productions. Katie’s jobs included writing and editing press releases that ran on major Broadway sites, sending out press invitation e-blasts, and running errands around Manhattan. Katie says her favorite part about her internship was working in New York City. “I felt so privileged to work in one of the greatest cities in the world,” she notes. “It has always been my dream to work in New York City, but I didn’t think that dream would become a reality until I was older and more experienced.” She adds, “I gained a lot of life lessons through the internship. I grew in my independence and self-confidence, gained knowledge of directions and public transportation, and learned how to interact successfully with people very different from me.”
Planning Film Events “Across the Pond”

Kayla Caracci, a senior film and media arts major, interned for the London Screenwriter’s Festival, a part of England’s Ealing Studios. Kayla did researching, networking, event planning, and data organizing for the office, including organizing and hosting the world premiere and business premiere for Ealing’s collaboration film, 50 Kisses. She comments, “The night of the event was a mix of working to keep the event running smoothly and celebrating our success, so while I had to physically roll out the red carpet, I then got to walk it as well!” As for the research aspects of her internship, Kayla notes, “While it was an adjustment from the kind of academic research that I am used to, it also helped me to feel more prepared for my future.”

Programming and Tech on the Air

Karla DeJesus, a senior broadcasting major, and Jeremy Ross, a junior communication major, both interned at WPFGFM 91.3 Cumberland Valley Christian Radio over the summer. Although many of their responsibilities overlapped, they also had separate duties. Jeremy worked as an IT intern, and much of his work included physically recording and editing programs, keeping track of announcements aired on the station, and updating files. Jeremy says the challenges came in the hands-on technical experience: “My biggest areas of growth were in the knowledge I gained about sound and radio equipment. I took a sound design class in J-term, but actually working at the station gave me a chance to really learn more about soundboards, mics, and recording software. I loved it. Ironically, at first, the tech was the hardest part to master. When actually recording something, you have a certain amount of creative freedom, but to get to that point, there were quite a few technical things I had to learn first.”

Karla’s responsibilities included recording and editing interviews and programs for broadcasting. She also wrote scripts, prepared programs for web transfers, downloaded digital programs and CDs, and learned the digital Station Playlist program to prepare weekly rotations for on-air broadcasting. “I have applied the inverted pyramid, succinct writing principles and every broadcasting production course taken with Dr. Arke and Temple professors. Interpersonal dynamics and communicating to the masses is applied every day I am at the station,” notes Karla, who is continuing her internship during the fall semester. “The classroom and internship are a complementary blend that I can honestly say are aiding me in feeling confident about entering the working world in my field.”

Taking PR “a Little Bit Country”

Senior public relations major Hayley Cowoski spent her summer in Nashville working for PLA Media, a PR and marketing firm known for its award-winning clientele, which includes various country music artists, authors, and museums based on legends such as Johnny Cash and Tina Turner. Working as a publicist assistant, Hayley’s responsibilities included writing press releases, creating tour press kits for artists, calling media outlets, and researching databases.
Hayley feels she grew in many aspects of her career. “This was my first office job and there is a different level of professionalism in the office,” she says. “We constantly had clients and other people from the music industry in and out of our building, so it was important to maintain a professional atmosphere at all times. I also grew in my writing skills because I was writing every day. When you’re writing for an audience of hundreds or even thousands of people, it forces you to evaluate your writing and make it better the next time.”

Seeing “Noveau” Fashion through PR

Rachel Grim, a senior public relations major, interned at The Noveau Image, a Philadelphia-based public relations agency that specializes in events, lifestyle, celebrity, beauty, and fashion. As an intern, Rachel contacted the local press on behalf of the agency, attended charity events, prepared blog posts, and selected organic fashion and beauty products. Rachel comments, “The client base of The Nouveau Image was very diverse. Even though we discuss our target audiences frequently in class, having such a diverse range of clients helped me to better understand, in a real situation, how differing types of advertising influence—or do not influence—groups of people.”

“Social Tagging” Transforms Online Fundraising

Erin Zakin

This summer, ALS Ice Bucket Challenge videos clogged Facebook, Twitter, and other social media newsfeeds. People challenged their closest friends and family to create videos of their own to raise awareness and research funds for ALS (Amyotrophic Lateral Sclerosis, commonly known as Lou Gehrig’s disease). Many assumed this trend would be short-lived, but the challenge continued on for several months. Although initially scoffed at, the ALS Ice Bucket Challenge, turned into a revolutionary social media movement that left other nonprofits jealous and many companies stunned.

According to the International Business Times, as of September 29, the Challenge has raised more than $100 million for the ALS Association (ALSA), a staggering increase compared to the $2.7 million raised during the same time period last year. Although ALSA did not originally create the challenge, it has nonetheless become the non-profit’s biggest success. But why? Three reasons stand out.

#1 The challenge was not created by the company itself

Peter Frates was diagnosed with ALS in 2012. Determined to make a difference rather than settle for his diagnosis, Frates designed a campaign to bring awareness to ALS. He used his sports contacts to get well-known athletes to participate in the challenge he created specifically for ALS. In fact, the Ice Bucket Challenge was not originally Frate’s idea: various nonprofits previously used the challenge to promote awareness and get people involved. After Frates created his video—friends tagged and hashtags included—the challenge took off. Carrie Munk, ALS Association spokesperson, tells Huffington Post, “I’m pretty sure that if any company or any nonprofit had all of the public relations dollars in the world to come up with a campaign, we never would’ve see this kind of success.”

Heather Quirk doing the ice bucket challenge.
On Location: Prof’s Film Aims to Raise Awareness in Uganda

Emily Carter

Professor Krista Imbesi (‘09) traveled to Uganda for three weeks in June to begin work on “Our Feet Are Rooted,” a documentary she is producing in collaboration with her husband, Christian (‘09), and the non-profit, Solidarity Uganda. While there, Imbesi conducted interviews with local residents who are being terrorized into abandoning their land. Messiah alum Phil Wilmot and his wife Suzan, founders of Solidarity Uganda, work to instruct communities in Northern Uganda about non-violent ways to respond to the government attempting to seize their land and sell it to corporations. Imbesi explains, “Since this is happening in a somewhat remote area, even people in other parts of the country don’t realize what is happening in Amuru District. We’re hoping that the film will raise awareness in both the U.S. and Uganda.” She hopes to release the documentary next summer.

#2 It demonstrates the power individuals have

One video wouldn’t have been enough to make the Ice Bucket Challenge successful. The idea of challenging friends and interacting with the organization brings the whole idea to life. “Social tagging,” or adding tags to social media posts and photos, joins posts together and creates a giant map of connected networks. It simply took one person to initiate the challenge; soon it spread virally to literally millions of participants. Whether the donation was worth $10 or $200, the challenge encouraged everyone to become a part of this charity simply because their friends invited them.

#3 The challenge effectively uses social media

Many charities fail to use social media effectively. The Ice Bucket Challenge harnessed social media’s advantages to spread, allowing videos, news stories, pictures, and other posts to go viral in a matter of minutes through effective social tagging. It didn’t take long for ALS Challenge videos to start filling up newsfeeds, but the most viral videos—those posted by celebrities or other famous individuals—prompted the greatest number of “shares,” inspiring more attention, and, ultimately, increased donations.

Despite its many positives, the Ice Bucket Challenge received some negative feedback. Specifically, it created some “slacktivism,” which refers to individuals “sharing” information about a cause rather than actually donating or directly helping it. Others criticized the Challenge for encouraging self-promotion.

Jeff Shuck, CEO of Plenty Consulting (a firm specializing in peer-to-peer fundraising), addresses companies striving to duplicate the Challenge’s success in a Forbes interview by saying, “It’s not about the ice bucket. You could sit in a room for a year and come up with a thousand ideas that seem like a breakthrough success, and then most of them wouldn’t work.” He suggests charities start by examining the Challenge’s core values and mission.

In the end, people either hate the Ice Bucket Challenge or they love it. But no one can argue about raising $100 million—or the increased awareness that comes with it.
Extensive renovations in the lower level of Hostetter Chapel will create much-needed space for the Department of Communication’s expanding programs. Housing film and television production studios complete with a semi-permanent news desk and endless floor, corner-positioned green screen; a news control room; a foley sound studio; and a green room, this new location will triple the size of existing studio space. It also will greatly expand storage capacity, allowing for more efficient and effective equipment lending.

Renovations should finish in the next few weeks with moving from current space slated before Thanksgiving. For more photos charting the project’s progress, visit the COMMunity Facebook page album.

Online Opportunities
Open Doors for Filmmakers and Artists

Emily Carter

Independent filmmakers and visual artists, dubbed “starving artists,” often struggle to secure a consistent paycheck. However, online opportunities are changing the game, making it easier for creative individuals to share their work and form connections.

HitRECord, an open-collaborative production company created by actor Joseph Gordon-Levitt, allows writers, musicians, and visual artists to share their work, joining together to produce short films, books, music, and art.

The company originally launched as a means for Gordon-Levitt to solicit feedback for videos. However, in January 2010 at the Sundance Film Festival, hitRECord introduced its new website which allows anyone with internet access to participate in collaborative projects. Through hitRECord, artists can upload original work or download, review, and remix work posted to the site. Original work remains on the website, and everyone receives credit for collaborations.

When the company’s money making productions, such as books, live shows, and vinyl records, make a profit, hitRECord splits earnings 50/50 with contributing artists. In 2013, the company paid contributors a total of $737,175.09.

Messiah alum Jonathan Stutzman (Film ’09) has had several short stories and an illustration published in “The Tiny Book of Tiny Stories,” a book produced by hitRECord.

Stutzman shared, “There is currently such great potential for independent artists. We can now share ideas and work together, no matter where in the world we are. And also, the fact that the audience is right there, a click away. You can make your own content and put it out there for the whole world to see in seconds.”

In Jan. 2014, hitRECord released the Emmy award-winning television show, hitRECord on TV. Hosted by Joseph Gordon-Levitt, the new take on a variety show features short films, live performances, music, animation, and conversation. Each episode focuses on a different theme, and artists are invited to contribute content via hitRECord’s website.

Stutzman recently received word that one of his stories is being made into a short film for the second season of the show. He expressed, “So getting a credit as a TV writer on a Joseph Gordon-Levitt produced show? I’ll take that any day. Like I said it’s been an exciting ride, and anyone who’s creative out there should check out hitRECord and submit your own work!”

HitRECord serves as just one example of the tools and opportunities available to filmmakers and artists today. Professor Krista Imbesi noted, “Online distribution is an exciting development for small budget independent filmmakers. In the past, they would need to find a reputable distributor who would often only do straight to DVD options. Making DVDs costs money, and
Partnership Produces Difficult Conversations Goes Professional
Emily Carter

On Oct. 14, students and faculty gathered in Brubaker Auditorium to attend Difficult Conversations Goes Professional. Co-sponsored by the Communication Department and Career and Professional Development Center (CPDC), the event featured role plays designed to educate and equip students to effectively and professionally communicate in difficult workplace conversations. Interactive audience brainstorming and discussion, as well as a reception, added to the evening’s activities.

Christy Hanson, Director of the CPDC, noted, “It was a wonderful opportunity for us to partner with the Communication Department to host the Difficult Conversations Goes Professional event. We appreciated the opportunity to share with students potential scenarios that may challenge their thinking and communication strategies, specifically within a professional context. For many students, these types of challenging scenarios may be unfamiliar territory, so the chance to think through responses and solutions critically with their peers allows them to be prepared for future situations.”

Members of Dr. Nance McCown’s event planning class gained hands on experience, helping to plan, promote, and execute the event, which also served as an alternate chapel. Sarah Ooi (‘16), a member of the logistics team, worked to create an event formulary, budget, and timeline. She noted, “I met with Dennis Weller, the Conference and Event coordinator at Messiah, to formulate the layout of Brubaker Auditorium. We talked about table sizes, placement, and how to organize the stage. Through this event, I learned the importance of being flexible. When you are planning an event for hundreds of students, being able to go with the flow makes it easier to coordinate details with your team and guests, making sure all expectations are met.”

Kelly Gordon (‘17) had the opportunity to practice her acting skills, performing in one of the role plays. She shared, “It was really cool to see the process from start to finish and see how quickly everything got put together on the day of the event. There were so many different aspects of the event from just the event planning class to the three different skits and the Career and Professional Development Center working with the Comm. Department. That was really impressive seeing them all work together seamlessly.”

Dr. Kate Simcox was responsible for coordinating content for the event, beginning with soliciting scripts from students in her Communication Senior Seminar course. She also assigned coaches to assist actors and script writers, wrote audience discussion questions, and facilitated interaction between the writers and CPDC.

She added, “I think this was a wonderful collaborating venture with the CPDC office and a natural fit. Students who attended learned very practical, effective communication strategies they can use in various types of professional situations. They were also invited to consider what difference their Christian faith made in the ways they might respond to typical workplace challenges. I’m very grateful for

Authors of the Skits

“Did I get the Job?”
Kaitlyn O’Connor (‘15), Public Relations

“The Intern”
Joel Hoover (‘15), Journalism

“Mumbo Jumbo”
Hannah Teklits (‘15), Communication

Continued on Page 3
Imagine getting up close and personal with the rockets built by NASA or seeing a rocket launch live and in-person. Ally Coonradt, a junior Public Relations student, knows exactly what those things feel like. NASA selected Ally as the only college student to cover the social media for the Orbital Sciences Cooperation’s Antares launch at NASA’s Wallops Flight Facility in Virginia after she applied to be a NASA Social Media Credential. As a selected NASA Social Media Credentials, Ally completed a two-day visit at the Virginia headquarters, including press conferences, photo ops, tours, and VIP seats for the rocket launch, all of which she live-tweeted through Messiah’s Pulse media hub Twitter feeds.

When Ally saw NASA’s advertisement post about covering a rocket launch on social media, she jumped on the chance to pursue her interests. “I follow NASA on my personal Twitter account,” Ally explained, “I’ve always had an interest in astronomy. I have a lot of astronomy books.”

Ally also said the whole experience was very rewarding. “It was a fantastic opportunity. I did a lot of social media overall. I attended two press conferences [before the launch] and took pictures. We visited the launch site and got close to the rocket. The day of the scheduled launch, we went to the facility where they make the rockets.”

As with many NASA launches, a few complications arose over the course of Ally’s stay. “The first day, there was a sailboat in the hazard zone, and they weren’t able to communicate with him,” she noted. With only a 10-minute launch window, the procedure cannot continue if any individuals are within the hazard zone. After delaying the launch as much as possible, NASA shut off the countdown right after it started, postponing to the next day.

“The second day we were all excited. [The launch] was right on time, and it was only less than 10 seconds in that we knew something was wrong,” said Ally, referring to the explosion occurring immediately after the Antares rocket launched. “The big explosion we saw was the rocket hitting the ground and all the jet fuel exploding.” As it turns out, NASA knew something was wrong and hit a self-destruct button, exploding the rocket.

The good news is no one was injured, and all the staff members were fully prepared in the case of an emergency or a rocket explosion. “Multiple times before the actual launch, we were informed what to do if something went wrong,” Ally stated. “We all knew what to do in an emergency. When [the explosion] happened, that’s exactly what we did. We were out of there so quickly, I didn’t have the time to process what was happening.”

NASA handled the crisis extremely well, or as Ally described it, “textbook-definition perfect.” Everything from the initial preparation, to the actual crisis, to the press conference afterwards was well-organized. Ally said the whole experience gave her a bit more insight towards her future career. “It made me realize I want to be the one in the press conferences,” she said, “I enjoyed seeing NASA unroll the crisis communication. They did their best and they were prepared. It makes me want to be more involved, even if it’s just with NASA.” Ally also said she has a strong interest working with a space-based organization. When asked why, she said, “[The projects] benefit humanity as a whole. I would love to eventually work for an organization that does space exploration.”

To check out some of Ally’s posts, search any of these tags on Facebook or Twitter: #AllyGoesToSpace2014 #NASASocial #Orb3 #Antares #PulseGoesToSpace2014 In addition, check out the Pulse news package that Ally, senior and
Ally Coonradt (’16) posing at the field where the rocket launch was about to take place.

Alum Takes Love of Storytelling to the Big Screen
Emily Carter

“I have always loved telling stories, and I feel that storytelling is one of the most important methods of communication we have,” says Jonathan Stutzman (’09). “It’s a way to share thoughts & ideas, explore our existence, our connection to each other, the world, and to God.”

This love of storytelling led Stutzman to pursue a B.A. in communication (film concentration) at Messiah College. Currently finishing his thesis for an M.F.A. in Screenwriting & Directing for Film at Temple University, Stutzman works independently in the creative field.

He described the “kaleidoscope” of projects he has been a part of, explaining that he enjoys the creativity and freedom afforded by his job description. “My work varies from shooting films and video work for companies, musicians, and weddings, to graphic design for companies, to photography for fashion bloggers & actors, and pretty much anyone else who wants a picture,” he noted. “I also publish writing and poetry. So my typical day can range from travelling somewhere for a shoot (sometimes as far as California), to staring at a computer screen for hours editing or writing.”

Stutzman explained how Messiah has prepared him for his career. “Messiah was the place I took my original passion for filmmaking and storytelling, which had sparked in my middle school and high school years, and was able to cultivate it,” he said. “Of course it’s been a continual process of learning and growing ever since graduation, too, but Messiah definitely laid the groundwork for my craft, and how this creativity relates to my faith.”

While in college, Stutzman completed an internship with CoLaborers International, a nonprofit organization that empowers indigenous-led groups to reach their communities in Zambia and India. He also worked for the State Department, serving as a U.S. Arts Consultant to the Afghanistan National Institute of Music. He recalled, “I met a lot of wonderful talented young musicians and artists, with beautiful stories to tell. Getting to share with them and hear about their lives was such a rewarding experience. Meeting new people and experiencing different cultures, breaking that bubble of comfort, is always an important step towards learning and personal growth.”

Stutzman has also had the opportunity to teach a few film and screenwriting classes, both at Temple and Messiah, as an adjunct. “The process of teaching, having to take the knowledge you’ve learned and instilled in your own brain, and turn it into something comprehensible for someone else, creates a whole new way at looking at your craft,” he explained. “It’s an amazing, and encouraging experience to share your passions and love of something, with other people who loved it too.”

While at Messiah, Stutzman was a member of the film society, played varsity basketball, participated in student government, was an RA for two years, and spent a semester in Philadelphia. He relayed his favorite college memory. “I wanted to make a film over j-term, and because free, cool locations are hard to find for student filmmakers, I thought, hey why not use my sister-in-law’s family’s beach house in New Jersey?”

After rounding up a few film friends and actors, the crew arrived at the beach house to find they had no heat, running water, or indoor plumbing. Stutzman joked, “Contrary to popular belief, beaches are not always warm year round. So during the day we froze on the windy beach, in 30 degree weather, and at night...
we all huddle up in the room together trying to keep warm. I think the nearest bathroom was 5 miles away on a different isle. But it was an awesome weekend. We got to make a movie, we had a blast making it, and no one lost any toes from frost bite.”

In the short time since his graduation, Stutzman has received a number of awards. “Recently I had a great experience making a video for the Wake Up the World film competition, and was blessed when I won first place. They are flying me out to LA to meet with an NBC executive, so I’m excited about that adventure and the possibilities that might come from the experience,” he shared.

In addition, he received word that his story, “Fire Flies,” is being made into a short film for hitRECord’s TV show. He explained, “HitRECord is a creative company/community run by Joseph Gordon-Levitt that is about utilizing the talent and creativity from people around the world to create projects together.”

A few years ago, Stutzman submitted some writing and poems to hitRECord’s book, “The Tiny Book of Tiny Stories: Volume 1.” He recalled his surprise when Joe personally picked one of his submissions. “I ended up getting three stories in Vol. 1, and then four more as well as an illustration in the next two volumes. Recently, I just found out Joe wants to make that original first story into a short film for the second season of their television show,” shared Stutzman.

In his spare time, Stutzman enjoys reading. “If I see a bookstore I’m going in, and most likely I’m coming out with a handful of paperbacks,” he shared. He advises students, “Do as much as you can now, as far as creating work, applying for internships, and checking out job opportunities. There is no better time to start your career than now. So, get out there and do something awesome.”

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**Study Abroad Enriches Understanding of Communication**

Erin Zakin

Messiah College encourages all its students to study abroad, whether that means traveling for a J-Term or May Term cross-cultural or spending a semester studying in another country. Traveling abroad can help even Communication Department students with their communication skills (and that doesn’t just mean learning another language). Studying abroad may include internship opportunities or learning how communication and culture work in another country. Here, several COMMunity students share their experiences studying in Australia and Great Britain.

**A View from Down Under**

Junior communication major Susannah Goodman is spending fall semester in Brisbane, Australia, studying at Christian Heritage College. Centering around psychology and sociology, her classes include Personal and Social Relationships and Australian Society: Intro to Sociology. She is also taking two specialty courses about Australian history, culture, and society. Susannah says, “I knew almost nothing about Aboriginals prior to taking that class, but in addition to learning about them, I’ve learned about the importance of seeing how God is expressed in...”
different cultures.” She also mentions that her time abroad has helped her grow spiritually and develop her relationship with God. One big difference is, of course, the communication. “While I was fortunate to study abroad in a country where English is the first language, I still had to work to decipher Australians’ speech,” Susannah notes. “Words and terms that I frequently use in the United States have very different meanings in Australia. I also found myself comparing Australian mass media to American mass media, and I realized how much American media has permeated Australian culture.”

Sarah Beckmann expresses excitement about feeding baby kangaroos.

Sarah Beckmann, another junior communication major, also studied in Brisbane at the Australia Studies Center. She took classes in Australian sociology, Australian Indigenous Aboriginals, theatre, and Australian government. Sarah said her favorite part was living with a host family because she felt “like I embraced and experienced more of the culture of the country than I would have had I lived in a campus dorm.” She also explained that she used all the communication skills she learned at Messiah. Similar to Susannah, Sarah worked hard to adjust to the Australian ways of communicating. She says, “I had to learn to understand a whole new culture, which included learning how they communicate with one another. Even though the idea of communication is not too far off from our American views, they definitely have a unique way of doing it. Simple things like their sense of humor or how they talk to/respect elders were very different, which was a struggle to originally adjust to.”

A British “Cuppa” Tea

Heather Quirk (photo not available), senior public relations student, spent last spring semester in London through the London Internship Program. She had an internship at the Ritz London, where she worked in the Human Resources department. Heather’s classes included Creative Writing, Filming and the City, and Photography. One of her favorite parts of her experience was traveling around Europe, but there were times of struggle: “I love being independent, but this was really far out of my comfort zone. I had to learn so much patience, forgiveness, and love, both for myself and for those around me.” Heather also says she applied a lot of what she learned in her Business and Organization Communications class to her internship, noting, “Since Bus Org was one of my favorite classes here at Messiah, it was really cool to have the opportunity to use what I had learned to critically analyze the company I was involved with.”

Another senior public relations student, Elizabeth McNeal, is currently spending her final fall semester at Arcadia University London Center in London, England. Her studies include three classes, The Environment, Communities and the Arts, Britain and the EU, and Photography. She is also interning for 20 hours a week in the Ritz London’s Marketing Department. She works mainly with social media, such as handling the Ritz’s Pinterest page, writing news blogs for its website, brainstorming possible hashtags, and proofreading newsletters and press releases. Liz says, “I learned very quickly that Nance McCown and Kate Simcox have done a beautiful job preparing me for the professional world. I’ve been...
correcting a professional PR firm's press releases and writing for the London Ritz website. I never knew I would have been capable of these things if it weren't for this semester, and none of it would be possible without our amazing communication professors."

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**Fall Extravaganza brings COMMunity building**

This year’s Fall-themed COMMunity event provided a much-needed break from all the studying. Students painted pumpkins while listening to Halloween music, and sipped on Fall drinks, such as snickerdoodle coffee. Some students tried to pin the “Boo!” on the ghost, and others took silly photos in front of the photobooth. A costume contest for any student in-costume featured three categories: Scariest, Most Creative and Best Couple.

COMMunity students painted pumpkins, sipped on fall drinks, listened to Halloween music, ate cookies and candy, and posed for silly pictures at the photobooth.

Devin Dietrich, ('16), and Joel Hoover, ('15) both won special Halloween gift baskets for the costume contest. Devin won for the scariest costume, and Joel won for most original.

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**Join Us!**

![CultureCONNECT: The 2014 Annual Lecture](image)

**The POWER OF SIMULATION:**

**from MATRIX to AVATAR**

Dr. Nidesh Lawtoo

**November 10, 2014 Parmer Cinema**

Movie screening: 5:45 p.m. • Lecture: 7:45 p.m. Reception to follow

Future science fiction cinema connects the “real” world with the “virtual” world, reflecting realities about the present. In this movie screening and lecture, Dr. Nidesh Lawtoo, Johns Hopkins Visiting Scholar, will discuss the power of simulations and the emergence of digital practices.

Admission is free and open to students in the Department of Communication.

For more information contact Christine Walter cwalter@messiah.edu

Sponsored by the Department of Communication

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Members of the Event Planning class organized the Fall COMMunity event. The November event, A Charlie Brown Thanksgiving, will occur on November 20. Christmas Shenanigans is slated for December 8.
Readers, try this: Go here and see what Google says about you. Google probably knows your gender, age, the language(s) you speak, and your interests. Crazy, right?

So do internet users really have privacy in this technology-driven world? Is there a way to keep information private from corporate giants like Google? And is all of this legal? Actually, not really. Google has gone to court several times across the years for its illegal information gathering. One case arose when investigators found Google using Street View cars to collect user data over home wi-fi hubs. Google and Facebook were both charged with violating privacy laws over their social media platforms and had to sign 20-year agreements to have their privacy policies monitored. (Huffington Post) In 2012, the Federal Trade Commission fined Google for $22.5 million for violating privacy agreements. (Salon)

Fortunately, Google seems open about the data it stores from its registered users, and users can delete stored data easily. The problem stems from all the different services Google offers, including Google Search, Gmail, YouTube, and Maps, each storing data by itself. And this data can stretch back years and years—all the way to when a user first started using Google.

Internet Privacy: Myth or Myth?

Erin Zakin

When was the last time you read through the “Terms and Conditions” before clicking “I Accept”? Chances are, you rarely do. And you’re not alone, since 73% people admit to not reading the terms and conditions created by companies (The Guardian). Who can blame them? These statements can contain up to 30,000 words, or the length of a short novel. After bypassing so many of these statements for so long, people are beginning to wonder, “What am I really agreeing to?”

The documentary, Terms and Conditions May Apply, addresses these issues and adds a few more troubling ideas. Big corporate companies, beloved because of their technology and social media, collect personal data. These organizations then frequently share that data with the government or other curious agencies, leaving all users vulnerable to ill-intentioned companies.

Just think about all the information stored and saved in an internet browser: every video watched, every article read, all past searches, all websites visited, all contacts, emails, and more. It’s all there for Google to read. Users also forget, all too easily, that every time they sign up for a Google service, information gets stored. And by clicking “Accept” to a company’s Terms and Conditions, this information can be sent to the FBI, CIA, or the NSA without even a court order or warrant. (Huffington Post)
Google may know more about you than your own mother, but you don’t need to swear off the internet in order to get your privacy back. Google also provides tools to help users limit the amount of data that gets stored. Personal trackers, syncs between devices, and interest-based ads have switches users can control. (Washingtonpost). If that isn’t working, you could always switch to Bing.

### Careers Converge at WebpageFX

**Emily Carter**

**COMMunity alums Gina Menario ('11) and Rachel Vandernick ('13) have followed their career paths to WebpageFX, an internet marketing, web design, and development firm, based in Harrisburg, Pa. Commraderie caught up with Gina and Rachel to hear about their experiences.**

**Gina Menario ('11)**

Currently working as a web project manager at WebpageFX, Gina Menario enables clients to grow their businesses through online marketing. On a daily basis, she collaborates with clients to create specs for website designs, review existing websites, and plan site edits and improvements. As part of the leadership team, she also takes part in internal initiatives and process improvement strategies.

She admitted that the hardest part of her job is keeping up with industry trends. “It is almost a fulltime job itself! Technology and the web are always changing,” she said.

While at Messiah, Gina earned her degree in communication (PR concentration) with a minor in sports management. Through an internship at JDRF fundraising, she worked to prepare for the company’s annual gala. This experience helped her develop professional skills, which have contributed to her success at WebpageFX. Her classroom learning has come in handy as well.

“People tend to say that they don’t use anything they learned in college in their day to day jobs,” Gina says. “I feel like I am the complete opposite. From Comm Theory to Business Writing, I use what I learned all the time.”

At Messiah, Gina served as the rec sports manager and participated in Eyas and the Homecoming Committee.

She advises current COMMunity students, “Learn the web! Whether it is a technology (WordPress) or just staying up to date on marketing trends…it is going to be helpful in landing you a job.”

**Rachel Vandernick ('13)**

For Rachel Vandernick earning a B.A. in public relations was not her original choice. She says, “I thought I wanted to be a teacher, but really hated my classes and basically everything that being a teacher would involve. I took a few comm classes, and once I took crisis comm, I was hooked. I loved the professors, and the more I learned, the more I wanted to learn.”

Rachel currently uses her communication and public relations skills working a social media specialist and account manager at WebpageFX. As part of her role, she strives to enhance and protect her clients’ online reputations by developing social content, improving existing content by examining reporting structures, pitching new campaigns, and performing social audits on perspective clients.

“I manage every part of my client’s social presence, including their digital advertising,” she notes, “so every day is different, depending on what has popped up overnight that needs immediate attention.”

The only Spanish-speaking social media account manager at WebpageFX, Rachel also assists with international social accounts that require Spanish translation or content. Beyond crossing cultures, she also crosses time zones, a sometimes challenging juggle.

“Most of my clients are in different time zones, and they sometimes need things at odd East Coast hours,” she explains. “Scheduling calls and in general contacting them takes some time to figure it out (plus keeping track of who is in what time zone, so I don’t accidentally call them at 5 am—which I once did).”

Before joining WebpageFX, Rachel completed seven internships, and during her senior year, she secured...
The Power of Simulation:
The Inaugural CultureConnect Lecture
Erin Zakin

Digital bodies, futuristic topics, and technological dependence—just a few topics addressed at the Department of Communication’s inaugural Culture Connect Lecture, held in early November. Featuring reknown science fiction cinema scholar Dr. Nidesh Lawtoo, a professor from John Hopkins University, the lecture drew connections between “The Matrix” and “Avatar”, and, more importantly, highlighted the power of simulation.

Obviously, 21st century communication often relies heavily on technology. Arguably, compared with other students, COMMunity students may “plug in” more often, and technology often makes communication much more efficient. But at what cost?

To begin the lecture and exploration, Lawtoo first discussed “The Matrix”, which looks ahead to a futuristic world dominated by computers. While this might seem a bit too sci-fi to be realistic, Lawtoo explained that to a certain degree, the matrix is real. Computers, smart phones, social media, and the Internet provide a constant connection to technology. “The matrix is already here,” he said. “We are in the matrix. The matrix is the virtual world.”

Lawtoo then centered on technology as both a poison and cure. Technology brings significant benefit to society, making life easier and quicker. It can also connect the world. And yet, the “burden” of technology also drains energy from those who use it. Think about playing a video game: playing for several hours on end creates an almost dreamlike state from which the player has to emerge.

Continuing on, Lawtoo next described the almost contradictcory message about technology in “Avatar.” Set on the planet Pandora, the film features the Na’vi people and their deep connection to nature and to each other—much like a network. They also use many technologic terms to describe the way the natural world works, such as “downloading” memories.

Ultimately, Lawtoo noted, it comes down to this: Do individuals have a choice? Most social media includes privacy settings. Facebook users have the ability to set privacy standards and share content to only certain individuals. People can choose the amount of time spent watching TV, or how often they check their email on their phone. But despite the ability to choose, how much control do users really have over technology? Although users would like to believe the power belongs to them, but technology dependence and societal norms may require adjustments or a certain degree of control relinquishment.

Still, Lawtoo noted that technology remains important. As social creatures, humans crave interaction. And when it comes to movies like “Avatar” and “The Matrix”, humans respond. “I think that underneath this layer of organic is a [technological] world we know very well,” said Lawtoo. “We respond to that because we miss connections and we see the possibility of being in touch.”
Faculty Scholars Kept Pace This Fall
Erin Zakin

COMMunity students may have a lot of homework, but they aren’t the only busy ones. COMMunity faculty work hard on various side projects and scholarship, earning recognition in their respective fields. Beyond the individual recognition these endeavors garner, faculty scholarship also helps professors enhance their classroom teach, gain a deeper understanding of their areas of interest, and increase the department’s and Messiah’s brand recognition among other institutions of higher education. Here are a number of faculty projects from this past semester.

Dr. Ed Arke –Media/Broadcasting
• Presented at the National Student Electronic Media Convention in Seattle
• Co-authoring a revision to Sports Media by Brad Schultz

Dr. Arke serves as advisor to both journalism and media, culture and technology majors. He also advises The Pulse media hub students and activities. The College Broadcasters Inc. invited Arke to speak for two panels at its convention on October 23-25. His panels included “Student Radio: Adapting to a Converged Media World Roundtable” and “Help your Friendly Neighborhood Musician.” Arke also worked as CBI’s Convention Elections Coordinator and Convention Feedback Coordinator.

Dr. Fabrizio Cilento –Film
• Book chapter in Pier Pasolini: American Perspectives
• The Bridge magazine will publish an article on his research on JFK in Fall issue

Dr. Cilento stays busy with research and writing articles. As a native Italian, Cilento specializes in European cinema, but he has current research projects in Latin American cinema, zombie romantic comedies (think Warm Bodies), and YouTube comedians/entrepreneurs. Cilento also has ongoing research about the Italian film director Pier Pasolini. The Bridge, Messiah College’s magazine, will publish an article in the Fall issue about one of his articles, “The Ontology of Replay: The Zapruder Video and American Conspiracy Films.” This article discusses the Zapruder video and its traumatic visuals that gets retold and repeated in various ways. President Kim Phipps also mentioned Cilento’s article during her State of the College Address delivered on Community Day in August.

Dr. David Dixon –Journalism
• Served on three panels at the National College Media Convention in October

Dr. Dixon traveled to the ACP/CMA Fall National College Media Convention in Philadelphia to present on three panels. The three panels, titled “Freedom From or Freedom For? Religion, News, and Opinion & Getting it Right,” “Sex, Drugs and Rockin’ the Reporting on Faith-based Campuses,” and “Don’t Fear the Reaper,” covered mostly journalistic topics. Dixon discussed how college newspapers can cover controversial topics and still be faith-oriented, and how to include faith into news reporting.

Professor Krista Imbesi –Film
• Filming documentary, “Our Feet Are Rooted”
• “Where We Belong” documentary won the Jury Prize at 2014 DIY Film Festival in Los Angeles

Professor Imbesi has a current ongoing project in collaboration with her husband, Christian, also a filmmaker. “Our Feet Are Rooted” is a documentary about the non-profit Solidarity Uganda and the community in Amuru District, Uganda. The films
focuses on how Solidarity Uganda works with Ugandan citizens to use non-violent protests and respond to the injustice of Uganda’s government. The film is in post-production and should be finished by next summer. Imbesi’s other documentary, “Where We Belong,” also about Uganda, explores the relationships between Western and Ugandan workers, adoption, and the lives of orphans in Uganda.

**Dr. Nance McCown – Public Relations**
- Published an article in PRism journal, Australia’s online premiere peer-reviewed public relations journal
- Presented at Religious Communication Association/National Communication Association conference in November
- Writing chapter for crisis communication book

Dr. McCown, department co-chair, recently published an article titled “Building Leader-Employee Dialogue and Relationships through Internal Public Relations, Leadership Style, and Workplace Spirituality” in PRism journal. Based on her dissertation research, this article considers how organizational leaders can foster effective communication and build relationships with to empower employees and increase productivity and job satisfaction.

Dr. McCown’s RCA presentation in Chicago was titled, “Recognizing the Imago Dei in Employee Publics: A Challenge for Christian Public Relations Scholars, Faculty, and Practitioners.” She said, “I’m especially interested in helping organizations think as much about how they treat and empower employees as they do about how to promote brand recognition with consumers and the media. If a company does things ‘right’ inside the organization, it is more likely to do the same externally.” In addition, McCown is working on a book chapter that explores World Vision’s controversial hiring crisis that exploded on social media earlier in 2014.

**Dr. Kate Simcox – Communication**
- Published paper for Basic Communication Course director’s conference
- Attending the Instructional Communication & Research conference in January

Dr. Simcox, the department’s other co-chair, focuses many of her efforts on improving and measuring curriculum progress within the department. Her conference coming up in January aims to improve general communication classes for all students. In addition, her recent paper presentation focused on how students learn and how to know if they come out of a class with improved skills. Simcox said, “Being involved in scholarship helps me give a face to the theories and concepts I’m so passionate about teaching students. It exposes me to new ideas to teach students about. As someone who teaches theories to students, doing my own research helps keep me sharp in those ways. It helps me to never fail to sympathize with my students when they’re doing their own research projects.”

**Professor Nathan Skulstad – Film**
- Screened film at imagineNative Film+Media Arts Festival in Toronto
- Screening film at the Art Gallery of Ontario in December

Professor Skulstad works as a cinematographer for several short films as well as directing his own. “The Last Deaths of Joe,” a short film about actor Joe Whitehorse who grows weary of always being cast in stereotypical Indian roles, was an Official Selection at the at imagineNative Film+Media Arts Festival. The film screened at the TIFF Bell Lightbox Theatre on October 24. In addition, Skulstad’s film Imago Dei will be shown at the Art Gallery of Ontario as part of the Depth of Field series.
Lambda Pi Eta Serve at the Community Garden

Lambda Pi Eta members collaborated with Community Garden staff to clean old plants out of beds, rake topsoil, and cover beds with leaves to protect topsoil erosion. Chapter Advisor, Professor Mary Holloway, expressed, “We had a wonderful time learning more about the sustainability goals of the Community Garden while serving their objectives!” The group plans to return this spring to help with preparations for the 2015 garden.

PR Campaign Class Helps Client Celebrate One Million Reasons to Smile

Jodie Howard

December 4 was an anniversary party to remember. Crayons, markers, colorful paper cluttered the tables as hands reached in, grabbing crayons, cutting cards into bear shapes, lettering messages like “sending hugs your way.” Next door, Santa greeted children of all ages, giving them early Christmas presents.

Laughs of confusion and astonishment echoed in the room as Grant Henry (’16) puzzled guests over his card tricks. Katie Price (’15) deftly twisted balloon animals of all shapes and colors, impressing both children and adults. Throughout the night, more than 300 people conversed, enjoyed food, assembled cards and celebrated together. Why? To celebrate 10 years of Caitlin’s Smiles bringing joy to children who need it the most.

One of multiple projects completed by the Fall 2014 PR Campaign students, the anniversary event served non-profit client Caitlin’s Smiles. Based in Harrisburg, Pa., the organization provides bags filled with arts and crafts to children with life-threatening illnesses in hospitals across eight states and the District of Columbia. Beyond the event plan and implementation, Dr. Nance McCown’s class of five also created a six-piece media kit, handled event media relations, promoted the party through social media, and secured food and financial donations to defray party costs. Throughout the semester, the class also conducted donor, volunteer, and hospital research; created donor and volunteer kits, completed a website and social media analysis, and made recommendations for future client actions.

“This year’s PR Campaign team was small but mighty,” said McCown. “They bonded quickly, played to their strengths, and supported each other in a beautiful picture of COMMunity in action. And the amount of work they accomplished still has me shaking my head in amazement. Every Campaign class does fabulous, professional work, but usually we have at least 3-5 more students in the class. This year’s
team truly outdid itself!”
In its 10-year history, Caitlin’s Smiles has reached a million children with its signature “Bags of Smiles.” The PR Campaign students hope their efforts will help this organization to reach one million more.

The PR Campaign team pose with Santa at 10th anniversary celebration at Caitlin’s Smiles. L-R: Dr. Nance McCown, Katie Johnston, Heather Quirk, Sarah Goldy-Brown, Hayley Cowoski and Jodie Howard.

Coming Soon in the Special January Issue...
Our New Film and Media Production Studio

Look for the January issue of Commraderie which will feature our new film and media production studio facilities in lower level Hostetter. After an early-November move, we began holding classes there just before Thanksgiving--a wonderful early Christmas present! Below is a sneak preview.

Congratulations COMMunity December Graduates!

Congratulations to our COMMunity students Mackenzie Alexander, Jessica Kern and Hannah Teklits, who graduate in December. We celebrate with you as you start a new life chapter. We have been blessed to have known you for the years you have been a part of our COMMunity!

Our corner-placed, endless floor green screen will allow for in-studio film shoots and special effects.

Our news desk, built with the capability to separate and store if needed, is complete and waiting more “permanent” placement.
COMMUnity

A Charlie Brown Thanksgiving!
COMMunity students and faculty gathered in South Side to attend “A Charlie Brown COMMunity Thanksgiving.” Planned by students in Dr. McCown’s event planning class, the event featured Charlie Brown themed snacks (popcorn, toast, and jelly beans), a photo booth, crafts, and a canned food drive. Guests also enjoyed a showing of the classic Peanuts film.

Christmas Shenanigans!
As a break from studies, COMMunity students enjoyed Christmas Shenanigans, the last COMMunity event of the semester. Some activities included a photo booth with Santa and Mrs. Claus and a Christmas llama (courtesy of Frosty Llama in Dillsburg), Christmas karaoke, Christmas cookie decorating and therapeutic arts and crafts.
High-Tech Studio Takes COMMunity Programs to the Next Level

“Blown away!”
“Wow, this is awesome!”
“Smells like a new car, only better!”
“Wish I were still a student!”

Entering the Department of Communication’s new film and media production studio instantly transports visitors—whether students, alumni, campus employees, or visiting prospective families—to another world, and a very high-tech one at that. The huge, corner-placed/ endless floor green screen, a black and metal ceiling grid sporting an vast array of more than 50 lights, the beautifully finished woodgrain on the news desk set and backdrop, and everywhere, cameras, sound gear, teleprompters…it’s pretty difficult to not be impressed when stepping into the studio for the first time. Occupying about half of the lower level of Hostetter chapel, the studio opened late November and will help ensure that students have the latest and best equipment and facilities available to prepare them for future careers in film, digital media, journalism, and media, culture and technology. “The facilities are top notch, and everything is brand new,” said Dr. Ed Arke, advisor for MCAT and journalism students. “We have a customized new set which will give students the opportunity to produce sharp looking programming.”

The new studio includes all professional-level equipment for student use. Besides the main studio space, the renovated space includes a large equipment checkout room and a green room/dressing area for on-air and on-set talent preparation. The adjacent broadcast control room features eight work stations with boards for sound, camera control, lighting and mixing; two wall-mounted TV monitors; and an IBF communication system which allows producers in the control room to talk with camera operators and talent on the studio floor. And next to the control room, the Foley sound studio features a state-of-the-art recording and mixing board with floor “pits” for creating sound effects as well as a sound booth for isolated recording.

Caleb Ostrander, a sophomore MCAT major, says, “The studio serves as a great opportunity for the department to expand its capabilities here on campus. Students looking to gain experience in film, broadcasting, or production will all be able to do things beyond what has been done at this school in the past.” But the studio isn’t just for film or MCAT, or journalism majors. Alicia Sims, junior, says, “I’m a digital media major concentrating in digital video and story, so the film side of the studio applies directly to my area of study. The equipment room provides everything I...
would use for a shoot and the studio space houses the biggest green screen I’ve ever seen.”

Liz Gallo, a junior communication major, also looks forward to using the studio, adding, ”I am hoping to take at least one course over my last few semesters that utilizes the studio, preferably working with the anchor desk, as I was a sports anchor all throughout high school for my school’s television station.”

Both students and faculty members expressed enthusiasm for the new studio and look forward to using it to its full potential. Dr. Kate Simcox notes that the new facilities have influenced curriculum development. She says, “So the wonderful benefit to the new facilities from a curricular standpoint is that it enables us to do higher-quality studio production work on both the film/digital media side as well as the journalism/broadcast side.” She adds that before the renovations, the department could not have offered the television production course slated for next academic year, and the Foley sound room is a great asset to the sound production course, offered this spring.

Simcox also shares that representatives from the National Association of Schools of Art and Design (NASAD), who have granted accreditation to Messiah’s film and media arts program, lauded the production studio as “enviable.”

“Many institutions our size do not have facilities of this caliber and our facilities support and advance the curriculum we are able to deliver. We are very grateful that the college has been so supportive of our programs by funding this project. Ultimately, all of this benefits students’ production experiences and the work they produce, and we are very excited about that,” says Simcox.

In addition to the Hostetter facilities, students also benefit from recent upgrades to the editing lab in Murray Library, which now features 16 top-tier iMacs sporting dual screens and a variety of professional editing software. Adjacent to the editing lab, the former production studio space has been reconfigured and transformed into three individualized editing suites and a soon-to-be-completed animation studio, further expanding the department’s curricular and special project opportunities. The college has also invested hundreds of thousands of dollars in new equipment, including sound, lighting and auxiliary gear, HD cameras, and top-of-the line cinematic cameras (such as Black Magics and a RED Epic, the same camera model used to film The Hobbit).

Dr. Nance McCown notes, “Because of this investment, our students now have hands-on training and experience with the same top-level equipment used by industry professionals. We are thrilled to offer this type of experience.”

The Department hopes that in addition to serving current students effectively, the new facilities and equipment will also continue to attract new students to the program. McCown adds, “I have the privilege of touring prospective students and their families through the facility. I wish everyone could see their excitement as they consider the possibilities waiting for them here at Messiah and in our COMMunity. This fantastic studio and all the new equipment are icing on the cake for our already strong Department programs and curriculum.”

Want to see the facilities first-hand? Check out photos online. If you’re going to be in the area, feel free to email Dr. McCown (nmccown@messiah.edu) to set up a tour. OR, plan now to attend Homecoming 2015 next October and celebrate the new digs at our specially planned open house! Further details will be announced later this spring.
“I’m very excited about what the new facilities will mean for Messiah’s film program. It is great to know that current and future students will be given such a hands-on education. As someone who will be looking to employ skilled video production professionals in the future, I am so glad that Messiah students will be given the opportunity to learn in such an awesome environment.”

- Cody Wanner (’09, communication/film concentration)
  Co-owner, CAP Collective LLC, Corporate Video Production

“[The studio] can be a space where students from different technical backgrounds can create something together. It’s an experience that hasn’t been offered to students before, and I think that makes it a valuable asset within the department.”

- Miranda Ruiz (senior, journalism)

“The new studio provides a better working space for film and digital media majors, enabling them to create better projects, and it gives them a better learning environment to prepare them for their futures after college.”

- Cayce Bower (sophomore, film/media arts)

“I think that the renovations are desperately needed to fully prepare Messiah film, broadcasting and communication students for real life experience. We owe our students the best technology, facilities and staff to prepare them for life after college. Since technology changes so quickly it’s hard to do, but it is something to strive for. This renovation is definitely the first step in that process.”

- Lynn George
  (’11, communication/film concentration)
  Founder, Lilliput Productions
“It’s going to provide a place on campus for students to have hands-on direct interaction and experience with tools that they can use in potential future jobs. It’s also going to improve the production quality of anything that future students want to produce on campus.”

-Rose Talbot (junior, journalism)

“I really think this new studio will help the comm department stay relevant in the field. Now that Messiah’s Philly Campus is no longer operating, it is reassuring to know that the Comm Department is quickly building up its resources to provide equipment and facilities that students had formerly received there. To be honest I’m jealous of the resources the new kids will be getting and that I will be leaving before getting to use them a lot.”

-Mark Trinkle (senior, film/media arts)

“These new facilities provide a world class resource to prepare students for work in both traditional and emerging media platforms. The studio and production facility will allow students to explore the latest technology and hone their skills in a truly creative environment. As a 30-year broadcast veteran, and Messiah alum (’82), I am thrilled to see this giant step forward in Messiah’s commitment to preparing students to serve in a media-driven world. Times may change, but using one’s God-given talent, mastering the current technology, and preparing one’s thought process in a liberal arts environment represents real value in today’s world.”

-Keith Blaisdell (’82, communication)
  Director of Broadcast Operations at ABC27 News
“Honestly, looking at the photos I see on Facebook I am super jealous that I can’t play with these brand new toys, and I kind of wish that I could experience the film program next year. It’s only been four years since I graduated but it is neat to see the growth of the communication department on campus since my day. They look beautiful and I see the real benefit, even for students outside the communication major and minors.”

- Lynn George
(‘11, communication/film concentration)
Founder, Lilliput Productions

“The part of the studio that I’m looking forward to the most might be the Foley studio. [It] will allow anyone who needs some sort of sound effect that they don’t have the ability to make their own sounds realistically at no cost. That may not sound exciting but people underestimate the power of realistic sound in the cohesive power of a movie and Messiah’s never had anything like that before.”

- Mark Trinkle (senior, film/media arts)

“I am really looking forward to helping produce news and other programming for the campus. It opens up a whole new world of opportunities for the department.”

- Stephen Earp (junior, MCAT)

“The studio workspace and associated equipment will give Messiah students a real edge as they enter the workplace. They will develop hands-on skills and develop creative collaboration that will be the foundation for their careers over the next decade. In addition the talented faculty, along with the right equipment will allow Messiah to build a first class program that will attract students that will be media leaders in the future.”

- Keith Blaisdell (‘82, communication)
Director of Broadcast Operations at ABC27 News