

# The MEDIAconnection

## Mass Communications STUDENT NEWSLETTER

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## ECA Poster Session: We Have a Winner



*Dr. Jayne Klenner-Moore, Jenna Oberman, Jessica Woodin and Patrick Maloney attend the Eastern Communication Association (ECA) conference in Baltimore, MD. Photo courtesy of Clyde Towns.*

Four mass communications students traveled to Baltimore, MD with Dr. Jayne Moore, Associate Professor, to present their posters at the Eastern Communications Association (ECA) conference on April 24. Seniors, Jenna Oberman, Patrick Maloney and Jessica Woodin presented their posters at Saturday’s session. Maloney won ‘best poster’ for that session.

Oberman’s “Ecomagination’s Effect on Public’s Perception of GE: The Power of an Advertising Campaign”, Woodin’s “How Mobile Technology has Transformed the Way Young Adults Communicate with each other in a Post Modern World” and Maloney’s “Facebook, Twitter and Engagement Advertising: Their Relationship, Consumer Reactions and Brand Awareness” were selected along with 58 other undergraduates to present their research topics.

The undergraduate poster session was judged by a panel of representatives from college and universities from the ECA.

The four students, along with Dr. Moore, headed to Baltimore on Friday, April 23. That day, the students attended paper sessions during the afternoon and a reception at the Baltimore Aquarium hosted by Duquesne University. The students had an opportunity to meet with other students and faculty from among the ECA membership.

When asked how they enjoyed the experience, Oberman said “Overall, it was a great experience. I’m thankful I got accepted and glad I actually did it.” Maloney was very excited about the prospect of going to more of these events. “Being able to present, and furthermore,

**See ECA Conference page 2**

### Inquiries or comments?

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## ECA Conference continued from page 1

winning gave me the confidence and boost I needed to maybe compete at the national level.” Woodin said of her experience, “I was nervous to attend the conference at first, because I had never attended anything similar before.” Woodin added that, “It was amazing to be surrounded by so many people from the communications field and talk about my paper with them.”

Oberman’s “Ecomagination’s Effect on Public’s Perception of GE: The Power of an Advertising Campaign”, Woodin’s “How Mobile Technology has Transformed the Way Young Adults Communicate with each other in a Post Modern World” and Maloney’s “Facebook, Twitter and Engagement Advertising: Their Relationship, Consumer Reactions and Brand Awareness” were selected along with 58 other undergraduates to present their research topics.



By Clyde Towns

**Congratulations  
to  
Patrick Maloney,  
2010 recipient  
of the  
Fr. Murgas Award**

## Alumni Bridge Classes to Work Force



Ben Shively, center, accepts his award for the HES design competition. Pictured at left and right are Ms. McKenzie Sutton, '08, and Ms. Karen Mercincavage, Assistant Technical Professor. Absent from photo: Winner Gretchen Tholen. Photo courtesy of Jeff Katra.

The students of Ms. Karen Mercincavage’s Advanced Image Manipulation class waited patiently on the afternoon of April 20, 2010, for McKenzie Sutton, '08 King’s Alumni and employee of Huntsville Executive Search (HES), to announce the winning designs for the company’s new marketing materials.

Sutton recently approached Ms. Mercincavage with an offer for the students to design a logo, a capabilities profile sheet, and a company brochure to be used in the redesign of their corporate materials for her company. Ms. Mercincavage advised the students to do their research on the company before beginning their designs.

Ms. Sutton believes that this is an all around advantage for the students and for HES. She stated, “Using an advertising agency gives you very little variety.” Three managing partners at HES decided on the design that would best fit their company’s new look. HES employees chose not one, but two designs. The winning designs were created by Gretchen Tholen and Benjamin Shively. Along with having their designs used by HES, each student was awarded \$100 and the

chance to do future freelance work for the company.

Benjamin Shively expressed, “The class was encouraged to do a large amount of research on the company before advancing to the almost vital sketching stage.”

Shively has a background in web design, including the website he designed for King’s College’s Hispanic Outreach Program. “Having my design recognized gives me great confidence, as well as more experience in this field,” said Shively.

Sutton graduated from King’s College with a degree in Mass Communications. King’s College has a strong tie to its alumni and Sutton is a prime example of this. Sutton came back to the classroom where she originally learned her skills. She provided background information to help the students better understand their client’s needs.



By Jenna Holmes

**“The class was encouraged to do a large amount of research on the company before advancing to the almost vital sketching stage.”**

# Personal Branding: The Power That Lies Within

Creating your own brand is just as important to you as it is for major media corporations. Building a brand is not only something that companies do, it is something individuals can do. Our personal style and actions make up our brand. Brands, whether personal or corporate, have representative meanings and messages that appeal to certain audiences. In the Mass Communications Practicum course, students begin the process of learning to brand themselves.

Understanding what we represent as a brand may mean considering how we would like to be seen by others. “Be aware of the message you’re sending to the world,” says Mr. Christopher Sutzko, Director of Career Planning and Placement. People take notice of your daily habits and will begin to associate you with them, so it’s important to make sure that you are

***“Be aware of the messages you’re sending to the world.”***

***- Mr. Christopher Sutzko***

aware of the messages you are sending – it affects your brand’s foundation.”

Personal branding requires you look at yourself in a metaphorical mirror to see all that you are. Self reflection and evaluation can lead you in the direction of beginning your brand. “Consider who you are as a person, as well as your personality and attitude,” says Mrs. Michelle Schmude, Assistant Technical Professor of Mass Communications. In order to determine how to best brand yourself, consider your strengths. “Develop and refine them,” says Mr. Sutzko. Also, pay attention to your weaknesses, as knowing them will be valuable in building your brand. If you are still unable to define who you are, consider what you enjoy doing and what you feel you are good

at. If you are able to categorize yourself with various attributes, chances are they each contribute to what your brand will stand for and what you already stand for.



Dr. Jayne Klenner-Moore constantly reminds students that “what you put on Facebook affects your personal brand.” What is on the Web can stay there indefinitely. Employers look at your Facebook and other social networking sites when hiring, so be careful out there. Dr. Klenner-Moore also suggests, “You need to have a LinkedIn site for professional networking. Facebook is fun but you need to have a professional side of social networking as well.”

When entering the work force, personal branding should fall on the same list as common sense, a reality check, and taking chances. Whether you are a student looking for an internship, a graduate trying to land the job of your dreams, or an adult transitioning between job five and six, having a working brand will get you where you want to go. Consider the course of an interview and the time you have to make your point clear to the employer, the time you have to say who you are as a person. It’s not very long, right? “Make them want to invest in you,” suggests Mr. Sutzko. In order to do so, allow for your brand to be cohesive, strong, and apparent not only on paper, but over the phone and in person, through every interaction you have with an employer. If you are able to do this, you are one step ahead of the game, one step closer to making the impression that gets you remembered for who you are

and what you have to offer-- a likely possibility because of the cohesive “packaging” encompassing your brand.

When beginning to build your brand, keep asking yourself, “What do I want to be known for, and how do I already do this on a daily basis?” suggests Mrs. Lawrence-Schmude. It is important to know yourself from the ground up, what values you have, what interests and skills can be attributed to you. You need to be willing and able to spend time reflecting, looking to better understand yourself so that when you finally begin to define who you are, you can take pride in it. “Own your brand,” Mr. Sutzko suggests.

Realize that everything you do exemplifies your brand, so consider the way others see you, and make sure that it

***“What do I want to be known for, and how do I already do this on a daily basis?”***

***- Ms. Michelle Schmude***

aligns with the way you want to be seen. “Your attitude and words make up everything about who you are,” says Mrs. Schmude, so allow them to support the image of your brand successfully.

Finally, when building your brand, capture and channel the spirit of positivity. Remember reaching the destination you have in mind begins with knowing yourself and consequently knowing your brand. Trust your brand to take you where you want to go.



*By Alex Shinert*



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# Noam Chomsky Lectures on Societal Changes

On April 16, a group of 13 students had the rare opportunity to speak to Dr. Noam Chomsky, internationally renowned linguist. A recent *New Yorker* profile calls Chomsky “one of the greatest minds of the 20th century”.

This event took place via video conference. The students sat in the comfort of their classroom, in the McGowan School of Business, while Dr. Chomsky spoke to them from a conference room at M.I.T. in Cambridge, Massachusetts.

Dr. Noam Chomsky is a Professor of Linguistics at the Massachusetts Institute of Technology (MIT), where he has taught since 1955. He has published numerous books on linguistics and media. In preparation for the video conference Dr. Moore’s class had been viewing the documentary “*Manufacturing Consent*” in class so that they could address some questions about the media to Dr. Chomsky.

Dr. Jayne Klenner-Moore’s Computer-Mediated Communication (CMC) class was awed by the visit of such a prolific writer. “It was also important for the students to see the technology that they read about in theory put into action, and Dr. Chomsky agreed to talk to the students about his writings,” said Klenner-Moore. “Students have spent the semester learning about communication as it relates to the use of computers. With this experience they can assess the differences in talking through a video connection,” added Klenner-Moore.

Mass Comm Senior, Ian Kollar, called the experience “something you can tell your grandkids.” It “was great to have him speak to us; it was a great idea to get him involved. I came away with a



Darcey Sweeney and Nathaniel Towns participate in video conference with Dr. Noam Chomsky. Photo courtesy of Elle Butler.

better understanding of what society can do.”

Kollar was able to ask Dr. Chomsky two questions on education and the media. Regarding education Chomsky responded, “The educational system is worried more about meeting government standards than helping the students learn.” The question on the media was, “Do you feel the society was too passive, and what should future societies do to change this?” Chomsky responded by saying, “People need to challenge things and people should seek the truth.”

Dr. Chomsky provided critical information about the media, such the fact that as *The New York Times* consists of sixty percent ads, in contrast to the second highest selling newspaper in Mexico, which does not allow advertising in the paper.

Dr. Chomsky also had insights about technology. “The path we are on does not look good for the future.” There is “less time for spontaneous play and reading.” Another quote that Kollar took to heart was, “We need to have a society where the media inspires our own active engagement with the world.”



By Joseph Thomas

## Students Explore Campus Media Roles in the Big Apple

The Mass Communications Department sponsored a trip for first-year and sophomore students involved in campus media to the 2010 Spring National College Media Advisers Convention, held at the Marriott Marquis Hotel in New York City. “We thought this would be a very good trip for freshman and sophomores because they will be taking over leadership positions in the various campus media,” said Dr. Warren Bareiss, Chairperson of the Mass Communications Department and trip co-organizer.

Since 1954, College Media Advisers have been working to improve student media operations on college campuses across the country. The annual convention offered over 200 educational sessions varying in media interests from radio to newspapers. The sessions were presented by professionals, students and educators. “As an adviser, I liked the opportunity to speak with students and professors from other colleges to compare our campus media, resources, budget and staffing issues,” said Karen Mercincavage, Assistant Technical Professor and trip co-organizer.

During the day, each student had their choice of attending sessions that pertained to their fields of interest. Michael Deegan, treasurer for the Media Club, attended “*Surviving in a New Media World*,” presented by Paul Conley



Front Row: Julia Dearden, Kaitlin Falatovich, Brianne Schmidt, Sarah Scinto, Loren Kessell, Rebecca Coleman, and Dr. Warren Bareiss, Mass Communications Chair. Back Row; Anthony Melf, Ms. Sue Henry, WRKC station manager, Mikhail Taskaya, Michael Deegan, Lee Nentwig, and Leanne Grabski. Absent from photo: Ms. Mercincavage, Assistant Technical Professor.

from Paul Conley Consulting. Speaking about the session, Deegan said, “We need to have a very strong web presence. We need to know social networking sites. We need to utilize them.”

“My My Hey Hey Rock n Roll is Here to Stay,” presented by Toni Albertson from Mt. San Antonio College, grabbed the attention of two King’s students eager to learn about female music writers published in national magazines such as *Rolling Stone*. “I learned that starting with a music blog is the best way to begin your career.

Also, never act like a fan even if you are interviewing your favorite band,” Loren Kessell, first-year staff writer for *The Crown*, explained.

Also speaking about the session, Julia Dearden, sophomore features

editor for *The Crown*, said, “It really motivated me to see these ladies start from basic staff writers in their local areas to growing nationally as writers.” Dearden added, “New York City really makes you want to dream even bigger. It makes you want to work in the *The New York Times* building across the street.”

As the sun began to set, the students boarded their bus back to campus with lasting impressions from the convention and even more vivid images of their roles in the media. “I sat through conferences, listening to top corporate professionals, and just kept thinking to myself, ‘that is what I want,’ and seeing that motivates me that much more to follow my dreams,” stated Brianne Schmidt, sophomore staff writer for *The Crown* and member of the Media Club.



By AnthonyMelf

**“New York City really makes you want to dream even bigger. It makes you want to work in the New York Times building across the street.”**

- Julia Dearden



## Alumni Spotlight: Imbert Wins Emmy

King's College Alumna Megan Imbert ('08), Production Manager for the Washington Redskins Broadcast Network,



won her first Emmy on June 5. Imbert won for Sports - Program Feature Segment, "The Ten Skins Commandments" as producer/editor. "The Ten Skins Commandments" is an anthem penned and

recorded by entertainer Chris Paul, host of *Redskins Late Night*. Imbert said of winning, "It's a wonderful feeling to receive recognition for excellent work from my industry peers. With a strong work ethic, confidence in your abilities, and a positive attitude, anything is possible."

Imbert described her job: "I've been involved in all processes of production from writing, doing voiceover/on-camera, taping, directing, editing and distribution. I help to train and manage our new hire and interns. I also help with the planning of what events our department covers and this April had the opportunity to be a representative for the team at the NFL meetings in New York City on game day presentation." She added, "The Redskins Broadcast Network is the in-house production department for the Washington Redskins located in the Redskins facility in Ashburn, VA. We are responsible for any video production related to the team." One new feature that she helped with was the launch of "Redskins en Español" part of the website.

While a student at King's College, Imbert was the editor of the first *Media Connection*. She completed three separate internships with the Redskins including the Redskins Media Relations department and the Redskins Broadcast Network. Imbert said, "When it was time for the season to start, they asked me to stay on as a season intern. So I stayed on as an intern and did my senior thesis from Virginia."

Today, Imbert's ambition is still on a roll as she crosses off one huge accomplishment on her bucket list: winning an Emmy before the age of 25.

## Senior Spotlight: A World's Eye View

Since his freshman year, Chris Ward began what he labeled, "a real adventure." His goal: to always remain active and jump on opportunities as they arise. This personal philosophy has helped him to be an inspiration throughout the King's



Chris Ward, working at WRKC, reflects on his experiences at King's College.

College community.

A well-rounded student, Ward was active in extra-curricular activities on campus. Through his work with WRKC, King's radio station, and the Media Club, Ward honed his mass communications skills. He was involved with the Campus Ministry serving as a lay minister, a minister of readings and a communion minister. Ward was also the Student Government representative for Campus Ministry and the Office of Volunteer Services. His participation in such activities gave him time to look at what he holds valuable and determine how he wants to live his life.

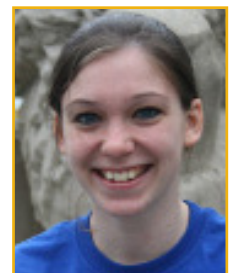
Throughout his college career, Ward had opportunities to travel outside his comfort zone of Pennsylvania. By visiting many different places, he had the chance to experience many

cultures. In addition, each trip gave him the chance to explore his interest in social justice. Ward studied abroad in Scotland, at the University of St. Andrews, and through several service trips to Mexico and Arizona. His visits allowed him to see what role the media play in differing societies.

Another experience that helped Ward discover his path was his year-long internship with WVIA, the local PBS affiliate. As a recipient of the Parente/King's Fund for Media Excellence, Ward had the chance to work with George Graham, an evening host, to learn how a broadcast radio station operated. Grateful for his experience, Ward said the thing he loved about working with so many kinds of music "is that music is never limited."

As a student in Mass Communications, Ward was inspired to be resourceful and even obtain freelance work with ESPN and Comcast. Freelance worked showed him that there are always possibilities available to explore within his interest field.

When asked about his future plans, Ward mentioned that he was going to discover his path in life by taking a year off to do volunteer work to address the issue of domestic poverty. He would love to find something that could combine his interest in traveling with his communications and social justice backgrounds. "Being a citizen of the world is a key to being an adult," said Ward. His dream job would be a one that he could wake up and go to every day and come home every night feeling fulfilled and knowing he did something to enrich someone else's life.



By Tammi Sager

## Senior Spotlight: Get Involved, Get Ahead

As her senior year at King's comes to a close, Jenna Oberman is preparing for life after graduation. Her mass communications major and concentrations in graphics, advertising and photography are helping Oberman to find a job after graduation. Her dream job would be working for *National Geographic* magazine; this would allow her to showcase her design layout and photography skills.

Oberman's hobbies also complement her work in the major. They include, "photography, being artistic and making things such as cards for friends." In addition to her hobbies, she was also editor of *The Scop*, the King's College literary arts magazine. She started working on *The Scop* her freshman year. She credits becoming involved with the magazine for helping her to better understand programs like InDesign and Photoshop. Self-motivated, Oberman taught herself how to use the programs and then took classes that allowed her to use her creativity.

As the Editor of *The Scop*, Oberman said that she was not a natural born leader. "I acquired the skill. This makes me come out of my shell. I don't like telling people what to do, but it forces me to." Since the literary magazine is based on student submissions, Oberman's responsibilities

include layout, design, editing and compiling the magazine itself. Her graphics classes helped Oberman with these job requirements.



Over the last four years, Jenna has become very close with the faculty in the department. "They're very helpful in that they push you. They know what you are capable of and push you because they know you can do it," Oberman says. What she will miss most about King's is the community and, the department "It is like a family," she says.

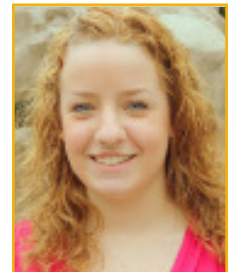
Oberman is also in the Mass

Communications national honor society, Psi Epsilon chapter of Lambda Pi Eta.

Oberman is completing an internship at *The Weekender*, a Wilkes-Barre weekly entertainment newspaper. She designs ads and manipulates photos and graphics for the publication. She also designs a template for and is in charge of the "Tell Us" section where she asks people the question of the week and compiles their answers.

As an experienced mass communications student, Oberman offers some advice to other students: "Become involved as much as you can, since it helps with your education." She also said to succeed in all your classes and become friends with professors, because they can give you good advice."

Even though she is nervous about finding a job after graduation and she will miss the family-like atmosphere at King's, Oberman is excited to use what she has learned in college and enter the real world with confidence.



By Rebecca Coleman

## Lambda Pi Eta Inducts New Members

By Alex Shinert

The *Psi Epsilon* Chapter of *Lambda Pi Eta* recently inducted 21 members. The honor society is affiliated with the National Communication Association, which recognizes and commends the academic achievements of student excellence in the field of communications.

*Lambda Pi Eta's* mission is to provide students with mentorship that will establish a relationship with faculty. It allows for personal exploration in the field of communications, and rewards those who excel scholastically in communication studies.

President of *Lambda Pi Eta*, Elle Butler states, "As *Lambda Pi Eta* is

still relatively new at King's College, we hope to use this year to build upon the great projects and endeavors that have been started by previous officers. We plan to implement a mentorship program in order to welcome incoming freshman to the department, as well as aid them in adjusting to the college as a whole. Each member of the honor society will also reach out to the community by participating in a service project. Overall, we hope to utilize the upcoming academic year to deepen *Lambda Pi Eta's* involvement with the Mass Communications department.

New chapter officers are

Elle Butler, President; Kelly Caloway, Vice-President; Katie Moore, Secretary; and Mikhail Taskaya, Treasurer.



Melissa Berlin, Patrick Maloney, Ian Koller, Eric Stelzer.  
Photo courtesy of King's Public Relations Office.



## Fresh Faces in New Places

This year brings many changes to the department. First, we say bon voyage to Dr. Jayne Klenner-Moore, Associate Professor of Mass Communications, for 15 years as she sails to the Computer and Information Systems Department in the fall, where she will continue to teach and help the College with many new projects.

“This move is a really good fit for my skills and interests. Having worked



*Pictured above :Dr. Jayne Klenner-Moore.*

with Mr. Paul Moran when he was the chair of Mass Communications, I know CIS will be a perfect fit for me. Computer mediated communications has become a very rich area for research. For me, it was wonderful to have been able to teach Flash, Dreamweaver and other web design courses along with the advanced Photoshop class,” Moore said.

Dr. Moore’s roots are deep with King’s. Moore followed in her stepfather’s (’52) footsteps steps as an ’86 graduate. Moore became a King’s intern

in 1994. “I was hired as an intern by Mr. Andy Ewonison. The job was to complete a videodisc for the Admissions Office,” Moore recalled.

For students about to enter the workforce, Moore said the key is “to love what you do and do your best. King’s gives you a wonderful education. What you make of it is entirely up to you.”

While Moore leaves to assist in the CIS department, Mrs. Michelle Schmude joins the department as a full time faculty member. Her expertise in the field of advertising will enhance the Mass Communications department. Schmude leaves the Admissions Office to become the Director of College Marketing and Advertising at King’s, as well as a full-time faculty member. “I have been at King’s for eight years, so before becoming a part-time faculty member in fall 2008, I knew the Mass Communications faculty and a lot of students. I have been very fortunate to have great mentors in the department and interact with amazing students. The Mass Communications Department has been extremely welcoming,” Schmude said.

Schmude’s new position in Marketing will include many responsibilities and challenges that affect the King’s campus as a whole. “I will be responsible for the integrated marketing communications campaign for the college. Every day is different, because the office works on a variety of projects for all departments at the college. We produce everything from

posters to 20-page direct mail pieces to developing ads and TV commercials,” Schmude explained. Each of these duties provides practical experience that can be applied in the classroom.

In May 2002, Schmude was hired as the Dean of Admissions, following a national search by the college. “Before coming to King’s, I was the Dean of Full-time Admission at Point Park



*Pictured above: Ms. Michelle Schmude*

University,” Schmude said.

Schmude encourages students, “Make good choices to position yourself well within the marketplace. Employers look for positive individuals who can be effective members of a team and have pertinent experience for the position.”



*By Justin Eimers*

## Mass Communications Department Summer Interns

**Julia Dearden**, Junior  
My Community Trend

**Brian Gibbons**, Senior  
Cross Valley Credit Union

**Kristy Gleco**, Junior  
TabCom

**Mary Kathryn Kessler**, Senior  
WBRE

**Kira Shelley**, Senior  
Blue Ridge Cable

**Alexandra Shinert**, Junior  
Kirby Center

**Mikhail Taskaya**, Junior  
WNEP-16

**Samantha Weidner**, Senior  
SamSon Production TV

**Cory Zalewski**, Senior  
CBS Radio 880- NY Yankees



## Students Win ADDY Awards



Ms. Mercincavage, Assistant Technical Professor; Kaitlyn Falatovich, Adriane Kinner, Maggie

In February, Ms. Mercincavage entered students in the Student ADDY Award competition to showcase their creativity and innovation in advertising. She invited students from the entire Mass Communications Department to submit their work for the contest, and five students advanced to the ADDY Awards. King's had five award recipients: Adriane Kinner, Kaitlyn Falatovich, and Chad Hoffman won a bronze award in the Mixed Media category for their iPod campaign entitled "iWish." Jared Holodick won a silver award in the Consumer or Trade Publication category for his Verizon Blackberry print ad. Maggie Nealer won a silver award in the Editorial category for the book cover she created for the novel, *A Million Little Pieces*.

The ADDY Awards are sponsored by The American Advertising Federation (AAF), which is a worldwide organization made up of various advertisers and media companies. The AAF also has 225 affiliated college chapters throughout the United States and abroad, which King's College has access to through the Northeast Pennsylvania Ad Club.

Karen Mercincavage, Assistant Technical Professor of Mass Communications at King's, has been a member of the AAF, Northeast PA Ad Club Board of Directors since 2009 and is currently Membership Secretary. The organization is open to all students who are interested in advertising and/or public relations, writing, broadcasting, design, and similar fields.

The Ad Club usually participates in several different events throughout the year. The club also coordinates guest speakers such as Richard Bonds, who gave a presentation on new media and Lynne Meena, a "newspaper ad guru."

Over the past two years, the Ad Club has paid the majority of the transportation funds for numerous trips, including day trips to Advertising Week, which is held annually in New York City.



By Zach Doleiden

## Mass Communications Department Forms New Advisory Board

By Kristy Gleco

The Mass Communications Department announced a new advisory board for 2010. Dr. Holodick, Vice President of Academic Affairs, described about the effects an advisory board can have on any department. "An advisory board can give our faculty perspective; we need to know what's new in order to fully help our students to find the right job for them." Holodick stated. "Our main goal is to prepare you for the future."

In the fall of 2009, Chair of the Mass Communications Department, Dr. Warren Bareiss began to develop a new advisory board, along with collaboration from the department faculty. "One of the main purposes of the advisory board is to review our curriculum," Bareiss stated.

Now that each of these members is a part of the community here at King's, we can expect valuable connections that we've never had before. Some of the members are graduates of King's College.

The first board meeting was held June 3, 2010. "We want to maintain what we do well and improve things that we should be doing better," Bareiss stated.

The members, chosen in March 2010, are as follows: Donald Crafton, Chairperson, Mass Communications, University of Notre Dame; Nichola D. Gutgold, Associate Professor of Communication Arts and Sciences, Pennsylvania State University – Lehigh Valley campus; Michael Novinski, President and Chief Executive Officer and member of the Board of Directors at Emisphere Technologies Inc.; Jennifer Tershak, Copy Editor, Dow Jones News Wires; Kim Volanokis, Manager, Off-Air Marketing and Promotions, Sci-Fi Channel; and Cynthia A. Yevich, Senior Director, The Blue Ribbon Foundation, Blue Cross of Northeastern Pennsylvania.

## Grad School: You Can Do It!

In today's economy, education can be the difference between employment and unemployment. A bachelor's degree does not guarantee a job after graduation, so some students are going straight into graduate school to further their knowledge in their chosen field, instead of seeking immediate employment.

Graduate school allows students to dig deeper. Not only will graduate students further their education, but they will be able to start a career without having to start from the ground up. The purpose of a graduate degree is to build knowledge in a specific field, allow students to grow, and give them a leg up on the market.

Ryann K. Grochowski is a current graduate student majoring in journalism at the University of Missouri. Grochowski graduated from King's in 2008 and was one of the lucky students to walk into a job.

She always considered graduate



Ryann Grochowski

learned about the University of Missouri's journalism graduate program. She then discovered the school also offered assistantship programs where current graduate students would work as teaching assistants for undergraduate classes and receive a tuition waiver.

"The University's application was like any other undergrad application: essays, resume, etc.," said Grochowski. After gaining admission, Grochowski applied for the assistantship program. "Grad school is a bit more difficult than

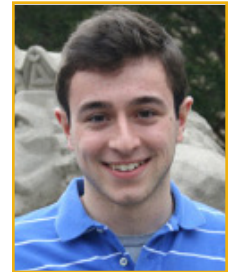
school, but decided she would return to that goal after she gained some on-the-job experience.

After working two years at the *Citizen's Voice*, Grochowski

undergraduate. There's a lot of papers and research involved, but I know it will pay off in two years when I graduate and get a better job," Grochowski said.

Pete Phillips is another King's Alum attending graduate school. He attends Wilkes University's Graduate Creative Writing Program. Unlike Grochowski, Phillips did not have to take the GREs. Instead, he needed a strong portfolio of writing samples. Phillips did not apply for an assistantship program, since he works full-time at King's College.

Phillips also waited two years before going to graduate school in order to pay off undergraduate loans. "Grad school isn't for everyone, you have to be willing to work harder to get that degree," Phillips said.



By Mikhail Taskaya

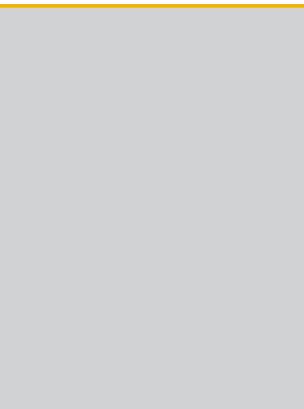
## Students Experience Summer Study Abroad Program

For two mass communications students, the dream of traveling abroad this summer will become a reality. Through the King's study abroad program, Michael Deegan is preparing to learn about the wonders of Europe, and Ryan Cain leaves to explore the Peruvian rainforests.

There is no one university Deegan will be attending, but the countries and cities will be the university as he and fellow students travel for the three-week trip. Journal entries will be written and numerous pictures will be taken to remember the experience, but also to achieve the educational portion of the program. "Our classroom is a monument, a bus--it's a mobile classroom," Deegan says.



Michael Deegan



Ryan Cain

When the study abroad program ends, Deegan's traveling will not, as he will be going back to Europe during the upcoming Fall '10 semester. He is a winner of the Irish-American Scholarship, a full tuition scholarship, awarded to study during the semester in Northern

Ireland (at a participating university.) Michael will study at the University of Ulster, in Coleraine. "I want to experience all I can while I am in college," Deegan comments.

While Deegan travels to the East, Ryan Cain will be heading to Peru with Dr. Garrett Barr. "I have always been interested in the rainforest, and I figured that this was the opportunity of a lifetime to go and not only see the rainforest, but

to learn more about it and be able to come back and inform others about it as well."



By Gerry Lewis



# Students Explore Careers Through Practicum Speakers

By Staff Writers

The practicum class was designed for students to prepare for internships, explore careers in the media and explore the offerings of the department. To achieve this goal students in the class participated in field trips, listened to guest speakers and blogged about their experiences.

The first visitor to class this semester was Mr. Phillip Victor, '09. Victor related his story of getting hired as Web Producer at 1010 WINS. Victor related how he enjoyed a prestigious internship at ABC News London. and related how he spent eight months sending until he got his job at WINS. He told students to stick to their dream and aim for the job that they wanted or one that will get you really close to it.

Mrs. Kelly Lettieri, Assistant Director of Internships, explained the process of obtaining an internship. Lettieri invited the practicum students to attend the University of Tennessee Career Planning and Placement Webinar that showed students how to design their resumes to get an internship.

Each student in the class was required

to complete a general cover letter and resume. In addition to these documents students blogged in Moodle, a learning management system, and completed an ePortfolio with selected works from their time at King's.

He told students, "Just because you have a degree doesn't guarantee that you will get a job."

During the semester, students experienced a number of field trips. On a visit to WBRE-TV, the local NBC affiliate, Mr. Tony DeRegno, Production Manager, took the students around the studio and invited them on set during a live broadcast for the 11:00 a.m. news.

One of the most blogged about guests was Mr. Brian Blight of the King's College Office of College Marketing and Advertising.

He gave the class a first hand insight to the world of freelance graphic design. He recalled that he worked for numerous of non-profits during his college years to earn some extra spending money and he encouraged students to go out and start making some portfolio pieces working for non-profits and others that might need their services.

The practicum class encouraged students to think more about the future, focus on their work now and really take each of their internships more seriously.














Mr. Chris Sutzko, Director of Career Planning, King's College.



Office of College Marketing and Advertising, King's College.

## Career Paths for Communication Majors

- |  |   |
|--|---|
|  Public Relations           |  Graduate School |
|  Marketing                  |  Broadcasting    |
|  Writing                    |  Reporting       |
|  Event Planning             |  Sales           |
|  Creative/Design/Multimedia |  Management      |
|  Advertising                |   |

Mr. Christopher Sutzko, Director of the Office of Career Planning, showed students the many resources available to them through his office and on the web.



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## The Moms' Project

*By Michael Deegan & Media Connection staff*

Going to a boarding school, being separated from your family members and not seeing them for months at a time. Seems lonely doesn't it? One may be inclined to immediately pity the child who is put in such a situation, but what about the child's mother? What about the mom who has to walk away from her child who is yelling to her, begging her not to leave him? What is her story? It was these questions that sparked the interest of King's College Alumni, Linda and Richard Adams to produce *The Moms' Project* with assistance from Mass Communications Chair, Dr. Warren Bareiss.

*The Moms' Project* is a fifteen-minute audio drama consisting of stories from area mothers who had experienced sending their sons to Girard College. Founded in 1948, Girard College is a private boarding school, grades one to twelve, for children whose families have limited funds and who have only a single parent or guardian. Originally, the school was limited to impoverished, white boys who had lost their fathers, but as with most institutions, Girard changed with the times, and currently the school continues

to flourish as it welcomes boys and girls from all races and ethnicities.

Richard Adams graduated from Girard in 1960, and devised the *Moms' Project* to commemorate the fiftieth anniversary of his graduating class. He and Linda visited several aging mothers of the earliest Girard School students to record their stories of separation from their sons. The mothers talked about Girard, what it meant to them, feelings they had as they became separated from their boys, and the lives they led as single parents.

Richard and Linda compiled a transcript based upon the accounts. The transcript featured three characters—each person a compilation of different women interviewed by the Adams. The Adams recruited three actors to play the parts and approached Dr. Bareiss with the idea of recording the project as an audio drama. Although the transcript was printed out, the actors were given leeway as to exactly which sections of their dialog they performed.

The production was recorded in King's newly refurbished television studio, and was the first production done in that facility in well over a decade.

Mass Communications students Mikhail Taskaya and Alex Shinert were on hand to help as was Dan Mattern, Chief Engineer for the local PBS affiliate, WVIA. Shinert and King's junior, Jon Wardle, assisted with post production editing.

The finished product contains testimonials by both Richard and Linda Adams along with the voices of Sharon Brit, Ann Kinsmen, and Gemma Mattato. Linda Adams described the recording as a sort of "method acting project." She thought that without a firm script, the stories were told in a very realistic fashion.

Richard Adams spoke about the project: "We believe we have condensed many of the very real experiences into this conversation. We have attempted to weave numerous themes into this discussion, realizing this is a compilation of many recollections, not one singular mom's experience, but all very real."

*The Moms' Project* was presented at the Girard School's 50th reunion on May 27, 2010 and dozens of CD copies were made for participants in the reunion. Richard Adams commented, "The disc and the entire presentation was an absolute success."