



# MediaConnection

MASS COMMUNICATIONS DEPARTMENT NEWSLETTER

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## Schmude Completes First Year as Chair of Mass Communications Department

By *Tori DeGiosio*

Another busy year at King's College comes to a close for Dr. Michelle Schmude, perhaps even more eventful than usual as she finishes her first full year as chair of the Mass Communications Department.

Schmude has many goals for the Mass Communications Department. She's excited that one of her goals has already been fulfilled this year for the fall 2012 semester. Dr. Scott Weiland was hired as a full-time faculty member, and he will be in charge of the media studies and production track for mass communications.

"That was a goal that had to be fulfilled pretty quickly," Schmude said. "I'm very excited to say that we will have a full staff of faculty members for the fall of 2012, who will be able to provide an exceptional education to our students."

Schmude said a more long-term goal for the Mass Communications Department is to work on embedding more experiences in the classroom. She said that this would help motivate students to take part in the vast array of opportunities provided by the department. She believes that then students will have "meaningful and tangible evidence of their work." This would also help students when they apply for internships or jobs.

"This will hopefully ensure that the unmotivated students become motivated and those students who aren't comfortable putting themselves out there will become comfortable engaging with others in the field," Schmude said.

Schmude would know what is best



*Michelle Schmude, Chairperson, sees positive changes ahead.*

for the students considering her substantial academic background. Schmude attended the University of Pittsburgh where she earned her bachelor's degree in business administration and history. While she was there, she interned at QED Communications and was offered a job after graduation. From there she moved on to TCI Media Services. More than a year later, she started working at Point Park University, where she obtained her master's degree in business administration.

Schmude began her work at King's College during May 2002, as Director of Admissions for the admissions department. She soon decided to go to school for her doctorate so she would be able to teach.

"I was in some capacity in the

**See Chairperson page 2**

# Schmude Named Mass Comm. Chairperson

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admissions office for many years and felt that it was time for me to take a different path of educating students," Schmude said. "I felt that for me and my journey I needed to educate students in the classroom and also as being their advisor and mentor."

While working on her doctorate in education at Wilkes University, she began to teach part time at King's College in August 2008. In less than three years, she was promoted to head of the Mass Communications Department.

Schmude admitted that the position as department chair is a lot of work, especially for mass communications. "I think with the technological component, along with all the facilities that we have to operate, and the equipment we're responsible for, it's a lot of work," Schmude said. "We are called upon to utilize our students, which provides them with hands on experiences, to help support various programs and departments on campus. That in terms of a coordination factor, is a lot of responsibility."

Schmude also has a lot of advice for students and young professionals. She says that integrity, working hard and being honest will set you apart in the business world.

In addition to leading the department, Schmude is also the Director of College Marketing and Advertising and is involved in many on-campus

activities. She is the advisor of several groups including Media Club and the Psi Epsilon chapter of Lambda Pi Eta, the Mass Communications Honor Society. She is also the coordinator of the Mass Communications Department's on-campus presentations.

*"I was in some capacity in the admissions office for many years and felt that it was time for me to take a different path of educating students."*

Schmude's busy schedule doesn't end when she leaves the King's College campus. Her children, Jeffrey, 12, and Lauren, 7, have a full slate of activities, just like their mom. To handle it all, Schmude said she must be "extremely detail orientated and not let things slip through the cracks," which, she admitted, does at some times. "I'm my harshest critic in that I like things to be done a certain way," Schmude said.

Her hard work during her time at King's College has not gone unnoticed. One of Schmude's most recent

honors was being named one of the Top 25 Women in Business by the *Northeast Pennsylvania Business Journal* in 2012. She was told someone working at King's College nominated her. "I take great pride knowing that one of my colleagues feels I deserved such an honor," Schmude said humbly.

Many people on and off campus believe that Schmude's work deserves recognition. Karen Mercincavage, assistant professor in the Mass Communications Department at King's College, has worked with Schmude for four years. Mercincavage said that Schmude is instrumental in supporting the students and bringing the faculty together. "If I had to describe Dr. Schmude in three words I'd say she's dedicated, she's motivated, and she's passionate," Mercincavage said. "Putting all those attributes together has propelled the department forward in what we have to offer students."

Schmude said that her mentors have been Dr. William Stahler, Ms. Teresa Peck, and Fr. Thomas O'Hara. She says these people are three of the most honest people that she has ever encountered.

Schmude never expected to have this busy life as a mom, teacher and administrator. However, she handles it incredibly well and says that "everyone has challenges and how you handle those challenges determines your life's path."

## MediaConnection Contributors

### Student Writers

Kelly Caloway  
Brian Dankulich  
Tori DeGiosio  
Justin Eimers  
Gerald (Jerry) Lewis

### Mass Communications Faculty

Mr. Michael Berry  
Dr. James P. Dolhon  
Dr. Raymond Gamache  
Ms. Karen Mercincavage  
Dr. Michelle Schmude  
Dr. Scott Weiland

### Faculty Coordinators

Dr. Raymond Gamache  
Ms. Karen Mercincavage

### Special thanks to:

Dr. Raymond Gamache  
and his Fall 2011 COMM  
131, Writing for Mass  
Communications class,  
for their contribution to  
the MediaConnection.

Congratulations!

**Michael Deegan &  
Brienne Schmidt**

2012 Recipients  
of the  
Fr. Murgas Award

## Senior Spotlight:

# Justin Eimers – Army Depot’s Social Media “Guru”

By Justin Eimers



Justin Eimers

Social media is transforming the ways in which people and companies send and receive information. In fact, many companies turn to social media to make sure current and future employees can conduct themselves in a professional manner. Similarly, companies use social media themselves to send out messages to other companies, customers or clients about the way they do business. Thanks to Facebook, Twitter, YouTube, Flickr and LinkedIn, companies now have several valuable resources to market themselves and stay on top of things in an ever-changing business climate.

My role as social media “guru” at Tobyhanna Army Depot helped me in more ways than one. Whenever I tell people what I do at the depot, they almost all just assume I sit at my desk browsing Facebook for eight hours a day. In fact, a majority of my time is spent brainstorming ways the depot can utilize social media outlets to brand itself and cater to as many people as possible. This includes adding a historical context to the depot’s

Facebook page using the new Timeline format. It includes fully-integrating YouTube and Flickr to the Army’s website in order to showcase the sights and sounds or depot operations. But this is only the beginning.

Managing an official government social media page is a difficult task, especially when goals and objectives are sent down from higher-level Army headquarters. At the beginning of this year, I was given the task of increasing our Facebook page’s traffic by 300 percent while reaching 1,000 total “likes.” Add the creation of a Twitter account, Flickr presence, and YouTube channel and you have one tall task. Another hurdle was monitoring information other people post on the pages. We include disclaimers on all social media sites, but unfortunately you cannot always control what other people will say or do. By consistently checking the pages, I avoided a crisis and a possible threat to national security.

This makes social media a pretty sharp double-edged sword. It has the ability to greatly help your business or organization network and reach a large number of people, but it also has the ability to send out negative messages thanks to the people who “like” your Facebook page or “Follow” you on Twitter. It takes an all-out effort to avoid these crises, a job that I was happy to tackle. I enjoyed taking the depot’s long history and making it visible to the people of NEPA. There are now more than 50 years of historical information few people outside the depot have seen. It’s a great feeling to know I was responsible for this once I become a full-time employee after graduation.

One of the tools I’ll use to assist in managing all of these social media sites will be HootSuite, a program that allows me to see activity on all pages

simultaneously. During my Social Media class at King’s last semester, Dr. Weiland showed us how to use HootSuite and how effective it is in helping to see each and every activity on your sites. This knowledge proved vital in helping me keep an eye on everything that’s been going on.

Social media has the ability to really transform a company. Take Coca-Cola, for example. They used Facebook to completely revamp their company’s brand image. Currently, Coke has more than 50 million likes on their Facebook page, which includes a look into the 150-year history of the company. This sort of approach appeals to a younger audience and adds to the loyal audience Coke has enjoyed for many years.

Through social media, I try to do the same thing. Tobyhanna appeals to a more mature audience. Using Facebook, I can hopefully draw in a younger audience and increase awareness throughout the area.

***“In fact, a majority of my time is spent brainstorming ways the depot can utilize social media outlets to brand itself and cater to as many people as possible.”***

Unfortunately, much of what takes place around the Tobyhanna deals with very technical terms and military jargon. My job has been to translate this language into laymen’s terms so that our message can be heard and understood by everyone. Facebook, Twitter, YouTube and Flickr present ways in which this information can be posted visually to help articulate the depot’s mission and operations. Through pictures, videos and short posts, the depot can show the world what it’s doing in a way that everyone can understand. It’s been up to me to make it all possible.

## WRKC Upgrades Equipment, Students Win Awards

WRKC, Radio King's College, has powered up in more ways than one.

Thanks to a federal grant, the station was recently able to install a new, more powerful transmitter on the roof of Holy Cross Hall. After a series of technical calculations and a testing period, WRKC was able to boost its broadcasting signal to 1.5 kilowatts from 440 watts.

The grant has allowed WRKC to continue its outreach to the community at large with unique programming. The station is the home of "The Radio Home Visitor," the oldest radio reading service of its kind in the nation, serving the blind, visually impaired and homebound. WRKC has also expanded its Hispanic programming in an effort to bring information and new music to the community.

WRKC added a news department in the fall of 2010. Newscasts air every Monday, Wednesday and Friday during the semester. All reports are the product of the WRKC News Department, under the direction of Kelly Caloway, student News Director.

The broadcasts have been very successful in various prestigious contests. In March, WRKC was a finalist for nine awards from the Intercollegiate Broadcasting System (IBS) and received a first place award for a spot news piece produced by Sarah Scinto, WRKC's



*Pictured above, left to right: Paul Ofcharsky, Sarah Scinto, Ms. Susan Henry, WRKC Station Manager; Kelly Caloway, and John Ensslin, President, Society of Professional Journalists (SPJ).*

program director. The awards were given out at a conference in New York City.

Additional honors came from the Society of Professional Journalists (SPJ) and their Mark of Excellence Awards, presented at Long Island, N.Y. In Region 1, WRKC's news staff won first place in Best All-Around Newscast, first place in Sports Reporting by Paul Ofcharsky, WRKC's sports director, and third place in Radio In-Depth Reporting by Kelly Caloway.

Subsequently, Ofcharsky's sports piece won first place in the National Mark of Excellence Award contest for his

entry. SPJ honors the best student journalists in the country in this phase of the contest.

The station also received accolades from the Pennsylvania Associated Press (AP) Broadcasters Association. Kelly Caloway won first place in the Student Radio category. Sarah Scinto and Cara Medwick won second place in the Radio Sound category.

Sue Henry, King's College class of 1987, serves as WRKC's general manager and Karen Mercincavage, assistant technical professor, is the coordinator of the station's federal grant.

## Yelverton's Design Chosen by Big Brothers Big Sisters



*Sabrina Yelverton*

Sabrina Yelverton's "Spare Some Time" brochure design was selected by Big Brothers Big Sisters of The Bridge program, Wilkes-Barre, PA, as a direct mailer to solicit area residents during Spring 2012 for the "30th Annual Bowl for Kids' Sake" fundraiser. This endeavor was due to a King's College Service Learning grant implemented during fall 2011 by Ms. Karen Mercincavage, Assistant Technical Professor, in her Computer Illustration class.





*Students from the Mass Communications Department attended a day trip to Advertising Week in New York City in October 2011. Sessions were held by career professionals in advertising, design and copywriting, marketing, gaming, broadcasting, web design, and social media management.*

*Attending faculty were Michelle Schumde, Mass Communications Department Chairperson; Karen Mercincavage, Assistant Technical Professor, Mass Communications and Amy Parsons, Marketing Department.*

## Another Successful Year for Advertising Week

By *Jerry Lewis*

(NEW YORK CITY)—Advertising Week 2011 was held in October at the Times Building in Times Square, New York City, where hundreds of the world's leading design firms and online agencies came together once again to share their knowledge with their colleagues. Companies such as Saatchi & Saatchi and Facebook gave presentations throughout the day regarding the changing industry, as well as how to become better advertisers as a whole. Always staying ahead of the curve and beginning the newest trends, the advertising world never sleeps and is full of surprises. There is never a dull moment.

Advertising Week 2011 did not disappoint as companies came together to share their knowledge with the advertising world. CEO's, CCO's, and mascots alike brought the event together to the thousands who made the trip into New York City from all over the country. Two standout contributors who had much to offer on this day were Facebook and Saatchi & Saatchi. Both worldwide

leaders in their respective focus areas, they came wanting to share all of their knowledge.

Facebook offered insights to their newest changes as well as what is to come next for the world of social networking. "Facebook's newest change will allow its users to go back to the very beginning without getting lost in the countless pages of needless information," said Mark D'Arcy, Facebook.

Facebook's Timeline will allow users to do just this and recall memories from the very beginning and will allow them to keep a better track of their changing lives. Using a touching video, Mark D'Arcy showed how Timeline can and will track the lives of loved ones in an easy and complete manner. From the first kiss to "I do" to the beginning and growth of a new family, Facebook is changing the way we connect with others as well as recall our dearest memories. Through Facebook, people around the world continue to come together and connect at an astonishing rate.

Collaborating with Nike, Facebook users are challenging each other globally

in what is known as "Street Graffiti." Online maps turned into art work show the streets of various cities as men and women are drawing running routes through a newly produced Facebook program, challenging others to complete their picturesque routes. Facebook continues to change the virtual world as we know it with its newest creation of Timeline and its socialization of communities and countries through Nike and "Street Graffiti."

Facebook was not the only big name contributor to Advertising Week 2011. Saatchi & Saatchi gave a unique look into the advertising world through storytelling. In their "7x7" session, seven of Saatchi & Saatchi's employees gave their outlook through personal and social stories in seven-minute intervals. They told stories of personal issues as well as a tale about the Red Sox's demise at the end of the 2010-2011 season. Through these stories, they showed how advertising must also be a story. Each ad has its own story and solves its own problems.

See **Advertising Week** page 12

# Mass Communications Department

On April 26, 2012, the Mass Communications Department sponsored a trip to the NBA (National Basketball Association) studios in Secaucus, NJ. The students were given a tour of the facilities by a group of five King's alumni, currently working for the organization.

Senior Vice President of Multimedia Production, Paul Hirschheimer, directs all NBA Entertainment (NBAE) content across league assets, including NBA.com, NBA TV, and the league's various social media platforms. He kicked off the day with a talk about the growth of the organization and the archiving they are responsible for. The archive at the NBA entertainment studios houses the complete history of the NBA, from photography to game footage and interviews. Hirschheimer and King's alumni also offered job seeking tips.

There are currently five King's college alumni working at the NBA entertainment studios in New Jersey, including Cory Zalewski, last year's WRKC's sports director. Hirschheimer explained to the students what he looks for in employees. "We value passion, intensity, leadership – so it looks like they're [interviewees] about to jump over the desk and say, 'Whatever it takes. Let me just be a part of this team. That's all I want,'" said Hirschheimer. "Whatever it is, wherever you go in life, give that. Give that off. It doesn't matter what it is. That's what you want. That's what people want to hear. You just want to say, 'Whatever it takes.' That's, to me, what it's all about," exclaimed Hirschheimer. He and the King's alumni all express experience and passion when looking for a job after graduation.



*King's College alumni and students tour*



*NBA Control Room*



*King's students listen to Paul Hirschheimer*

# Students and Faculty Visit NBA



the NBA studios.



King's College alumni working at the NBA.



Students listen to career advice from alumni.



zimer.



Tyler Tynes and Dr. J.

## Mass Communications Students Present Research Paper at Conference

May 7, 2012 – King’s College mass communications majors Michael Deegan and Kimberly Sharkey presented their research on social media at the Conference for Undergraduate Research in Communication held at Rochester Institute of Technology (RIT) in New York.

The research paper, titled “Social Media Advertisements and their Effect on the Consumer Decision-Making Process,” received “Top Conference Paper” and was published in conference proceedings.

The students completed the research paper as a requirement for Research Methods for Mass Communications course during the fall 2011 semester.

The Conference for Undergraduate Research in Communication featured research by nearly 300 undergraduate scholars representing 27 colleges and universities in New York, Pennsylvania, Massachusetts and Virginia.



*Two King’s mass communications majors received “Top Conference Paper” at the Conference for Undergraduate Research in Communication. Pictured from left are: Dr. Rudy Pugliese, graduate director, Communication & Media Technologies at RIT; award recipients Kimberly Sharkey and Michael Deegan; and Dr. Michelle Schmude, chair, Mass Communications.*

## King’s Hosts Mass Communications Conference

October 22, 2011 – King’s College hosted a variety of free public sessions with topics ranging from award-winning filmmakers and radio hosts to media experts and graphic designers during a Mass Communications Conference that began at 9:30 a.m. Thursday, Nov. 3, in the Sheehy-Farmer Campus Center.

The conference featured four sessions by professionals and industry leaders lecturing on a variety of topics, including: advertising, sports media, filmmaking, graphic design, public relations, radio broadcasting, and print journalism.

“This is an exciting opportunity for students and faculty to have an inside look at real world applications within the communications field from industry leaders,” said Dr. Michelle Schmude, chair, mass communications department at King’s.

At 9:30 a.m., presentations included art director and photographer Brian Blight on “Creating Images for Your Target Audience”; “10 Ways Engaging Copy Can Help You Score in Life” by Tracey Selingo, owner, Inc Engage; and “Media Advertising in Today’s Advanced World” by Bob Loftus, account executive, WNEP-TV.

At 11 a.m., sessions included “Sports Media” by Erin Dugan, sports reporter and producer, Fox 56 WOLF-TV; and Dr. Ray Gamache, assistant professor of mass communications, King’s College; “TV, Radio and Web for the Attention Challenged” by Dan Simrell, owner and creative director of Dan Simrell Advertising; and “Radio in Today’s Marketplace” by Brian Carey, radio host for 1010 WINS, CBS Radio.

At 12:30 p.m., lectures included an analysis of the communications field by

Catherine A. Bolton, principal, River Rock Communications; “Advertising and Marketing for an E-Business” by Dawn Bobeck, vice president of sales and marketing, Vintage Tub and Bath; and “Smashing the Gates of Media: Why You Need to be a Fearless Storyteller” by filmmaker Octavio Warnick-Graham.

At 2 p.m., the conferences concluded with presentations on “Design, Development, and Then Some...” by Matt Giordano, creative director of nepaconnect.com; and “Investigative Reporting for Print and Broadcast” by Susan Henry, radio host, WILK-FM.

The conference was sponsored by King’s Department of Mass Communications at the Sheehy-Farmer Campus Center and funded by a federal grant.



# FACULTY RESEARCH CORNER

■ Dr. James Dolhon’s conference presentation proposal was accepted for the 22nd Annual International Conference on College Teaching & Learning - “Towards a Teaching-Learning Ecology”, Jacksonville, FL, April 2012.

■ Dr. Ray Gamache presented “‘Breaking Eggs for a Holodomor’: Gareth Jones, Walter Duranty, and The Soviet Famine 1932-1933,” at the American Journalism Historians Association Thirtieth Annual Convention, Kansas City, MO, October 7-10, 2011.

■ Dr. Ray Gamache presented a Panel Presentation—Research as Praxis, Northeast Associated Press Sports Editors-Marist University Center for Sports Communication Conference, Marist University, October 2011.

■ Dr. Ray Gamache presented “Slow Motion, Stop Action and Instant Replay: The Quest for Scientific Certitude,” Mass Communications Conference, King’s College, November 2011.

■ Dr. Ray Gamache published a Book Chapter: “SPORT AS SPECTACLE: EARLY ATHLETES AS POPULAR CULTURAL ICONS,” in American History through American Sports: From Colonial Lacrosse to Extreme Sports, Santa Barbara, CA: ABC-CLIO, 2012.

■ Dr. Ray Gamache published a Book Review: There You Have It: The Life, Legacy, and Legend of Howard Cosell by John Bloom, American Journalism, Vol. 28, No. 3 (Summer 2011), pp. 128-130.

■ Dr. Ray Gamache received a King’s College Summer Research Grant, 2012.

■ Karen Mercincavage’s conference presentation proposal, “Amyoplasia: Emergence in the Age of YouTube” was accepted for the 2012 National Conference on Health Communication, Marketing and Media, Atlanta, GA, August 7-9.

■ Karen Mercincavage presented her co-authored paper, “Facing AIDS”

as Visual and Verbal Representation: Iconic and Indexical Performance Codes in a Social Media Health Campaign,” on May 27, 2012 at the International Communication’s Association 62nd Annual Conference, Phoenix, AZ.

■ Karen Mercincavage presented her co-authored paper, “Dialogical Identification: Social Media and HIV/AIDS Narratives,” on November 18, 2011, at the National Communication’s Association 97th Annual Conference, New Orleans, LA.

■ Dr. Michelle Schmude presented Articulating the Holy Cross Charisms and Best Practices at the Apostolate at the 2011 Congregation of Holy Cross Communications Summit, South Bend, IN.

■ Dr. Michelle Schmude presented, Why Should Colleges and Universities Consider Instituting Test-Optional Admission Policies? on April 26, 2012 at the 2012 Global Landscapes Conference, Wilkes-Barre, PA.

■ Dr. Michelle Schmude was chosen for inclusion in the Northeast Pennsylvania Business Journal’s “Top 25 Women in Business”. The article appeared in the March 2012 issue.

## 2012 Psi Epsilon Chapter of Lambda Pi Eta Inductees



*Pictured above are the recent inductees of the Mass Communications national honor society. Left to right, first row: Evan Paris, Christopher Sedon, Stephanie Gorney, Janelle Marshallick, Megan Mundy, Rebecca Chateauneuf, and Kara Washington. Second row: Ms. Karen Mercincavage, Assistant Technical Professor and adviser, Paul Ofcharsky, Thaddeus Dzedzic, Eric Drevitch, Ronald Harvey, Molly Dahl, Meghan Wernimont, Edward McNichol, Timothy Meyer, and Michelle Schmude, chairperson and adviser. Absent from photo: Ryan Kopycienski, Jessica Krzywicki, and Celia Rader.*

## New Faculty Profile:

# Dr. Scott J. Weiland

The Mass Communications Department welcomes new faculty, Scott J. Weiland, Ph.D., previously Senior Vice President, of the Realty Network Commercial Group. Prior to serving the Realty Network Group, Dr. Weiland served as Vice President of Operations of The Greater Scranton Chamber of Commerce. He serves on the Voluntary Action Center Board and several others. He received a Doctor of Philosophy degree in human development from Marywood University, a Master of Science degree in telecommunications from Kutztown University, and a Bachelor of Arts degree in mass communications from King's College. He resides in Clarks Summit, PA with his wife, Sunny and their son, Scott Alexander.



*Dr. Scott J. Weiland*

## Q & A with Dr. Scott Weiland

By Brian Dankulich

### **Do you feel that Twitter in sports is a good thing or bad thing? Why?**

Dr. Weiland: "Twitter in sports is good for fans because social media provides a conduit for people to connect. Twitter, for example, provides a tool for sports figures to share, sometimes directly with fans. This helps fans create a connection and perhaps a relationship with sports figures. These relationships could lead to stronger sales (tickets, merchandise, etc.) providing value for ownership. However, Twitter can be a curse for owners of sports franchises. While stronger brand recognition and increased revenue that could be attributed to stronger relations formed with fans is very attractive, Tweets that feature information that negatively affects a brand can be hazardous for team owners."

### **Do you foresee a day in the near future when ratings of sports games on TV may suffer because fans are getting all of their information about the game on Twitter?**

**Dr. Weiland:** "I do not see ratings suffering in the near future due to Twitter feeds. Although some sports get better ratings than others on television, fan experience is driven by the sight and sound of television, especially for those fans who cannot attend games. I see web video as a potential competitor, though. Web video is the fastest growing form of social media, so if more fans begin relying on web video versus television, a concern may emerge."

### **Is it a bad thing for athletes to voice their opinions about world issues on Twitter like Pittsburgh Steelers running back Rashard Mendenhall did about the death of Osama Bin Laden?**

**Dr. Weiland:** "Voicing opinions about world issues that carry negative ramifications can be helpful or harmful for team owners and players. While voicing these opinions can give fans 'a look

behind the curtain' and a way for fans to know more about the athlete, my sense is that owners (and perhaps coaches) do not want players Tweeting information that can negatively affect the team brand. It is very common for popular sports and entertainers to have thousands of followers on Twitter. This following provides a powerful conduit for these individuals to voice their opinions. To head off problems, team owners should develop a social media policy. I recommend utilizing Shama Hyder Kabani's ten step framework to develop a social media policy, which includes the following: decide where the sports franchise stands, determine what constitutes social media, clarify who owns what, always keep confidential information private, determine who is responsible for the social media management, enforce the rules without being a dictator, address the taboo topics, have a system for monitoring the social media worlds, make training easily available, and have a crisis plan ready."

*Source: Kabani, S. (2010). The zen of social media marketing. Texas: BenBella Books, Inc. (ISBN: 978-1-935251-73-6)*

## New Faculty Profile:

# Dr. Ray Gamache Encourages Young Journalists

by Emily Sepela

Dr. Ray Gamache's passion for writing and journalism started at a very young age. His many different experiences and opportunities have led him down many paths, most recently to our school, King's College, here in Wilkes-Barre, Pa.

When Dr. Gamache was in high school, he started contemplating what he would like to do with his future. He said working with a local newspaper covering sports got him started off with a passion for journalism. With encouragement from his senior high school English teacher, he knew he wanted to pursue a career in the writing field. "This was when I knew that I wanted to do something with journalism," Gamache said.

Dr. Gamache is one of King's new faculty members for this school year. He is a professor in the Mass Communications Department. "I am the head of the journalism track of the program. I hope to lend my expertise to the Journalism track here at King's," Gamache said.

When he first started school at West Virginia University, Gamache was a journalism major. "I was working for their daily newspaper and was assigned to cover a black lung convention," Gamache said. He said that he was totally lost and discouraged with this assignment, and ended up leaving the newspaper.

These experiences also led him to change his major from journalism to English. "I look back at the decision now as a missed opportunity... but in another sense, I've been very fortunate with what I've been able to do," Gamache said. Gamache later went back to school and received his doctorate in Journalism and Public Communication.

Gamache originally wanted to become a sports writer. Over his career, he has written many pieces covering sports. He also is interested in various other topics. "Currently I'm working on a paper about a journalist who covered the famine in the Soviet Union in the

1930s," Gamache said.

Gamache is originally from New Hampshire, but career opportunities led him to Minnesota and most recently to Wilkes-Barre. He said what led him to King's College was the fact that he was familiar with the Holy Cross institution, having taught at one before.

He also liked being back on the East Coast, closer to family. "When I came here and saw the program and facilities and I got to meet the other faculty and students, I knew it was a great opportunity to add my expertise to the program," Gamache said.

Gamache hopes to bring many improvements to the Mass Communications Department here at King's. Along with building an integrated website where students can easily post their assignments, Gamache hopes to improve what the department offers in terms of classes and helping the students progress efficiently. "One of our goals is to improve how we assess students to make sure they are being successful here at King's," Gamache said.

***"It is an industry that has suffered, and yet journalists can still make a difference."***

Gamache is involved with the new and improved television studio at the college. "This year I am serving as the interim advisor, until we find a full-time person to cover the position next year," Gamache said. "I would definitely like to stay involved while I have the time to devote to the program."

Most importantly, Gamache hopes to bring a lot to the journalism track. Michelle Schumde, the mass communication's chairperson, said, "Gamache



Dr. Raymond Gamache

was hired to head the Journalism track. We look to him to be the guru in the journalism field, and help students to develop their journalistic abilities."

Gamache says he can't pinpoint one specific class that is his favorite to teach. "I tend not to think about the big picture about what one class I would choose as my favorite," Gamache said. "I always like the present semester I am in."

Gamache said that each new semester presents new challenges, and dealing with the different successes and failures is what makes it interesting for him.

When he is not teaching, Gamache likes to spend his time outdoors. "I like getting out to play golf in the summer, skiing when the weather is right and hiking. When I can't get outside, cooking is always relaxing for me," Gamache said.

When asked if he had any advice for aspiring writers and journalists, Gamache said that reading the newspaper is very helpful to get a feel for how to write. "Getting that news-sense is so important in this industry," Gamache said. "It is an industry that has suffered, and yet journalists can still make a difference. You have to pay attention to what is going on and be positive about what you're doing."



MediaConnection Newsletter  
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## Another Successful Year for Advertising Week

Cont'd. from P. 5

These stories and problems must then be relayed to the consumer in order to have a successful advertisement. This is very vital today as the consumers, not the advertisers, now control what they look at and buy.

From allowing the customer to be able to use all their senses to showing how a campaign must be evenly distributed throughout every media to be successful, Saatchi & Saatchi showed a lighter, fun side to advertising. To have fun with your work is the key, and they have figured out how to combine advertising, work, and fun to create an advertising empire. "You need all the members of your team to pitch a perfect game," said a representative from Saatchi & Saatchi and they do this not only through their great advertisements, but also inside of their own company with their personnel.

Advertising Week 2011 went on again with a hit and a bang for the eighth consecutive year and the eighth consecutive year without a theme. From the experienced veterans to the college community, everyone walked around dressed to impress, notebooks in hand, smiles on their faces, and a willingness to learn as much as they can as they were amongst those who share the same interests and talents as they do.

As one of the committee members of Advertising Week opened the Facebook session proclaimed, "This is our 8th annual Advertising Week and the 8th time we do not have a theme." A theme is not necessary when an event such as this can produce such great successes year in and year out. Advertising



Week 2012 is already in its planning stages now and just as this year proved, anything can and will happen.