



# The MEDIAconnection

## Mass Communications DEPARTMENT NEWSLETTER

Volume 7 Issue 1

June 2011

### Inside this Issue:

#### Senior Spotlights

- Genesa Rodriguez ..... 2
- Cory Zalewski ..... 3

#### Internships ..... 2

#### Alumni News

- Loriah Webby Visualizes  
Future in Design. .... 4
- Stan Phillips Talks Radio... 5

#### Logo Design Winner

- Dave Castro ..... 6

#### Faculty Profiles

- Full-Time Faculty .....6-8
- Adjunct Faculty .....9-11

#### WRKC Radio Awards ..... 9

### Inquiries or comments?

Contact us at:

[mediaconnection@kings.edu](mailto:mediaconnection@kings.edu)

Visit the Mass Communications  
Department at:

[http://www.kings.edu/Academics/  
majors/masscommunications/](http://www.kings.edu/Academics/majors/masscommunications/)

## Student Paper in ECA Top Four



Seniors Joseph Thomas, Liz McCann, Elizabeth Butler, and Ms. Michelle Schmude, Department Chairperson and Professor, display their student poster at the Eastern Communications Association Undergraduate Scholars Conference.

By Elizabeth Butler

Joseph Thomas, Elizabeth McCann, and I recently presented our senior undergraduate research paper, which was chosen as one of the top four papers, out of more than 125 submissions, in the Eastern Communications Association Undergraduate Scholars Conference, Arlington, VA, on April 15.

Our team worked fervently throughout the Fall 2010 semester in COMM 493, Research Methods, to conduct research. We chose to examine privacy settings on the social networking site, *Facebook*, and its users' knowledge of just how secure their profiles are. We utilized a survey and content analysis to conduct the research for our paper, titled *Privacy Setting Awareness on Facebook and its Effect on User-Posted Content*,

The findings were astonishing – over 65% of respondents were unaware of the privacy settings they had in place. Our study demonstrated that if users didn't take the time to educate themselves on Facebook's changing privacy policies, they were often times exposing more information about themselves than they had intended.

When Thomas, McCann and I were selected by judging professors to submit our research to the 2011 ECA Undergraduate Scholars' Conference, we were flattered and proud. Earning placement in the top four, out of more than 125 submitted papers, meant that we would have the opportunity to present our findings at the 2011 James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference in Arlington, VA.

See **ECA Conference** page 12

## Congratulations to Our Spring Student Interns

Ryan Cain, Sr.	Fox 56
David Castro, Jr.	Site 2
Rebecca Coleman, Jr.	AdvantEdge Web Design
Zachary Doleiden, Jr.	Times Leader
Carmella Gubbiotti, So.	Leadership Wilkes-Barre
Jessica Krzywicki, So.	Beckerman Photo
Gerald Lewis, Jr.	WVIA
Kevin Lewis, Jr.	WVIA
Katherine Moore, Sr.	WVIA
Maggie Nealer, Sr.	Happenings Magazine
Brianne Schmidt, Jr.	Ideaworks
Alexandra Shinert, Jr.	Moses Taylor Hospital
Joseph Thomas, Sr.	PC Data Centers King's College Marketing and Advertising

## Media Connection Staff

### Student Writers:

Elle Butler  
Kelly Caloway  
Jessica Krzywicki  
Kaitlin Falatovich  
Brittney Frey  
Celia Rader  
Andrew Mikolaichik  
Alyssa Miller  
Paul Ofcharsky  
Celia Rader  
Seana Serrian  
Josh Ulanoski

### Mass Communications Faculty:

Mr. Michael Berry  
Mr. James Dolhon  
Ms. Michelle Schmude

### Faculty Coordinator:

Ms. Karen Mercinavage

*Special thanks to Mr. Joe Giomboni and his Fall 2010 COMM 131, Writing for Mass Comm class, for their contribution to The MediaConnection.*

## Senior Spotlight: Internships Guide Career Path and Dreams

By Seana Serrian

From an early age, Genesa Rodriguez felt the pressure from her father to become a physician's assistant. She entered college as a Physicians' Assistant (PA) major, but soon realized that she did not want to be a PA, as it would hinder her creativity and fervent desire to be an artist.

Rodriguez grew up in the Lehigh Valley, where she attended Bethlehem Catholic High School and was involved in many activities, such as playing basketball and powder puff football. She always had an interest in art and her favorite activities include drawing and painting.

The oldest of five children, she wanted to use her artistic ability in a career of her choice and, against her father's wishes, she had made the decision to change her major to Mass Communications.

As a Mass Communications major, she realized she would need practical experience to launch a career, so she applied for internships. Rodriguez first worked for the King's College Public Relations Department, which included

write-ins and distributing press releases about students, King's staff, and events. She also conducted interviews and assisted photo shoots.

Rodriguez's second internship was with the King's College Department of Marketing. During this internship, she experienced the different aspects of a marketing career, such as finding models for photo shoots and designing an online magazine.



*Genesa Rodriguez, Senior, contemplates a career in Public Relations, focusing on Event Planning.*

Despite all of her achievements to date, Rodriguez still has many dreams, "I want to have an event planning business or write for a Conde Nast publication." Conde Nast is a publishing company of many popular magazines such as *The New Yorker*, *Glamour* and *Vogue*. She would also like to become

a publicist for athletes, or plan events, possibly at a Las Vegas casino.

Rodriguez will be the first of her family to graduate from college, and for this reason, she considers graduating from King's College one of her biggest achievements. Her father is also very proud of her and her major. In the end, he just wants Rodriguez to be happy.

Senior Spotlight:**Zalewski: From the Sidelines to Announcing**

*Cory Zalewski, as an intern at WCBS News Radio 880, looks forward to a bright career in radio.*

*By Paul Ofcharsky*

When a motorcycle accident ends your athletic career, most people would dwell on what could have been, but not Cory Zalewski. He turned his football-ending injury into a potential career, not on the field, but in the broadcast booth.

In 2009, Zalewski was preparing for summer football camp when he shattered his leg during a motorcycle accident. After inserting a rod and screws into his leg, a medical team told Zalewski his football career was over. Restricted to crutches and strapped with a medical boot, he was forced to watch from the sidelines as his teammates battled on the gridiron. "I was a three-sport athlete in high school (football, baseball and basketball) and I still wanted to participate in athletics even with my injury," Zalewski said.

Wanting to still be a part of the athletics scene at King's and taking a broadcast programming class, Zalewski applied for a job at WRKC, King's College's radio station, announcing basketball games. After a year, he was offered the WRKC Sports Director position.

When Zalewski arrives at each game,

he carefully opens up his bag filled with various papers so he can begin the process of researching player's stats before the game begins. The stack of papers are then diligently highlighted for quick references of top performers and read through to gain as much information as possible about the athletes in the upcoming game.

Game coverage begins with Zalewski's on-air introduction followed by a statistical breakdown of both teams' players and coaches. Once the game starts, he describes the highlights to his WRKC audience.

Because of Zalewski's love for radio broadcasting, he began to explore how he could gain more experience in the field. As a junior Mass Communications major at King's, he was required to fulfill an internship for the major. His skill set, developed at WRKC, helped him secure a prestigious internship at WCBS News Radio 880 in New York City for the summer 2010. Zalewski decided not to reside in the "City That Never Sleeps" and, therefore, commuted daily from his home or grandparents' home. His typical day began at 6:00 a.m. and was filled with excitement because he was working

alongside Jared Max and legendary broadcaster, John Sterling.

During his internship at WCBS, Zalewski cut and edited sound for the New York Yankees, wrote stories for WCBS News Radio 880's website, shadowed reporters while they conducted stories, and assisted the Sports Director on daily topics. He wrote stories about the Yankee's rivalry games, the extended pre-game coverage, and conducted locker room interviews. He attended a boxing press conference at Yankees Stadium and a concert for a pianist who performed in the park.

The highlight of Zalewski's internship was being able to witness sports history when John Sterling called Alex Rodriguez's milestone career home run. Zalewski happened to be in the booth at that moment. "Swung on. A hit in the air to deep center. It is high. It is far. It is gone," said John Sterling of WCBS as he described Alex Rodriguez's 600<sup>th</sup> home run.

With his foot in the door at WCBS and finishing up his work at WRKC, Zalewski has a bright future ahead of him. Although the motorcycle accident sidelined his athletic career and may have forced him to hang up his spikes, he did not hang up his passion for sports. Zalewski is able to continue participating in the sports that he loves and hopes to make it his career.

***Congratulations to  
Elizabeth Butler  
2011 Recipient  
of the  
Fr. Murgas Award***

*Alumni Spotlight:*

# Loriah Webby Thriving in Creative Design



Loriah Webby is Vice President of Operations at Advertising Outsourcing Services, LLC and a freelance graphic designer.

By Alyssa Miller

Loriah Webby's interest in graphic design was supported by her extremely tight-knit, large family. Her immediate family consists of a brother and two sisters, most who live in the Wapwallopen area, with the exception of her brother, who resides in California and works for Dreamworks, Inc.

Growing up in Wapwallopen, Webby enjoyed life in a small town so much that finding a school close to home was a top priority. The Webby family also has a history at King's College – Webby's father, grandfather, and her siblings all attended King's College. As a mass

communications major, Webby worked in the graphic design department while earning Dean's List throughout her college career.

In 2008, she won the Northeast Pennsylvania Economic Consortium (NPEC) Marketing Competition as part of a student team competing against local colleges and universities. She was the layout editor of the King's College yearbook, *The Regis*, as well as layout editor of the Mass Communications newsletter, *The Media Connection*.

While at King's, Webby was an active member of the College community. She was the Secretary/Treasurer of Delta Epsilon Sigma. She was a member of student government and a campus activities assistant. She was part of the Mass Communications Media Board and Mass Communications Student Advisory Board.

Webby understood the importance of academics, practical experience and "hands-on" learning. As a high school student, she designed the layout of the school's yearbook. She was intrigued by the challenge of grabbing people's attention with an ad or logo, which inspired her to pursue a career in graphic design and marketing. She interned with *The Times Leader* newspaper, designing the feature pages, while also becoming knowledgeable with other industry programs, such as CCI.

Webby then interned for the City of

Wilkes-Barre and King's alumnus, Mayor Thomas Leighton. Webby learned a great deal from him about promoting city events and preparing for a career.

Throughout her college career, Webby grew as a person and a designer. She credits Karen Mercincavage as one King's professor who impacted her career. "I had numerous classes with her and in each class I learned something different," says Webby. One of the most difficult parts of being a designer is taking criticism and constructively using it. However, Webby felt that former professor, Tracey Selingo, helped her to become tougher in this regard.

***"There is always something out there to learn and conquer. I want to continue to grow as a designer."***

With the support and encouragement from her professors, she was able to secure a freelance job creating advertisements for the Annual Dallas Harvest Festival. She creates business cards, brochures, billboards, and other marketing collateral for various companies and people working for the festival. Today, she is the vice president of operations and manages marketing and branding for Advertising Outsourcing Services, LLC.

Webby and her partner, Matt Van Stone, also a King's alumnus, are co-owners of Atrium Advertising, a freelance design and writing business targeted to a wide variety of clients. "There is always something out there to learn and conquer. I want to continue to grow as a designer," she says.

***Congratulations to our national honor society  
2011 Inductees  
Psi Epsilon Chapter of Lambda Pi Eta***

*Alumni Spotlight:***Midday with Stan Phillips***By Carmella Gubbiotti*

Did you ever wonder what makes the radio station Magic 93 so enchanting? The answer may simply be that Stan Piccirilli “Phillips” puts the magic in Magic 93. He is responsible for every song you hear on Magic. Phillips’s energy and charisma shine through to make the station one of the top stations in our area each year. But Phillips, even at the peak of his career, remembers his time at King’s College.

Born and reared in Exeter, PA, as Stan Piccirilli, he developed an infatuation for television, golf, and radio. In his sophomore year of college, he joined the staff at WRKC, the King’s College radio station. He had originally planned to pursue a career in television but fell in love with radio. He graduated in 1989 with a Bachelor of Arts in mass communications. One month before graduation, he was hired at Magic 93. Within one year, he was added to the team as a full-time employee.

Piccirilli, better known as “Phillips,” still enjoys nearly all aspects of his career. In 1993, he became the music director. Five years later, he established himself as the new program director at Magic, scheduling talent, publicizing events and overseeing promotions. His main objectives include “keeping Magic as a ratings leader, revenue leader and community leader.”

The main obstacle Phillips faces is the current state of the economy. Throughout his stay at Magic, he has accomplished the task of raising the station from a number three spot in the ratings to the number one spot for many

years, including knocking out the fierce competition of KRZ in 2002.

Over the course of his career at Magic, “Everything changed,” says Phillips. The deregulation rule led the station to the ownership of Citadel Broadcasting. Technology has improved and helped the station undercut some of the deficiencies caused by the economy. He motions to the area in the studio where the analog music tracks used to be stored. All of that is digitally controlled now, with Phillips at the helm.

Phillips radiates positive energy. He enjoys building relationships with his listeners. He comes into their lives every day through their work or car radios and honestly makes a difference in their day. “People think of you as a companion during the day,” Phillips believes. The most satisfying attributes of his career include picking music for the station and involving Magic in community service.

***“People think of you as a companion during the day.”***

station. Outside of the music world, he enjoys golf, travel, good restaurants and ice cream. Some of his favorite vacation destinations include Italy, Hawaii and Bermuda. Phillips has been married for eight years and looks forward to having children in the future. For now, he



*Stan Phillips, alumus and radio personality on Magic 93.*

borrow his nieces and nephews for a fun time. “It’s nice to give them back at the end of the day,” jokes Phillips.

Phillips’s experience at King’s College motivated him to succeed in a field that he truly loves. He would encourage students to gather all the experience that college offers adding that although the academic component is important, experiential learning can make all of the difference.

Phillips devotes himself to making sure every listener has a positive, daily experience with the station. So much of Phillips’s unmistakably effervescent personality characterizes the voice of the station. He is the Magic in Magic 93. So next time you listen to Magic 93, remember the voice and the heart behind the music – Stan Phillips.

## Faculty Profile:

# Mercincavage Blends Design, Technology and Research



*Karen Mercincavage, Assistant Technical Professor, heads the Visual Communications track.*

*By Brittney Frey*

Upon entering Karen Mercincavage's office, one could see she is very devoted to her work. Two book cases are filled with books about graphics, the arts and technology. A work station is positioned adjacent to the right wall, closer to the window. An art portfolio can be seen leaning against the legs of a drawing table.

Ms. Mercincavage manages the visual communications track of the Mass Communications Department. She has taught at King's College since 2005, first as an adjunct and then full-time since 2007. She graduated with a master's degree in Communications Arts, integrating design, e-commerce and writing, from Marywood University.

Her work is something that she has been passionate about since her childhood. Mercincavage always loved art and drawing, specifically charcoal and pen and ink drawings. She entered The Pennsylvania State University as an Art major, later changing to Advertising with a focus on graphic design. "I loved the campus and all that the school had to offer; I knew Penn State was my top choice from the first time I visited," said Mercincavage.

After graduating from Penn State,

Mercincavage gained experience as a graphic designer in the advertising industry, working for weekly newspapers, an advertising agency, a printing company, and more recently, as a senior multimedia designer, in the Marketing Communications Department of Blue Cross of Northeastern PA.

Mercincavage is co-adviser of *The Crown*, the college's student newspaper, and co-adviser of the Psi Epsilon Chapter of Lambda Pi Eta, the department's national honor society. She is also membership secretary and on the Board of Directors for the American Advertising Federation (AAF), Northeast Chapter.

In 2010, Mercincavage teamed up with another colleague, to research how social media, through visual and verbal messages, can be used to overcome stigma and discrimination associated with HIV/AIDS. "We combined our different areas of expertise – my colleague's background in Cultural Studies and mine

in Visual Communications – to conduct our research," said Mercincavage. They presented their paper, "Exploring Digital Innovations and Bridging Perceptive Divides," at the 2010 Annual Conference on Health Communication, Marketing and Media in Atlanta, GA. In May 2011, Mercincavage co-presented their latest paper, "Visual Narratives as Ritual Performance," at the ICA (International Communications Association) Conference in Boston, MA.

In addition to research, Mercincavage continues to practice freelance graphic design. Mercincavage states that she has the best of both worlds by teaching and practicing in visual communications.

Outside of work, Mercincavage enjoys bike riding, yoga and spending time with her family. She is the proud mother of two children, Melissa, State College, PA; and Matthew, Bridgeport, PA. She resides in Plains with her husband, Carl.

## David Castro Designs Logo for King's Annual 5K Run/Walk 2011



*Visual Communications student David Castro recently submitted a winning logo design for the King's College Annual 5k Run/Walk, which is coordinated by Dr. Bindu Vyas. Pictured above are Ms. Karen Mercincavage, Assistant Technical Professor, Mass Communications; student David Castro, Designer, Mass Communications; student and runner Nick Etzold, Business Administration; Dr. Bindu Vyas, Associate Professor, International Business/Management.*

*Faculty Profile:***James P. Dolhon Ignites Passion with Ideas**

By Kaitlin Falatovich

Dr. James Dolhon is always acting on his inspiration, whether it's teaching, researching, or presenting his research on communication pedagogy at national conferences. "You know why we are professors, because we love the world of ideas, and bringing them to others," Dolhon said.

Dr. Dolhon pursued his undergraduate degree at The University of Scranton, majoring in communication with a cognate concentration in psychology. Through college, he worked as a social worker at a children's center in

Scranton that specialized in helping children with social and emotional problems. Dr. Dolhon immediately took to the educational environment, finding it both challenging and rewarding.

Dr. Dolhon left his position at the children's center to attend Teacher's College, Columbia University for his master's degree in communication. After he finished his degree in 1986, he worked in communications sales while returning to his alma mater to teach at the collegiate level. The opportunity allowed him to work alongside his mentor and former professor, Father Joseph Hammernick S.J.

Dr. Dolhon taught mainly adult students during evening courses in speech communication provided at the University of Scranton. He says, "The lessons I learned in both jobs as a sales rep and social worker provided me the skill sets that I carry into the collegiate



*Dr. James Dolhon is passionate about his teaching both inside and outside of the classroom.*

classroom today." These skill sets eventually took him from teacher back to student.

At Pennsylvania State University, Dr. Dolhon earned his doctorate in speech communication. This degree eventually brought him to King's College where he has been a professor for the past 19 years. He started at King's as an assistant professor in the Theater and Speech Department where he worked with non-traditional adult students, students with learning differences, along with the traditional student population. He also pioneered the usage of video conference equipment in the classroom, as well as targeted speech instruction for communication apprehensive students on campus.

This year, Dolhon was part of the campus reorganization that brought the speech curriculum to the Mass Communication Department at King's. He teaches speech, mass

communications, and interpersonal communication courses here at King's. He is also dedicated to research.

His research interests lie in interpreting "varied symbolic ways through which human beings relate to themselves and one another, and how these symbolic behaviors [mean what they mean]." Dolhon is currently researching internal symbolic processes and the "conceptualization of metaphor as a way of knowing across contexts."

His most recent project was focused on interpersonal behavior, teaching-learning styles, and their effects on the instructional process, on which he has presented across the country.

Outside the classroom, Dolhon enjoys spending time with his family. He currently lives with his wife Kimberly, their daughter Kelsey, and their family pets in Kingston, Pennsylvania.

## Faculty Profile:

# Berry Brings “Speech” to Mass Communications

By Jessica Krzywicki

“My wife and kids mean the world to me.” Those are the words of Michael Berry, a hardworking, compassionate man with hidden talents.

“The best decision I ever made was marrying my wife,” said Berry, who married his wife after knowing her for nine short months. Today, the couple has been happily married for eight years. They have two sons, Seth, 5, and Noah, 3. “I am blessed with my kids. They came at the right time,” he added.

Of course Berry learned about privilege and compassion during his childhood. Berry and his twin brother were the youngest of 11 children growing up in Richmond, Va. When he was 10 the family moved to Lubbock, Texas.

Berry has had many struggles in his life. Money was the biggest issue for him. His family had a rule that at age 18 the kids were to move out and support themselves. He worked full time at Long John Silver’s since age 15. He continued working full time at the same position while attending college. Textbooks were expensive so Berry would go to the library to read instead of buying the books he needed for his classes. These struggles taught Berry to understand privilege in life. “Humbledness comes with privilege,” he said.

Berry began his collegiate career as a pre-law major, but he soon realized that he was interested in speech

communication. He earned a bachelor’s and master’s degrees from Texas Tech University in speech communication. Prior to coming to King’s College, Berry taught at the University of Kansas for a year and Illinois State University for two years.

Afterwards, Berry moved to Northeastern Pennsylvania and started working at King’s College. He has been

Berry had also served as the head coach of the King’s College debate team for 18 years. A major turning point in his life was when he decided to join the debate team in high school. He said he was a “nerd” with no social skills until one of his more popular friends introduced him to the debate team. He has learned many lessons while on the debate team, which he shares with his students.

Berry has earned many accolades for teaching, including the Robert Lambert Service Award as the National Coach of the Year from the American Debate Association in 2000. He has also been elected to the committees of the National Debate Tournament, Cross Examination Association and American Debate Association.

Although Berry’s passion is education, he says if he had to choose another occupation he would like to open a restaurant. Berry plans on

enrolling in cooking classes at Luzerne County Community College to improve his cooking skills. Cooking is a beloved hobby for Berry. He collects autographed cookbooks. He and his wife also host an Iron Chef dinner party at their home where they invite 30 friends to bring a different exotic ingredient for him to use in the dinner. He usually cooks a six to eight course meal for everyone with the ingredients.

Berry says everything he went through was well worth it and he learned a lot. “I am happy with where I am now.”



*Mike Berry is currently the co-chair of the effective oral communication section of the core curriculum and a full-time faculty member in the Mass Communications Department.*

employed at King’s for the past 21 years, teaching speech and a liberal arts seminar about baseball. He is currently the co-chair of the effective oral communication section of the core curriculum. This year, he became a full-time mass communications faculty member. He hopes to develop new classes, including a liberal arts seminar class about comics where the lessons will range from censorship to the evolution of women.

“Teaching keeps me young,” he said. “I feel a connectedness with the students.”



## Adjunct Faculty Profile:

# Donnelly Energizes her Audiences On and Off-Air

By Andrew Mikolaichik

Cathy Donnelly's fiery personality makes her the perfect fit for career in radio. Listeners might recognize the voice of the morning talk show on The Mountain 102.3 but they hardly know the story behind it.

In addition to being a weekday mornings DJ on station 102.3 The Mountain, Donnelly also teaches effective oral communication and radio production as an adjunct professor at King's College. Some listen to her while on their dark morning commute to work. Others listen and watch as she brings light to an afternoon speech class on a cold winter day. Whatever the case, her spirit can't be hidden.

She grew up in Montgomery county where she spent most of her life. Donnelly didn't start out her career path as a teacher; in fact, she never even dreamed this is where she would end up. Donnelly initially attended school at Mansfield State College focusing on music and voice. She then received a degree in communications from Temple University, focusing on radio performance. She got her professional start in Philadelphia and then moved on to radio stations in New Jersey, Delaware and surrounding areas.

She has been a radio DJ for more than 19 radio stations since the early 1980s. Her shows' subjects have ranged

from news and sports information to country and classic rock music.

Donnelly has a great passion for radio and radio production but she acknowledges changes in the industry. "Radio stations are constantly being bought and sold. New producers are hired, and frankly, most jobs don't last over three years on one station in one market." However, she doesn't let this slow her down, as she still has a weekday show and fills in at local radio stations. Her studio voice can also be heard on local radio commercials.

Donnelly first moved from the Philadelphia area to Wilkes-Barre a few years ago when her ex-husband had inherited a family farm. They moved to the Wyoming Valley to take care of the property. She left her radio jobs in the city to pursue a radio career in a more rural area.

She fills her free time playing piano, guitar, and singing blues music at local clubs. Donnelly is also a great asset to the local community, from playing music and singing at nursing homes, to teaching third and eighth grade students in the King's College summer program, "Kids at King's."

Teaching has brought an all new light into Donnelly's life. Teaching is not something she ever saw herself doing. "I can't believe how much fun teaching is, and the age group of kids I have makes it better."



*Cathy Donnelly is a radio DJ on 102.3, The Mountain.*

Donnelly's favorite part of teaching is her students. She feels college students are much more self motivated and actually want to be in class. Watching each student's personality reflect in their work is what makes it so much fun for her.

While radio might be losing some steam, Donnelly most certainly isn't. It is easy to see that she has the energy to spread her love for music, teaching and life for years to come.

## Students Win Awards for WRKC Radio

Congratulations to the following students who work at WRKC Radio and have received the following awards:

- **Kaitlin Falatovich** – Third Place AP Award for a "Feature."
- **Katie Moore** – Silver ADDY for the PSA, *Northeastern PA Council Boy Scouts Venture Scout*, student radio category.
- **Paul Ofcharski and Cory Zalewski** – Third Place AP Award for a "Sports Play by Play."
- **Chris Wilson** – Third Place SPJ Award for a "Feature."

*Note: This is the first time WRKC has received an award from SPJ (Society of Professional Journalists).*

All awards were won in a professional category. The AP awards were held in Harrisburg, PA at the Holiday Inn. The SPJ awards took place in Rhode Island.

*Information provided by Kelly Caloway, WRKC.*

## Adjunct Faculty Profile:

# Ned Rowan – A Photographer’s Focus



*Ned Rowan exudes excitement and energy in his photography classroom.*

*By Josh Ulanoski*

Not many students still use 35mm cameras, let alone develop their own film, but there’s still one man on campus willing to teach those who are willing to learn. His name is Ned Rowan.

His interest in photography began to blossom when he received a camera at the age of 10 and it continued to grow from there. He learned how to use a darkroom and experimented with other types of cameras. While attending King’s, he was a photographer for the yearbook, *The Regis*, spending hours and holiday vacations developing photos in the film lab.

Rowan has continued working in the photography lab since he graduated from King’s in 1977. His office is in the basement of the Hafey-Marian building, next to the all-but-defunct black and white film lab. It has no windows and houses a large desk, the obligatory computer and gold refrigerator circa 1978, used to keep film from spoiling. The room is also a bit of a

cluttered mess, with metal wire shelves holding a vintage film camera from the display case in the adjoining classroom and years worth of students’ work.

After shooting and working with film photography for so many years, his world was shaken with the advent of digital photography. However he didn’t let it put him down. Instead, he looked at it as just another aspect of photography to learn.

“[It was] easier than I expected it to be,” he claims, while sipping down some Chinese soup. “But that’s because we didn’t jump into it in the early stages of digital.”

The same goes for learning the digital programs that came with the new territory. Rowan says he has self-taught himself Photoshop, a program notorious for having a very steep learning curve. As for a favorite between film and digital, however, he sticks to his guns.

“I think film looks better, a lot better,” he says. “But digital is obviously very convenient. You can really get

spoiled fast with digital.” Although, no matter what type of format you’re using, he advises that you definitely need to “be careful, take your time and know your equipment.”

Outside of his work with King’s, and aside from being a devoted Philadelphia Phillies fan, Rowan is a family man, as well. He has a wife, Lindsay, a 1980 alumnus King’s College, and two daughters, Erin, a 2009 King’s graduate, and Cara, a Cabrini College graduate.

His business, Action Photo, and Video, specializes in video transfer and duplication. He also videotapes local events, such as weddings and religious ceremonies. The venture originally started as a photography franchise, but he eventually dropped the franchise, and decided to continue the business on his own.

Rowan knew he wanted to expand the business, but did not want to get involved in higher end photography, such as fine arts, fashion or glamour, so he stuck with the lower end of photography, and added video to his repertoire.

As far as his plans for the future, Rowan hopes to continue working with his home-based business, maybe do some travel photography, and most importantly, teach. While his film photography class is no longer a prerequisite for mass communications majors, which was replaced by his digital class, the college has decided to still include it in the core curriculum.

Rowan says his favorite part about his job here is working with students. In fact, the whole reason he decided to teach photography is because he loves working with people. At least for now, Rowan can continue to educate others about film photography, and keep that gold refrigerator chugging along, holding 35 mm black and white film, all the while relishing in the comfort of his private little corner of the King’s College campus.

## Adjunct Faculty Profile:

# Bill Keating on Technology and Teaching

By Celia Rader

Bill Keating directs the Academic and Instructional Technology Services department at King's overseeing the College's learning management system, coordinating videoconferences over the Internet2 network, and offering educational technology training sessions to faculty and staff. As a part-time instructor, he assists students in developing computer applications projects, and becoming proficient in a variety of software applications.

Keating graduated from King's in 1985, and soon after started working for the college as a technician in the media services department, which supported the technology needs of the Mass Communications Department. From 1994-1997, he worked as an instructional designer within the technology division. He received his Master of Science degree in educational technology from College Misericordia in 1995 and became the director of the distance learning program in 1997. Since 2001, Keating has held the title of managing director of Academic and Instructional Technology Services within the College's technology division, IITS. He's been teaching as a part-time faculty member at King's since 1995.

Keating loves his position here at King's because it allows him to be creative. He enjoys helping his students with

projects because his main goal is to bring out their creativity. He is happy with the path his career has taken him because he gets to work with wonderful people on campus and enjoys researching and working with the latest educational technologies. His favorite part of his career is



*Bill Keating is the Director of Academic and Instructional Technology Services.*

that he gets to work with mass communication students. For a man who has been so involved with computers and devoted to teaching at King's, many would never know that he was once a professional musician.

Keating spent much of his twenties and early thirties playing in a band along side his brother in various clubs in Northeastern Pennsylvania. Keating loves to play both guitar and piano and did this for almost fourteen years with the Keating Brothers. Unfortunately, Keating's brother hurt his back and needed surgery. Keating explained that they called it quits after many months of

not playing during his brother's recovery.

Inside of Keating's home, he has a small project studio where he has recorded a few songs of his own, but he never got to the point of actually putting an entire CD together. He has always had a strong passion for music. He found it rewarding to learn to play popular songs, which eventually led to writing his own material. Keating finds it comforting to pick up his acoustic guitar at home and play around on it, but lately it hasn't been very easy since his four-year-old daughter likes to hide his guitar picks from him.

Keating met his beautiful wife Diane at King's and the couple married in 1992. Their daughter Rebecca was born in 2007 and his life has been consumed by her. Keating and his wife love traveling. They recently took Rebecca to Disney World and consider Jamaica one of their favorite places.

Although technology and music seems like a major part of Keating's life, he tries to stay healthy by visiting the gym as often as possible to run or play basketball. He also enjoys getting together with his friends to play recreational softball in the summer. Sports are a major aspect of his life along with his love for the New York Yankees.

Keating is very proud of the services he provides at King's. He enjoys educating young minds and playing music at home, but most importantly he hopes to be the best father he can possibly be to his young daughter Rebecca.



MEDIAconnection Newsletter  
Mass Communications Department  
King's College  
133 North River Street  
Wilkes-Barre, PA 18711

Non Profit Org.  
U.S. Postage  
**PAID**  
Permit No. 281  
Wilkes-Barre, PA

## Student Paper Selected in ECA Top Four

### continued from page 1

Prior to the conference, we began honing our presentation skills and practicing for the conference. Since none of us had presented in front of a large audience, we were quite nervous but welcomed the challenge.

On April 15, we traveled with

---

*While it is a  
challenging course,  
the rewards will be  
plentiful if you are  
passionate about  
your work.”*

---

Ms. Michelle Schmude, Department Chairperson and Professor, to the Key Bridge Marriot Hotel in Arlington.

Students and professors from all over the east coast were in attendance, and were eager to chat with us about our paper.

We attended several interesting sessions and discovered that opportunities for research in the field of Communications are endless and will only continue to grow.

On April 16, the day of our presentation, Thomas, McCann, and I were excited to share our paper and to listen to the other top three student presenters. Their papers included: *Nature, Nurture, or that Fast Food Hamburger: Media Framing of Diabetes in the New York Times from 2000 to 2010* by students from American University, *Content Analysis of the Portrayal of Muslims in American Media* by students from Mercyhurst College, and *Mother-Daughter Dyads: Exploring Communication About*

*Sexual Encounters* by students from James Madison University.

Each of us presented our research, and then received feedback from the respondent, Danette Ifert Johnson, an expert in the field of Communications. The presentation went well, and we received extremely positive feedback from our respondent. Following the session, we were honored at the ECA awards dinner, where each student received a plaque and a certificate.

McCann, Thomas and I are grateful to have had the opportunity to present our research at the ECA conference. My advice to students who have yet to take *Research Methods for Mass Communications*: “Strive for the same goal. While it is a challenging course, the rewards will be plentiful if you are passionate about your work.”