



Editors:
Derek Forney
Kelsey Peachey
Lauren Schick

In This Issue

A Job Well Done	1
Senior Showcase	2
Letter from the Editors	9
Senior Collage	10
Broadcast	
Experiences	11
Study Abroad: Down in Nashville	12
Social Media: The Global Revolution	12
Internships	13
Student Film Festival	18

A Job Well Done

Derek Forney

For the last seven years, Dr. Ed Arke has led the Communication Department in a period of both college growth and economic decline. In this time the department grew in many ways, achieving more collegiality and program expansion despite a college-wide dip in enrollment.

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

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

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

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

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

Memorable moments

- Leading department grads at commencement each year.
- Transitioning the journalism major to the Communication Department.
- Acquiring and developing the editing lab and TV studio in Murray Library.
- Increasing the number of broadcasting majors under the recently altered program.




Senior Showcase

Seniors and Editorial Staff

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

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

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



Tim Agnolutto

*Public Relations
Church Music Minor*

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

Best Messiah Memory:
New Light Ministry

Plans post-graduation:
Messiah College Admissions Counselor

Quote: "I desire to do

your will, O God; your law is within my heart."

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



Joanna Barnhouse

Public Relations

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

Best Messiah Memory:

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

Plans post-graduation: Working as an Advancement Representative in the Office of Development at Messiah!

Bible Verse: "I am not saying this because I am in need, for I have learned to be content whatever the circumstances. I know what it is to be in need, and I know what it is to have plenty. I have learned the secret of being content in any and every situation, whether well fed or hungry, whether living in plenty or in want. I can do everything through him who gives me strength." Philippians 4:11-13 (NIV)

Advice for underclassmen: It sounds trite, but take advantage of your time at Messiah. I didn't feel as though time went quickly here until junior year, and it's gotten far worse this year! Make sure to make the most of your time before it finishes!



Katie Breiter

*Film and Digital Media
Sociology Minor*

Favorite comm. class:
American Cinema II — We discussed the influence movies have had on American culture. It was so fun to look at the different ways movies have shaped our nation's history, and vice-versa, since their beginning. Professor Perkins-Buzo introduced me to

Errol Morris, an incredible documentary filmmaker whose work inspires me to keep documentary film close to my heart, no matter what I do after graduation.

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

Continued on [Page 3](#)

Continued from page 2

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

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

Quote: "Against the assault of laughter nothing can stand."
-Mark Twain

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

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

Plans post-graduation: I plan to search for jobs in the Philadelphia area of Pennsylvania. I have come to love the area and it is where I want to settle.

Quote: "Life is a succession of lessons which must be lived to be understood." - Ralph Waldo Emerson

Advice for underclassmen: Take things slow, don't rush anything in life. You may feel pressure to have a boyfriend or girlfriend, or think you have to know what you are going to do after college, but your experience here should be cherished and taken step by step, doing things when the time is right, and taking things as they come. You will be better for it, and be more confident in life's important decisions.



Derek Forney
Public Relations
Broadcast Journalism

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

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

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

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

Advice for underclassmen: Learn how and when to say "no." You will be offered wonderful opportunities throughout your time here, but will drive yourself crazy if you try to do them all. Network with professors, alumni, and local organizations to make the best of your brief time here.



Amanda Chupas
Broadcast Production
Communication Minor

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

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



Lynn George
*Film and Digital Media
 History Minor*

Favorite comm. class:
 Producing, which I took at Temple. It explained the entire film process in a classroom environment. I worked harder and learned more in that class than most.

Best Messiah Memory:
 During J-term of my sophomore year, my friends and I did the

Lottie Challenge. For those of you who have never heard of the Lottie Challenge, it is when you sit in Lottie from the moment they open the doors until they kick you out (in our case, 8 p.m.). When I share this memory a lot of people think I am crazy, but it was a lot of fun. We ate a ton of food, watched movies, did a puzzle, colored, did homework, and ate more food. It is a memory that I think that every Messiah student should have.

Plans post-graduation: Headed out to LA with Temple's internship program for the summer. After that I plan to drive across the country with some friends, start job hunting, and find a job, any job.

Bible Verse: "I can do all things in Christ who strengthens me." Philippians 4:13.

Advice for underclassmen: Try new things and stretch yourself. Try going out of the Messiah bubble—the world has so much to offer. Go explore, study abroad, take a challenging class, anything that takes you out of your comfort zone.

resume and portfolio are stronger as a result of taking this course—I feel a lot more prepared to enter the real world!

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

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

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

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



Amber Henry
*Broadcast Journalism
 Communication and
 Counseling Minors*

Favorite comm. class:
 My favorite comm. class was Senior Seminar. While the class definitely took a lot more work than I expected, I gained a great deal of insight about the world of communications. Also, my



Alanna Koll

*Broadcast Production
Communication Minor*

Favorite comm. class:

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

Best Messiah Memory:
Spending a year at MCPC.

Plans post-graduation:

Find a job in my field of broadcasting.

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

Advice for underclassmen: Study abroad!



Cecilia Joy Lewin

Film and Digital Media

Favorite comm. class:

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

Best Messiah Memory:

Watching Supernatural every Thursday with friends who were as good as the show.

Plans post-graduation:

Becoming a dog trainer on movie sets.

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

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



Katie Marstaller

*Public Relations
Spanish Minor*

Favorite comm. class:

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

Best Messiah Memory:

Spending Thursday nights in the prayer chapel spring of sophomore year with an

amazing group of people. I never made it back to my dorm before midnight.

Plans post-graduation: Walk by faith.

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

Advice for underclassmen: Live in the moment.



Sammi Melville

Film and Digital Media

Favorite comm. class:

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

Best Messiah Memory:

Hanging out with friends and working on film sets.

Plans post-graduation:

The LA Film Internship during the summer, and

then try to get a job after that, or even get my own film project started. That could be in LA, Pennsylvania, or any other state or country.

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

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



Gina Menario

*Public Relations
Sport Management Minor*

Favorite comm. class:

Comm. Theory and Relational Comm. because of their influence on me as a more successful interpersonal communicator

Best Messiah Memory:

Playing powderpuff football

Plans post-graduation:

Figure out what I want to do!

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

Advice for underclassmen: Work hard. Play harder.



Heather Murphy

Public Relations

Favorite comm. class:

While PR Campaign was an awesome and memorable experience, I feel as if I was really challenged most intellectually in Comm. Theory with Kate Simcox. Studying the various theories not only pushed me to view "communication" in a much more complex and dignified light, but it also

provided me with a greater pride for what it is I had been studying as a major. There really is a science to the way in which we interact with one another and I was absolutely fascinated by this.

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

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

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

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



Eric Mylan

Public Relations

Favorite comm. class:

Public Relations Campaign — what's not to like?

Best Messiah Memory:

Philadelphia Campus. Love. Philly.

Plans post-graduation:

Find a job.

Quote: "All we have to decide is what to do with the time that is given us."

-Gandalf, *The Fellowship of the Ring*

Advice for underclassmen: When you come into Messiah get involved as soon as possible. It's better to be involved in a lot at the beginning and drop commitments as you go along.



Kate Nolt
Public Relations

Favorite comm. class:
Relational Communication with Kate Quimby

Best Messiah Memory:
Trashcan jousting

Plans post-graduation:
Working in client services for CB Richard Ellis

Bible Verse: So do not fear, for I am with you; do not be dismayed, for

I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand. Isaiah 41:10

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



Neil Plumley
Film and Digital Media

Favorite comm. class:
Communication Theory with Kate Simcox. It's a lot of fun and very eye-opening. The ideas that we learned in that class will stay with me for a long time.

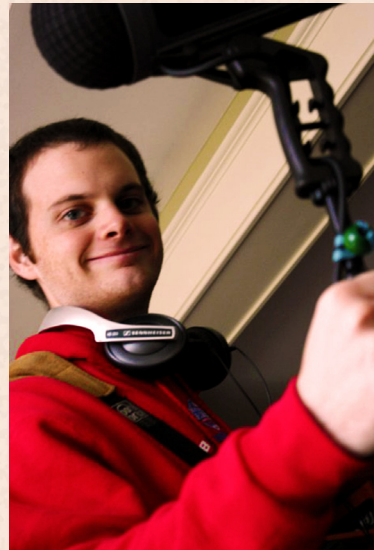
Best Messiah Memory:
I guess the best memories were always the ones where we were filming something. I've worked

on a lot of student films here and I've learned more and more about what I love to do from each consecutive project. Even when we had been working for long hours, getting almost no sleep, shooting under a tight schedule, crammed into tight corners and exhausted from carrying all the equipment around, we always found a way to make it fun and I always liked that.

Plans post-graduation: My plan is to get accepted into the Temple L.A. Internship Program for this summer, get a really fun and fulfilling internship (maybe two) and hope that it leads to a career afterwards. If I'm not accepted into the program for this summer then I'll still go out to L.A. and find an internship myself.

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

Advice for underclassmen: Do everything you can.



Will Rowe
Film and Digital Media
Computer Science Minor

Favorite comm. class:
Film Sound. It was a fantastic opportunity to finish off a film by completing the most key aspect: audio.

Best Messiah Memory:
Spontaneous days spent with friends in Center City Philly.

Plans post-graduation:
Move to a city and work in computer repair or digital media.

Quote: "It's only when we look at where we were that we realize how far we've come."

Advice for underclassmen: Go to Philly campus, it will change your life.



Lauren Schick
Public Relations
Psychology Minor

Favorite comm. class: Both Communication Theory and Relational Communication were my favorites because of the meaningful discussions they evoked but also because the topics are so applicable to life.

Best Messiah Memory: Too many to count, but all the times spent with my wonderful roommates, random dance parties, holiday parties, beach trips, Kupcakes for Kris Koffeehouse, Communication game nights and so many more!

Plans post-graduation: Working as a Marketing Associate at Chase Card Services.

Bible Verse: "Delight yourself in the Lord and he will give you the desires of your heart." Psalm 37: 4

Continued on [Page 8](#)

Advice for underclassmen: Enjoy your time here, get involved, and make the most of every experience and opportunity. This is your time to grow, learn and explore. Get internships and study abroad.



Amy Skinner

*Public Relations
Cross Cultural Ministries
Minor*

Favorite comm. class:
Crisis Comm. because it prepared me for life outside of the classroom and was filled with real world examples. Even though it was intimidating and difficult, it was worth all the work.

Best Messiah Memory:
studying abroad in Athens, Greece. It was such a great time to learn about another culture first hand, study history up close and personal and form long-lasting friendships.

Plans post-graduation: I am working part-time at a local family fun park doing their marketing and PR, and volunteering with my parents' Christian school helping them out with marketing and some event planning. I am still looking for full time work in Pittsburgh, but it has been fun to have time to travel and visit friends in the meantime.

Bible Verse: "How great is the love the Father has lavished on us, that we should be called children of God! And that is what we are!" 1 John 3:1 — I think this verse has always just stuck with me because no matter what you do or how you feel, God always loves you so deeply that He wants to call you His child.

Advice for underclassmen: Take advantage of every opportunity you have to learn. Study abroad, take field trips, talk to your professors and really make an effort to learn as much as you can outside of the classroom.



Megan Talley

*Public Relations
History*

Favorite comm. class:
Senior Sem. because who doesn't love to talk about vocation?

Best Messiah Memory:
Every Reading Day because I spend the whole day with friends in the warm weather on the banks of the Breeches instead of reading.

Plans post-graduation:
Get a job in the central Pennsylvania area with a non-profit organization.

Bible Verse: "Lord, you are my God; I will exalt you and praise your name, for in perfect faithfulness you have done wonderful things, things planned long ago." Isaiah 25:1

Advice for underclassmen: Plan ahead and fill up your semesters in the first few years so you can have a relaxing senior year.



Meghan Tyler

*Public Relations
Business Admin Minor*

Favorite comm. class:
Senior PR Campaign. It not only provided me with practical experience for everything I had learned in all of my other classes, but it allowed me to get to know so many other people in the major and make new friends.

Best Messiah Memory:
Spending time with friends.

Plans post-graduation: Move back home to Philadelphia and continue searching for a job in the area.

Bible Verse: "We know that all things work together for good for those who love God, who are called according to his purpose." Romans 8:28

Advice for underclassmen: Enjoy your time at college and be sure to thank all of the comm. professors for all that they do.



Josh Wacker
Film and Digital Media

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

Best Messiah Memory:
Every memory from MCPC.

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

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

Advice for underclassmen: A good image can cover up the worst mistakes, but a good word can never reconcile a bad image.



Daniel North Wort
Public Relations

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

Best Messiah Memory:
My best Messiah memory was when our golf team won the MAC Championships for the first time in school history and went

on to Nationals for the first time ever as well.

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


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

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

Letter from the Editors

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

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

Please enjoy the commemorative collage on the following page. 



Kim Wilkinson
Public Relations
Sociology Minor

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

Best Messiah Memory:
Two semesters at MCPC: Insomnia cookies, discount shows in Center

City, dancing in our little backyard during a heat wave, and urban gardening.

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

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



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

Amber Henry

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

Entering my first internship at FOX 29 Philadelphia as a naïve fresh-faced junior attending Temple University, I had no idea what I was in for. I am from a small town in Maryland and was also homeschooled kindergarten through 12th grade. I am not anti-social, but I am not used to, let's say, "rough" personalities—the type that Philadelphia is known



for. It was taking me out of my comfort zone to even live in Philadelphia, much less ride SEPTA (the subway system) and interact with others in a fast-paced large news network. My job as a Community Affairs intern consisted of contacting community members and co-workers via phone, email,

fax, and personal interactions. I was an integral part of the network as I organized and scheduled community appearances, wrote and updated the community calendar, answered various questions about the broadcasts, and worked for one of the most intimidating supervisors in the world.

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

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

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



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Get connected with the Communication Department online. See what's new with social media practices, student projects, internship opportunities and much more!

Down in Nashville

Rose Campbell

As I write this story, I am sitting in a room watching a band rehearse for their upcoming show. This is how most of my days are spent this semester, surrounded by music all of the time. I am learning about the music business at an off-campus program called the Contemporary Music Center in Nashville, Tenn., which is also known as “Music City.”

I am taking six classes here in Nashville, consisting of two core classes, a practicum, and three track classes. In my executive track classes, we are studying marketing and music production. We also learn how to understand and create paperwork such as concert riders, recording contracts, and booking agreements. For our practicum, we just went on a week-long tour to various colleges in the Midwest. We planned, budgeted, and promoted the entire trip. I have been able to get a lot of hands-on experience in the music industry during my time here in Nashville.




I am on the Executive Track, where it is my job to manage two student artists. Every week, our work revolves around our artists’ recording sessions and planning and rehearsing for Thursday night’s CMC Live, a concert where the artists get to perform their songs for the other students, professors, and alumni. The music performed at these shows comes from all musical genres, ranging from gospel, soul, folk rock, punk, and many more.

I have had so many great experiences already in the short month I have been down here. We have visited several studios—including small home studios, Toby Mac’s studio, and Blackbird Studio. We have also gone to some musicians’ homes, the Nashville Grammy office, and a major performing rights organization named SESAC.

The name “Music City” is definitely fitting for the area. Our professors told us that practically every other house in this town has its own recording studio. There are students from various CCCU affiliated colleges including Vanguard University, Taylor University, Malone University, Abilene Christian University, Wheaton College, Philadelphia Bible University, and more. There are also live shows going on all of the time—no matter what a person’s musical tastes are, almost anyone is likely to find a concert to enjoy. Nashville

is also home to many famous musicians, and you never know where or when you might run into one.

A year ago, I never would have imagined that I would be where I am today. I would strongly recommend that anyone interested in music or considering a career in the music industry should come to the CMC for a semester. The program is a great opportunity to get hands-on experience and network with other professionals.

I have learned so much already and I have gotten more experience than I would have imagined. Unfortunately, I must end my story here because my full attention is needed in the studio. I’ll see everyone back at Messiah soon! 

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

Social Media: The Global Revolution

Lauren Schick


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

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

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


Continued on [Page 13](#)

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

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

Guess who!

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

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

Internship Opportunities

Harrisburg Regional Chamber of Commerce & CREDC

Location: Harrisburg, Pa.

Majors: communication studies, public relations

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

Contact: Lindsey Holtzman, lholtzman@hebg.org
717.213.5044

Hershey - Harrisburg Visitors Bureau

Location: Harrisburg, Pa.

Majors: communication studies, public relations

Location: Harrisburg, Pa.

Description: Responsibilities for the public relations internship may include developing and maintaining multiple media lists, conducting media calls, working with database entry, researching, drafting press releases and media alerts, writing blogs and newsletters, and developing media pitch letters. Photographing and attending press conferences and special events, and bureau partner businesses.

Responsibilities for the Social Media Intern may include coordinating weekly and monthly reports and tracking results, writing posts for Facebook and Twitter, and posting images to Flickr and other channels as needed, working with digital media updating Web sites, videotaping special events, editing video, and posting.

Contact: Rick Dunlap, Rick@hershey.org
717.231.2992

Gretna Music

Location: Elizabethtown, Pa.

Majors: public relations, communication studies, marketing

Description: Responsibilities may include press release writing; maintaining artist hospitality; order processing; artist relations.

Contact: Carl Kane, 717.361.1508

HealthAmerica

Location: Harriburg, Pa.

Majors: public relations, communication studies

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

Contact: Apply online at careers.cvty.com

Fairfax Choral Society

Location: Annandale, Va.

Majors: public relations, communication studies, marketing

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

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

The White Wolf Group

Location: Mechanicsburg, Pa.

Major: film

Description: Responsibilities may include internet broad-casting; photography/videography coverage of weddings; commercial projects.

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

Noah's Ark Whitewater Rafting & Adventure

Location: Buena Vista, Colo.

Major: film

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

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

Prison Fellowship Ministries

Location: Lansdowne, Va.

Majors: communication studies, public relations

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

Contact: Meaghan Stoner, internresumes@pfm.org,
703.554.855

Continued from page 13

JPL Integrated Communications, Inc.

Location: Harrisburg, Pa.

Majors: broadcasting, film and digital media

Description: Responsibilities may include learning how to set and get the best shot under any condition; working with cinematographers.

Contact: Melissa Washington, mwashington@jplprod.com
717.901.4179

Wendt Communication Partners

Location: Harrisburg, Pa.

Majors: communication studies, public relations

Description: Responsibilities may include assisting in providing innovative, results-oriented communication programs for business-to-business, non-profit, association, and government clients; placing follow-up phone calls; preparing outbound mailings; making copies and emailing information to clients; coordinating meetings and assembling client information or project files.

Contact: Doug Wendt, doug@wendtpartners.com
717.635.2165

TE (Formerly Tyco Electronics)

Location: Middletown, Pa.

Majors: communication studies, public relations

Description: Responsibilities may include assisting in the development and execution of regular internal messages for CIS, the business unit's intranet page; researching and writing articles; arranging for supporting photography or relevant artwork and posting articles and updates to the site, helping create a monthly report for the metrics of myCIS and other internal communications and supporting media relations efforts by qualifying media opportunities and researching and writing product-related news releases. Summer internship.

Contact: Mike True, mtrue@messiah.edu
717.796.5099

PA Partnerships for Children

Location: Harrisburg, Pa.

Major: public relations

Description: Responsibilities may include assisting Communications Director in preparing and distributing information on policy making for children in Pennsylvania; writing newsletter articles; preparing news releases and packets; monitoring federal and state government activities; working with the media; and writing other materials as needed, and exploring television production possibilities.

Contact: Sandra Moore, smoore@papartnerships.org
717.236.5680

Office of Multicultural and International Student Programs

Location: Grantham, Pa.

Majors: communication studies, public relations

Description: Responsibilities may include maintaining constant communication with Amigo mentors and mentees, helping in the planning and recruiting of following year mentoring program, and helping to identify opportunities for students such as conferences, graduate school programs. Research ethnic and cultural events in the local community and assist with logistics for programming events.

Contact: Mike True, mtrue@messiah.edu
717.796.5099

WPVI - TV 6 ABC

Location: Philadelphia, Pa.

Major: broadcasting

Description: Responsibilities may include shooting; transcribing tapes; program research and office assistance.

Contact: Linda Munich, Linda.Munich@abc.com
215.878.9700

WTFX - FOX 29

Location: Philadelphia, Pa.

Major: Broadcasting

Description: Responsibilities may include story research; pre-show interviewing; and assisting with news telecast.

Contact: Cesar Aldama, aldama@cbs3.com
215.977.5423

Greater Philadelphia Film Office

Location: Philadelphia, Pa.

Major: film and digital media

Description: Responsibilities may include event planning; tracking economic impact; resource organization; research; and assembling location photos/production packages.

Contact: Joan Bressler, joanb@film.org
215.686.2668

Spruce Lake Retreat

Location: Canadensis, Pa.

Majors: communication studies, film and digital media

Description: Responsibilities may include website critique and design; social media applications in advertising; developing print materials; videography and photography.

Contact: Sarah Kauffman, 570.369.3982

andCulture

Location: Harrisburg, Pa.

Major: public relations

Description: Responsibilities may include assisting with the preparation of collateral materials; research; content writing for websites.

Contact: Joshua Benton, jbenton@andculture.com
717.233.2881

Continued on Page 15

Continued from page 14

National Multiple Sclerosis Society

Location: Harrisburg, Pa.

Majors: public relations, communication studies

Description: Responsibilities may include assisting in the development and implementation of special events including the Walk MS, Bike MS, and MS Polo Match; writing press releases; developing recruitment pieces; securing sponsors; working with volunteers; developing event materials.

Contact: Scott Garner, scott.garner@nmss.org
717.652.2108

Aurora Films and Music

Location: Lancaster, Pa.

Major: film and digital media

Description: Responsibilities may include pre-production; scripting, storyboards; creative consultation and development; budgeting; marketing campaign; location scouting; grant writing; and public relations.

Contact: Brad Kenyon, brad@aurorafm.com
717.295.4461

Church World Service

Location: Harrisburg, Pa.

Majors: public relations, communication studies

Description: Responsibilities may include exploring and implementing new public relations methods; researching various country situations to assist in preparing asylum cases; translating for refugees (languages include Spanish, French, Russian, Arabic, and Turkish); updating website; creating a DVD about refugee resettlement with CWS to be used for church sponsorship; writing articles about refugees for the local newspapers; interviewing refugees; transporting refugees to various appointments; introducing the refugees to the community (showing them how to use the library, post office, food stamps, etc.).

Contact: Rev. Patrick Walker, pwalker@churchworldservice.org

The Triscari Group

Location: Harrisburg, Pa.

Major: film

Description: Responsibilities may include producing award-winning programs from scripts and storyboards; doing on-location and in-studio shoots; creating state-of-the-art 2D and 3D animation; designing cutting-edge interactive media that serve as valuable marketing, sales and recruitment tools; website content development, design, hosting, multimedia and programming for the worldwide web; developing, designing, and producing traditional print pieces as collateral material.

Contact: Sebastian Triscari, info@triscari.com
717.975.3348

Keystone Human Services

Location: Harrisburg, Pa.

Majors: film, broadcasting

Description: Responsibilities may include helping with press releases; marketing; events like ChocolateFest; database work; mailings; possibly helping with grant writing.

Contact: Wendy Deibert, wdeibert@keystonehumanservices.org
717.541.8322

CURE International

Location: Harrisburg, Pa.

Majors: public relations, communication studies

Description: Responsibilities may include assisting in communication, program promotion and implementation for the "Connection of Life Program."

Contact: Heather Hunter, hhunter@cureinternational.org
717.730.6706

Sacunas, Inc.

Location: Harrisburg, Pa.

Majors: public relations, marketing

Description: Responsibilities may include augmenting marketing and PR efforts; assisting with news release and media advisory distribution, and maintaining news release binders; assisting with videotaping; accounting support—providing online research, editing, and proofreading support; helping with materials development; assisting with phone calls, faxes, e-mails, and mailings; coordinating with outside suppliers, and shopping for client-specific supplies; developing detailed editorial content for quarterly newsletter; drafting all copy and design layout.

Contact: Dee Barth, dbarth@sacunas.net, Internship@sacunas.net
717.652.0100 x16

Get - Kinetic

Location: Philadelphia, Pa.

Major: film

Description: Responsibilities may include working with accounts payable/receivable; conducting market research; assisting with film and video production; coordinating projects.

Contact: Kathryn Lahr, Kathryn@get-kinetic.com,
215.425.8020

Continued on Page 16

Whitaker Center for Science and the Arts

Location: Harrisburg, Pa.

Majors: public relations, communication studies, marketing

Description: Responsibilities may include assisting with media coverage and placements in publications; weekly and monthly distribution of Whitaker Center events to various media; writing press releases; collateral distribution and inventory; website proof reading, photo acquisition, etc.; providing advertising support and liaison with sales representatives; supporting promotional initiatives through research, development and on-site supervision.

Contact: Katie Hicks, khicks@whitakercenter.org
717.724.3857

Tierney Communication

Location: Harrisburg or Philadelphia, Pa.

Majors: public relations, communication studies, marketing

Description: Responsibilities may include daily media monitoring; database management; client research; drafting pitches and presentations.

Contact: Erin Bray, ebay@tierneyagency.com,
717.231.5332

National Multiple Sclerosis Society

Location: Harrisburg, Pa.

Majors: public relations, communication studies

Description: Responsibilities may include special event development and planning; writing press releases; developing and editing newsletters; managing volunteers; gaining fundraising experience.

Contact: Scott Garner, scott.garner@nmss.org,
717.652.2108

Central PA Magazine

Location: Harrisburg, Pa.

Majors: public relations, communication studies, English

Description: Responsibilities may include editing, proofreading, copy editing and writing short compositions; research projects; magazine preparation for deadline.

Contact: Teresa Kurtz, humanresources@witf.org,
717.704.3000

Susquehanna Art Museum

Location: Harrisburg, Pa.

Majors: public relations, marketing

Description: Responsibilities may include research and development of exhibits; writing press releases; creating advertisements; archiving documents; website development.

Contact: Wendy Sweigart, wsweigart@squart.org,
717.233.8668 x7

LeadAmerica

Location: Cleveland, Ohio

Majors: public relations, communication studies

Description: LeadAmerica is looking for mature, responsible, enthusiastic, upbeat individuals to join our exceptional staff for the 2011 conference season. Through LeadAmerica's College & Career readiness curriculum, hands-on topic specific simulations, briefings with national and world leaders, and a truly experiential collegiate learning environment, our conferences provide outstanding high school and middle school students with the experience of a lifetime! Conferences are held at leading colleges and universities. Positions as Program Directors or Managers, Team Leaders, Operations Directors and Managers, and Office Coordinators.

Contact: staff@lead-america.org Apply online at www.lead-america.org/employment.
866.394.5323 x270

CBS - 3/CW Philly 57

Location: Philadelphia, Pa.

Major: public relations

Description: Responsibilities may include assisting with the station's public relations and public service activities including writing press releases and other publicity materials; assisting in the production and scheduling of public service announcements; planning special events and other community outreach programs.

Contact: Apply online at CBSphilly.com, click on jobs link. Create a new user account and search for jobs. Click on Internships link to apply for a position.

WHTM-TV 27

Location: Harrisburg, Pa.

Major: broadcasting

Description: Responsibilities may include assisting in the taping, production; making of the high school football highlight section of ABC 27's sports broadcast as well as working to collect data and footage on the site as well as editing in the studio.

Contact: Gregg Mace, gmace@abc27.com
717.236.2727

County Commissioners Association of PA

Location: Harrisburg, Pa.

Majors: public relations, communication studies, business

Description: Responsibilities may include publication and website design work for IT dept; design/edit sample employee orientation manual; work on CCAP publications; insurance programs procedural manual; inventory data conversion; vehicle risk management group; prison risk management guide.

Contact: John Sallade, jsallade@pacounties.org
717.232.7554

Continued on Page 17

Continued from page 16

Capital Blue Cross

Location: Harrisburg, Pa.

Majors: public relations, communication studies

Description: Responsibilities may include maintaining websites; writing articles for internal and external newsletters; proofreading written material; drafting news releases, assisting with promotion, creating flyers using desktop publishing; providing clerical and research support as necessary.

Contact: Connie Suraci, connie.suraci@capbluecross.com
717.541.6014

The Religion and Society Center

Location: Harrisburg, Pa.

Majors: public relations, communication studies

Description: Responsibilities include publicity, registration, staffing; website enhancement/development; database management; fundraising (grant proposal writing, working with potential donors).

Contact: Carl Choper, religionandsocietycenter@gmail.com, 717.724.0353

Christian Life Assembly

Location: Camp Hill, Pa.

Major: film

Description: Responsibilities may include assisting the Media Department at a large local church with duties including video recording, video editing, audio editing, graphic design, lighting and web.

Contact: Richard Foster, RFoster@christian-life.com
717.727.6560

WTF, Inc.

Location: Harrisburg, Pa.

Major: broadcasting

Description: Responsibilities may include pulling sound bites from programming; incorporating "image spots;" writing promotional copy; assisting production engineer in recording location sound/listener ID's.

Contact: Teresa Kurtz, teresa_kurtz@witf.org Visit www.witf.org. Go to the career section and then to the internship section for brief internship descriptions.
717.910.2814

Hershey Entertainment & Resorts

Location: Hershey, Pa.

Majors: communication studies, public relations

Description: Food and beverage hospitality intern. Responsibilities may include assisting with hiring; developing, coaching and evaluating part-time and seasonal staff; assisting with development of training programs and manuals; responding to guest and employee communications.

Contact: Apply online at www.HersheyJobs.com

First Generation Video

Location: Harrisburg, Pa.

Majors: film, broadcasting

Description: Responsibilities may include website design work; video editing; production; client interaction; setting up lights audio equipment, and duplication of finished video projects; CD production and working live events.

Contact: Fran Masciantonio, fran@fgv.com
717.975.9210

Best Companies Group

Location: Harrisburg, Pa.

Majors: public relations, communication studies, marketing

Description: Responsibilities may include developing sales and promotional materials; database management: program registrations/participants; customer service/promotion via phone, letters, emails, mailings; review and edit web sites; participating in/assist with all steps in the surveying process; assisting with sales calls; assisting with financials (A/R) through invoicing and running reports.

Contact: Megan Burns, meganb@bestcompaniesgroup.com, 717.909.1570

Mennonite Central Committee - United Nations Liaison Office

Location: New York, N.Y.

Majors: communication studies, peace and conflict studies

Description: Responsibilities will include developing the MCC UN Office webpage; studying and researching issues pertaining academic interests; assisting the Director and Program Associate of the Mennonite Central Committee United Nations Liaison Office in coordinating MCC's advocacy at the UN by researching topics of relevance to the office's work.

Contact: Mike True, mtrue@messiah.edu for application
Deadline is May 2.

Center City Film and Video

Location: Philadelphia, Pa.

Major: film and digital media

Description: Responsibilities may include production both in studio and remotely.

Contact: John Gillespie, jgillespie@ccfv.com
267.597.3500

Journal Publications Staff writer/reporter (Job opening)

Location: Harrisburg, Pa.

Majors: broadcasting, public relations

Contact: Andrea Cecil, andreac@journalpub.com

Continued on Page 18

Continued from page 17

Phl17 Summer Public Relations Internship

Location: Philadelphia, Pa.

Major: public relations

Description: Responsibilities may include aiding in various aspects of the Creative Services Department; assisting in execution and fulfillment of on-air and web based contests, writing press releases and media advisories; helping maintain PHL17's web site, as well as helping organize, represent, and promote the station at local community events.

Contact: Sublima Cerase, eventsteam@tribune.com or visit <http://www.myphl17.com/about/intern/>



AACA Antique Auto Museum

Location: Hershey, Pa.

Majors: public relations, marketing

Description: Responsibilities may include working with other museum departments such as retail, administration, special events, guest services, an curatorial, in addition to marketing efforts.

Contact: Alex Southworth-Molchan, asouthworth-molchan@aacamuseum.org

International House

Location: Harrisburg, Pa.

Majors: public relations, communication studies

Description: Responsibilities may include interacting with residents from all over the world; experiencing living on your own; fostering friendships with international interns.

Contact: Virginia Burd, virginiaburd@harristown.net 717.724.2846

Look out for new issues next fall!

Alas, this is the last issue of *commraderie* until this coming fall. However, you can stay connected with the Messiah College Communication Department this summer on the Facebook page. Have a great summer!



Featuring:
We Need to Talk
Metamorphosis

Student Film Festival
May 4, 2011, 7-11 p.m.
Parmer Cinema

Come see your fellow
students' film projects!