



Digital Media Senior Capstone Course: Pioneering YouTube


Jess Kern

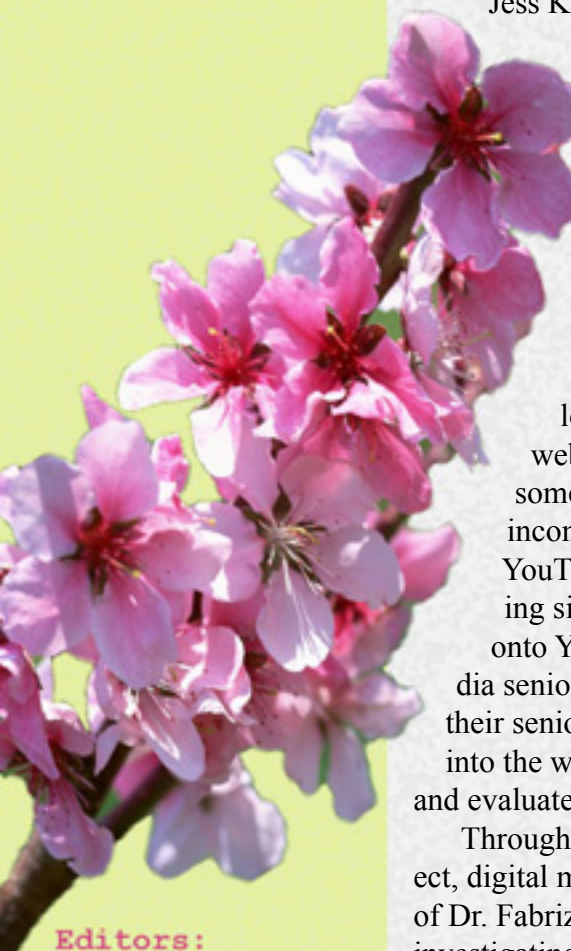
Think “YouTube.” What comes to mind? Possibly the words “entertainment,” “communication” or the ever-popular slogan, “broadcast yourself.” Now consider a new possibility: “entrepreneurship.” Although most people look to the video-streaming website for fun and entertainment, some consider it a consistent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

Through the “Pioneering YouTube” project, digital media seniors, under the guidance of Dr. Fabrizio Cilento, are investigating how YouTube entrepreneurs stage themselves on YouTube, what makes them successful, and how their use of various forms of social media affect their success. Students also established five main goals they hope this project will accomplish: analyze and critique what makes a YouTuber successful, discuss the convergence of social media (how the user utilizes Facebook, Twitter, YouTube and

their website to draw people to their videos), investigate specific videos and how they are representative of the channel, analyze the evolution of the channel from inception to current state, and find a connection between the YouTuber and traditional media. As Fabrizio and his students begin to find information, they plan to publish it through both interactive papers and via their website and their personal YouTube channel.

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

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

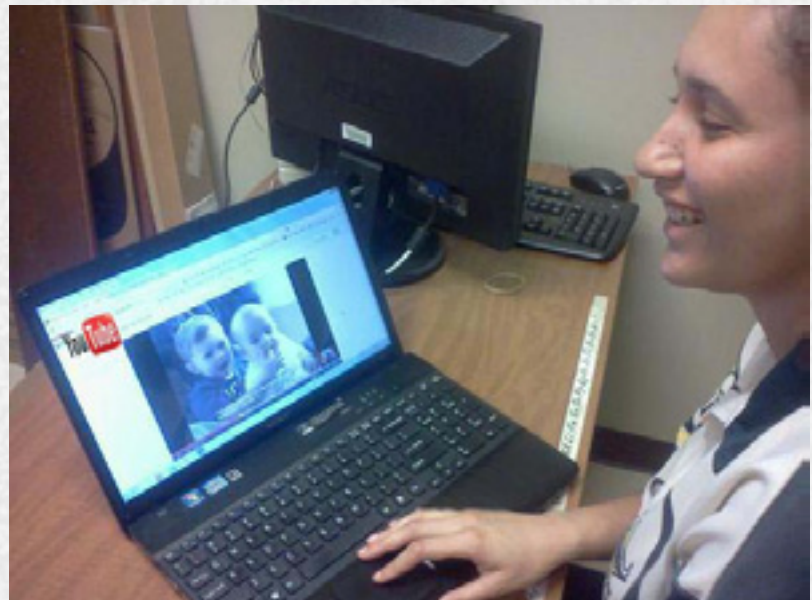


Editors:

Nick Hemming
Jodie Howard
Jessica Kern
Brittney Radford

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“Splice” Film Fest Showcases Student Work

Jess Kern

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

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


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

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

Excited about his award and relieved to finally screen his film with an audience, senior Rolando Vega said, “There’s a certain high-quality polish to [Palace] that really makes it stand out and compete

with higher budget films. I think the people at the festival saw that and I think the film received a well-deserved Best Cinematography award because it was so visually stunning. I’d like to give a special shout-out to 3rd year student Mitch McClure, the cinematographer of Palace, for making the film look so beautiful.”

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

Splice finished in style with a reception to honor the student filmmakers and their crews. As family, friends, and even a few film program alumni gathered in Howe Atrium, the buzz continued, celebrating great student work and anticipating the program’s bright future. 



Funding the Future: Internship Enables PR Student to Discover Vocation

Nick Hemming




For Ethan Eshbach '14, experience in higher education marks the beginning of a cyclical journey. Now interning with Messiah's Advancement Division, Eshbach looks forward to a future in financial planning and, ultimately, a return to higher education.

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

From a short-term perspective, Eshbach has already accomplished his goal. The Dillsburg native accepted a second internship this semester, targeting a role in annual giving. Though he continues to work

in the Advancement Office, Eshbach's new position focuses on public relations writing, offering experience in campaign strategy and donor communication and stewardship. He uses his public relations education on a daily basis. "Whether it be a phone call, a donor interview or a stewardship letter, I must think of everything PR professionals think of when they complete their mainline PR jobs," he said. "Development and fundraising, like public relations, is all about relationships."

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

Deer Valley Service Trip: A COMMUNITY Tradition



On April 18th, Dr. Ed Arke led more than 20 COMMUNITY students to serve at the Deer Valley YMCA Family Camp in Western Pennsylvania for Messiah's annual Service Day.

Senior's Internship Preps for Broadcasting Career

Nick Hemming

As a student engaged in a “fast-paced, deadline-driven industry,” broadcasting student Jess Oldja '13 has uncovered her niche. Currently interning with ABC27's sports department, Oldja feels prepared to step out of Messiah College and into the sports production world, using her internship as a beneficial first step. “ABC27 has given me a clear picture of what to expect,” she says, “as I use my job search to pursue a position in sports production.”

In February, during the early stages of her internship experience, Oldja's responsibility focused on logistics. She worked as a recorder during local basketball games, logging each player's stats, taking note of highlight-reel baskets, approaching the winning coach for an interview and typing a script for the anchor to read on-air. “The smaller tasks I am responsible for

allow me to ease into the industry and advance my abilities,” Oldja adds “I can now write scripts quickly and efficiently and keep accurate records of games, tasks that have prepared me for increased responsibility.”

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

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

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



Q&A with Rachel Scarborough

Nick Hemming

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

What motivated you to study at CMC?

I owe a very large part of my decision to Dr. Nance McCown, who has been my adviser for the last three years. In the fall of my junior year, after finishing an internship that I wasn't certain about, she suggested that I look beyond the corporate public relations world for a career that I wanted to pursue, landing me with

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the CMC program. Additionally, while working with the SAB Concert Committee, I started working different shows and I found that I really enjoyed working with bands and in the music environment. I wanted to find a way to further my knowledge of the music industry as a whole, and CMC seemed like the perfect fit for doing so.

What has surprised, overwhelmed and excited you most about life in Nashville?


The biggest surprise about Nashville was the fact that it really is still developing. Unlike most big cities, Nashville doesn't have public transportation. Although thousands of people live here, it has a very close knit community, especially in the music scene. It has been overwhelming working as a manager for two artists I don't know. Being a manager really is a "learn as you go position." However, after three months of managing two incredible people, I couldn't see myself doing anything else. It has been exciting to be at CMC with 40 other people who were all passionate about the same thing that I am: music.

What does a typical day in Nashville look like?

All three tracks have a core class with the director of the program before separating into our specific tracks. I am on the business track at CMC and I have a variety of items that I can do in one day. On top of this, each person on the business track is a manager for one-two artists and may spend part of their day sitting in on their artist's rehearsals and studio times, attending photo shoots, updating their artist's website,

drawing up stage plots and overseeing anything else that their artist may need.

How are you hoping to grow, both academically, and personally, while studying off campus?

CMC is different than being at Messiah academically because what you learn in this program isn't based upon books and lectures but on experience. CMC has given me a very hands-on learning environment that has taught me how to think critically; the program takes a trial and error approach as I learn how to interact with 40 other people who are all passionate about music in different ways. Personally, I've grown by simply being blessed to be in this program. I am learning how to manage a variety of different personalities in intense, high stress situations with a positive attitude. This program has changed who I was for the better and there really is nothing like it. 

Into the City: New York
Nick Hemming



On April 11 and 12, five COMMunity students traveled to New York City during Messiah's semesterly "Into the City" networking event. Site visits included Ketchum PR, charity: water, Good Morning America and Perry Ellis (pictured). With networking experience, new perspectives on life and work and insight into the rigorous path to inner-city success, these students earned a first-hand understanding of New York's professional scene.

Senior Profiles

Congratulations and many blessings to our graduating seniors! Thank you for being a special part of our COMMunity.



Becca

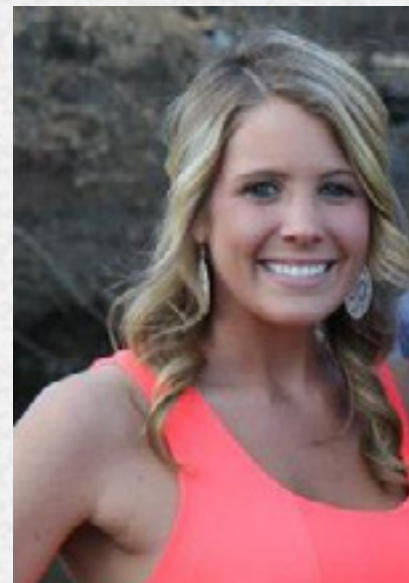
Rebecca Albus

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

Amy

Amy Besserer

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



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Senior Profiles



Jake

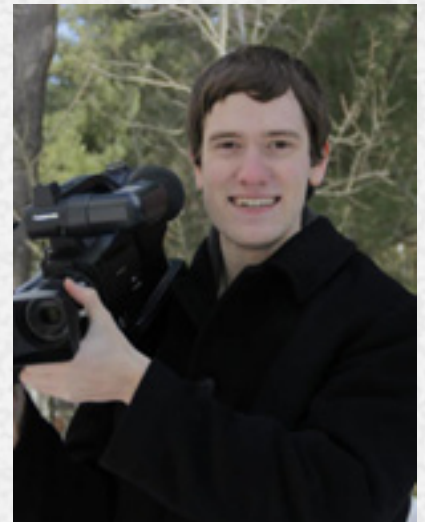
Jacob Doré

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

Matthew

Matthew Elton

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



Clayton

Clayton Emory

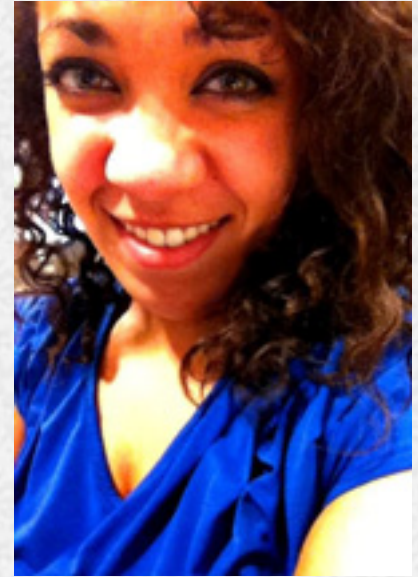
- **Major:** Communication
- **Hometown:** Landenberg, Pa.
- **Advice:** Develop good/real relationships with your professors
- **Future Plans:** In five years, I see myself with a master's degree in counseling, moved out into my own place, and enjoying my job.

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Senior Profiles

Sammie

Samantha Evans



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



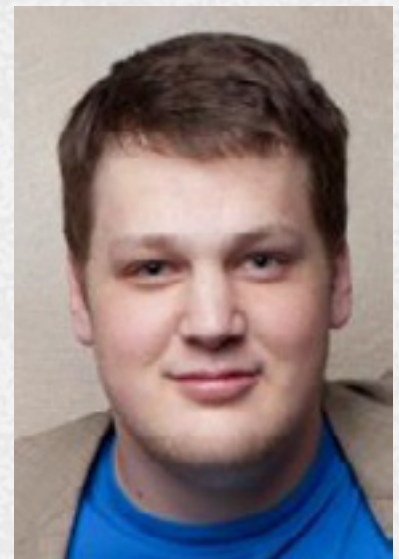
Sarah

Sarah Fleischman

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

Drew

Drew Gehman



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

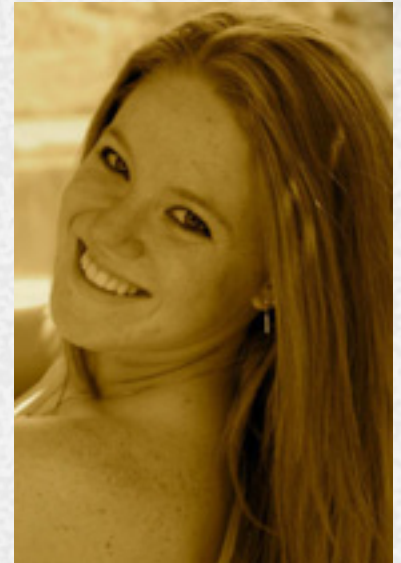
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Senior Profiles

Beckah

Rebekah Griffin

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



Nick

Nicholas Hemming

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

Emma

Catherine E. Huntington

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



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Senior Profiles

Kris

Kristopher Lokos

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



Tiff

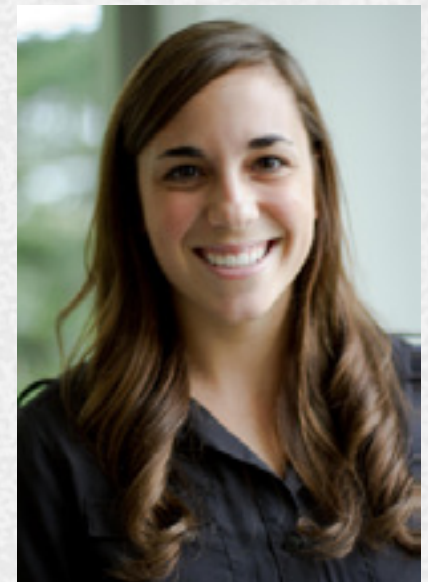
Tiffany Mills

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

Emily

Emily Mohler

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



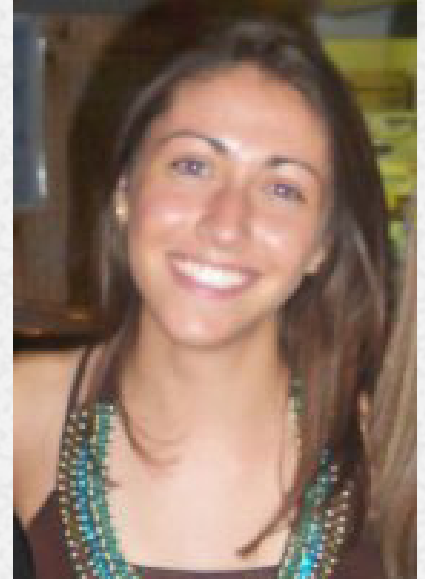
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Senior Profiles

Jess

Jessica Oldja

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



Kelsey

Kelsey Peachey

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

Elizabeth

Elizabeth Phillips

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



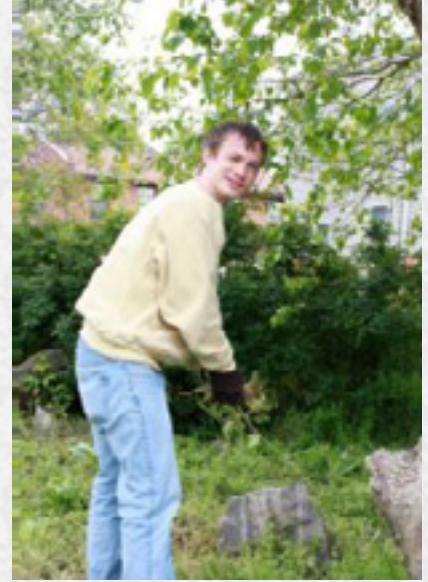
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Senior Profiles

James

James Reagan

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



Abigail

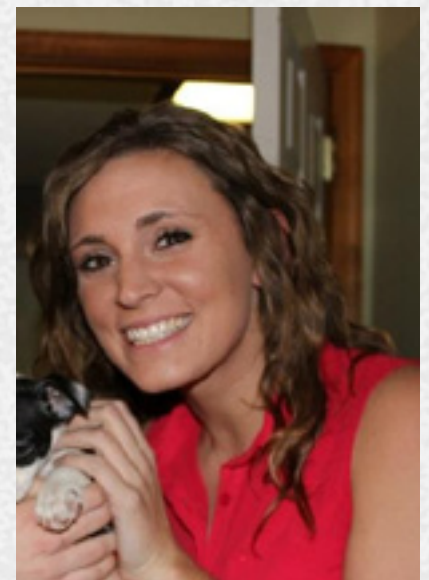
Abigail Saunders

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

Jordan

Jordan Seiz

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



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Senior Profiles

Zach

Zachary Specht

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



Rolando

Rolando Vega

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

Ashley

Ashley Wood-Tiner

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

