



Welcome Back

Nick Hemming

During the peak of summer freedom, college students welcome a low-commitment lifestyle: daytrips to the ocean, vacations to the mountains, and mornings of extended sleep highlight life without emails, studying, and busyness. When September arrives, they often face the harsh reality of the inevitable fall transition. Responsibility returns, grades gain importance, and the weather takes an ominous turn (at least this year).

This summer, the Messiah College Communication Department experienced a seasonal transition of its own. The annual back-to-school adjustment brought significant change to an already progressive department, proving that students and faculty alike must shift gears when summer ends. Notable changes included the appointment of two new department chairs and a rearranged scope of majors.



2011-2012 Comm Dept.

For Dr. Simcox, new responsibilities primarily reflect an administrative and strategic role, including managing curriculum reviews and changes, overseeing the budget, and supervising department personnel. Dr. McCown manages work study students and external department communication, assigns advisers, and interacts with prospective students through meetings and open houses. Through this model, the two Department chairs hope to achieve a degree of collaboration. “We want everybody’s diverse gifts to be utilized,” Dr. Simcox states, “by creating an environment where everyone is comfortable getting on board.”

With this family-like quality in mind, Dr. Simcox and Dr. McCown continue to pursue their respective roles with enthusiasm. Future changes may include updated courses, new uses of technology, additional equipment and resources

for students, and a potential graduate program further down the road. Until then, the excitement displayed by each of these professors will resonate throughout the Messiah College Department of Communication.

Introducing the Department Chairs

After two successful terms as the Communication Department chair, Dr. Ed Arke elected to step down from his position. His expertise—positioned most prominently in the broadcasting field—led to substantial departmental growth, including an increase in communication majors and the transition of the journalism major into the Department.

On August 1st, Dr. Kate Simcox and Dr. Nance McCown officially succeeded Dr. Arke; for the first time in the department’s history, the chief role is divided among two professors. Dr. Simcox, the department chair, and Dr. McCown, the assistant department chair, began their September transition nearly a month before its anticipated date.

Journalism Transition into the Communication Department

Before stepping down from his position as the department chair, Dr. Arke made an influential push to acquire the journalism major from the English department. After extended meetings and conversation, the move became official: the journalism major is now a piece of the Department of Communication, and encompasses both print and broadcast journalism.

According to Dr. McCown, the transition “better reflects the changing landscape of


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journalism as a profession.” This idea, in its truest form, recognizes the value of journalism as a method of two-way communication; today, it is rare to find a media outlet that specializes in one form of media. Instead, students need to be prepared to gather news and write for multiple platforms. Moving the journalism major into the Communication Department ensures that students will receive an education on pace with our changing times. “Since the media world has converged,” Dr. Arke says, “it is necessary to fashion a curriculum that addresses the various forms journalism is now taking.”

Although this fall transition is a work in progress, Communication Department students and faculty should expect an exciting 2011-2012 academic year. 

Meet Our Faculty

| Professor | Area of Expertise |
|--|--|
| Kate Simcox, Ph.D. <i>Chair, Comm Dept. Associate Professor of Communication</i> | Communication Theory Rhetorical Theory |
| Nance McCown, Ph.D. <i>Assistant Chair, Comm Dept. Assistant Professor of Communication</i> | Public Relations PRSSA Advisor |
| Edward Arke, Ed.D. <i>Associate Professor of Communication</i> | The Pulse, Messiah's Media Hub Broadcasting |
| Fabrizio Cilento, Ph.D. <i>Assistant Professor of Communication</i> | Film and Digital Media |
| Mary Holloway, M.A. <i>Assistant Professor of Communication</i> | Service Learning |
| Reid Perkins-Buzo, M.F.A. <i>Assistant Professor of Communication</i> | Film and Media Arts |
| Kathleen Quimby, M.A. <i>Senior Lecturer in Humanities</i> | Relational and Intercultural Communication |

Until they established trust and learned what he was capable of doing, they assigned him basic tasks such as moving set dressings/flats (walls), going on runs, and basic painting. The longer Wacker worked, however, the more complex his tasks became. Eventually his duties matured to doing things like “making an old Dutch door that’s grey and maybe has a bit of white.” Occasionally, he acted as the “swing gang” (or the art department’s “on set” person) during shooting, which involved keeping an eye on the monitor while the crew was shooting to make sure that the set and dressings looked appropriate.

As for George, she interned at a small, independent production company called Fallout Entertainment, doing a variety of different work, ranging from making coffee to writing music video concept/treatment ideas. Some of her more complex responsibilities as an intern included helping with casting and auditions, writing script coverage, and syncing sound. At one point, George even held the position of script supervisor for a music video shoot. When she was not working on these more important jobs, Fallout Entertainment assigned her simpler tasks such as running errands and fixing the printer.

Successful Summer in L.A.!

Mitch McClure

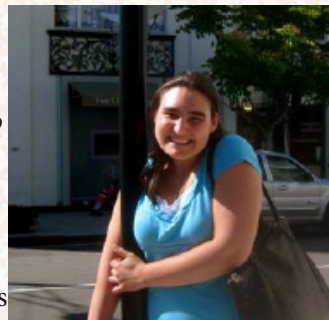
After graduating this past spring, Communication majors Josh Wacker and Lynn George spent their summer in Los Angeles, Calif., finding internships through the Temple L.A. Internship program to fulfill the Film/Digital Media concentration requirements. Both students found the experience extremely helpful as they begin their film industry careers.

Wacker worked two internships over the summer. After spending one week interning in the art departments on two projects for Cartoon Network’s Adult Swim, he spent most of his time on his other art department internship working on “Scary Tales,” a drama/documentary about fairy tales filmed to air on a new 3D channel called 3Net.

On the set of “Scary Tales,” Wacker’s responsibilities at first entailed merely doing whatever the art director or the production designer asked him to do.




Josh Wacker '11



Lynn George '11

Both Wacker and George express that their Messiah education helped them greatly in the interning process. Wacker says, “The basic film set terminology and knowledge of the filmmaking process was helpful for me... Knowing who a DP or a best boy is or knowing what shooting MSO means gave me an advantage over people who didn’t know set jargon.” Although Wacker feels that he did not lack any vital information that would have helped him in his internships, he believes that having had more experience shooting could not have hurt. George believes that the most important thing she learned from Messiah was how to work well with a group of different people on set, which she experienced by working on several different sets and crews while at Messiah. However, she can think of a few things that she wished had been part of her classroom learning. “90% of internships in L.A. ask interns to write script coverage.” George says she felt a little behind when applying to internships because many employers ask for samples of one’s script coverage with a resume, something that Messiah never touched on, but could possibly implement. George also wishes that she had learned to work with Avid at Messiah rather than learning Final Cut Pro, but that experience could be gained at Temple University.

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Wacker and George both say their internships helped them establish many contacts. At the end of Wacker's internship, the Production Designer told Wacker that he would hire him on future shows if the opportunity arises. Similarly, at summer's end, Fallout Entertainment offered George a position as a Production Coordinator for two weeks of freelance work. To sum it all up, Wacker says, "Basically you get jobs in Hollywood by knowing and working with people who've worked with you before, and working for free in an internship is one of the few ways to build connections and prove yourself." 

We Need to Talk

Mitch McClure

Last spring recent graduate Josh Wacker '11 directed a short film called *We Need to Talk* for his senior project. Working 72 hours a week over the summer in the L.A. Internship program, Wacker did not have the time to market the finished film as much as he had hoped to, entering it in only two film festivals. However, now with a less hectic work schedule, he plans to enter *We Need to Talk* in more festivals and eventually release it online, stating, "I feel like I owe it to my cast and crew to get the film seen."

We Need to Talk was filmed entirely on an elaborate set that Wacker himself constructed. When asked how he felt about the final cut, Wacker responded, "I'm pleased with *We Need to Talk*, although as a perfectionist I'll never be satisfied with it." His favorite aspect of the film is the image, the result of the combined efforts of Wacker as Art Director and Neil Plumley '11 as Director of Photography. His least favorite aspect? The sound quality, because all of the sound had to be recorded in post-production.

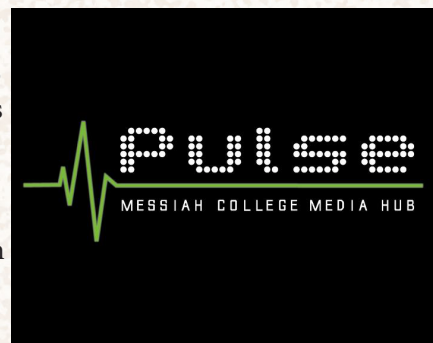
Wacker loved the fact that he had so many people involved in producing the film and noted that if he did it again, he would try to get even more people involved. He is also pleased with the casting, the freedom and control given to him while working in the studio, and the fact that he shot on set as opposed to on location. The only thing that he says he would do differently is to start earlier. Only having a few months for the entire process left Wacker with very little time to deal with all of the production complications. All in all, he looks back positively on the project as he begins his career in the film industry. 

Messiah Embraces a New Brand of Media with "The Pulse"

Nick Hemming

In today's culture, people seem to feel increasingly valuable when they are "in the know." Messiah College is keeping with the times.

As the 2010-2011 academic year came to a close, student leaders busily prepared for a new brand of Messiah College media. These students established an end goal of effectively uniting the principal communication channels on campus, including *The Swinging Bridge*, Messiah's student newspaper; WVMM, Messiah's on-campus radio station; and *The Clarion*, Messiah's student yearbook. Behind all of the



eagerness and excitement stood an extensive list of tasks to complete; "The Pulse" had just begun.

Before the fall semester officially opened, the core staff began hiring employees, establishing relationships, and developing an image for the innovative "media lab." By using a singular resource, the team believed students would have a consistently reliable outlet for news and information. "We want them to be able to count on us," *Swinging Bridge* Editor in Chief Sari Heidenreich '12 says.


Major components of *The Pulse* will include regular updates to the Facebook page, news articles added several days a week to the *Swinging Bridge* website, and a centralized contact for communication interests. The modern media source will rely on dependability and diversity—two traits that Heidenreich highly covets—to become a truly attractive option.

As development continues, *The Pulse* seems to be achieving both of these characteristics. When the Yellow Breeches rose from the effects of Tropical Storm Lee, *The Pulse* Facebook page instantly posted pictures; when "Pistolera" set to play an early-September concert during the B-Sides series, the page advertised the event with a video post; when the men's soccer program defeated Catholic University, the page promptly displayed a link to an article on *The Swinging Bridge* website. This has become most powerful effect of

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immediate, reliable news—a go-to option for students and others who want to be “in the know.”

What supporters have already witnessed presents only a sampling of what is to come. Before The Pulse enters its second year in existence, a combined website will provide links to all necessary resources, a full-scale twitter will engage followers, and the united media effort will become the primary resource for student-driven news. For now, devotees will continue to track the inspired work of the media lab team. Messiah College has a new brand of media. 

The Pulse Student Directors

#SB Sari Heidenreich, Editor in Chief of The Swinging Bridge

#WVMM Jess Oldja, Director of WVMM, Messiah College Radio

#Clarion Austin Wisler, Editor in Chief of the Clarion yearbook

#PulseReports Evan Pittsley, Social Media and Web Manager

#MCPulse Caroline Hoffman, Social Media and Web Assistant

Phashionably Philly

Sarah Hawkins

My only regret is that I didn't go sooner. If you know anything about Messiah College Philadelphia Campus, you know it's the opposite of life in Grantham. Because it is located right on Temple's campus, you can travel by foot, subway, bus or bike to something ridiculously cool. From art galleries to clothing stores, cute coffee shops to sporting events—there is a little something for everyone.


As a broadcasting major in the 4th largest media market in the United States, I found opportunity in Philly to be evident. My passion for fashion, however, was what really pushed me to network and get involved with the city of Philadelphia. I started a street style blog that accelerated my chance to meet people and get involved with the fashion scene.

In my efforts, I found myself in another world entirely. I was being invited to various fashion events, designer trunk shows, and coffee dates with local designers who quickly became interested in what I was doing. Now I can say with confidence that I have a budding career in fashion media

and have valuable contacts and mentors that I can call upon if and when I need advice or insight.

It's exciting (and a little overwhelming to be honest) but truthfully without going to Philly, I don't think that I would be anywhere close to where I am now. It may be incredibly cliché to fall in love with the city of brotherly love, but alas, it's true.

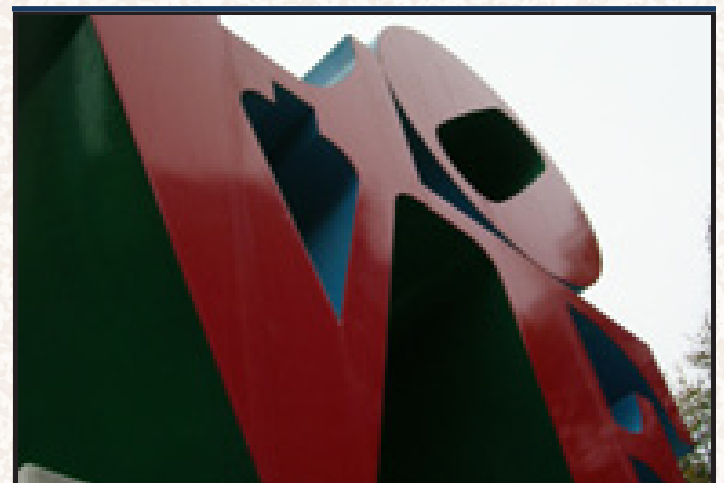
Upon graduation in December, my hope is to move back to Philly and pick up some of the momentum created this past spring, discovering some of the doors that God has clearly opened for me to explore.

If you're worried about your safety, or breaking the “Messiah bubble,” don't be. You're young, fearless, and God isn't going to lead you astray if you trust in Him. Listen for that spiritual nudge (or forceful heavenly push) and check out MCPC. God doesn't steer a parked car. 

Senior broadcasting major Sarah Hawkins has recently appeared in window displays and daily fashion updates from Bergdorf Goodman.



Sarah Hawkins '12 is one of the youngest members of a Philly fashion society called the “Phashion Mob.”



Looking to try MCPC?

Contact Ashley Jones in the EpiCenter at ajones@messiah.edu. Fall application deadline announced this spring!

Grecian Thoughts

Jordan Seiz

Greece had always been a distant, dream-like paradise. I imagined nothing but breathtaking views and rich-cultured people and families. The images in my mind came straight from the movies: crisp, white and blue houses scattered along the cliff overlooking the magnificent Mediterranean Sea and loud, happy families constantly celebrating and enjoying life. Although some of my experiences did consist of beauty and celebration, I was also very surprised to find chaos, anger and destruction throughout the city of Athens.


“My trip to Greece was nothing less than amazing because of the people, relationships, culture, food, history, and beauty.” - Jordan Seiz '13

My three-month journey throughout the country of Greece provided life-changing and eye-opening opportunities. Throughout my stay in Greece, its citizens and also immigrants from surrounding countries demonstrated their anger and rage at the government by not only protesting but also rioting and destroying the capital square. The economic state of the country has caused many people and families to live on the streets and go hungry due to the corrupt decisions made by the government. The people felt betrayed by their own government and were not afraid to fight back. By witnessing some of these protests and riots, I was able to see true passion- passion that would not back down without a change being made.

I absolutely loved my experiences abroad because I not only witnessed these culture changes, but I was also able to see the rich culture instilled in the people and families of Greece. The music, food, and people illustrated and painted a whole different world for me. In this world, people relaxed and enjoyed each other's company while eating; they never



Now back in Grantham, Jordan Seiz '13 is in the process of researching and gathering information for future internships.

seemed to stop. My trip to Greece was nothing less than amazing because of the people, relationships, culture, food, history and beauty. The country is no longer a distant, dream-like paradise. It's now a beautiful, rich reality. 

Google+: De-Throning Facebook?

Nick Hemming

When Facebook's simple interface entered the market in early 2004, users of ever-popular social media sites such as MySpace and Xanga were intrigued. By the end of the decade, Facebook had amassed over 400,000 users, single-handedly becoming the premier social media experience.

But for the king of social media, this new decade will bring an unexpected challenge—competition from an internet staple. Google, Inc. unveiled its first attempt as a social media contender this past summer, releasing an attractive alternative entitled “Google+.” Users will immediately notice aesthetic and organizational upgrades when compared to Facebook, and the consumer need for constant innovation will create plenty of excitement. Still, one overarching question remains—will Google's innovate site provide enough “buzz” to dethrone Facebook?



The initial response to this question is a confident “no.” Challenging a competitor that currently entertains over 750 million users seems impossible, let alone worth the steep funding. But when the informed consumer takes a step back and considers the advantages, Google's share of the social media market may be within reach.


As a corporation, Google has a rich history of stepping into established markets and making noise. In 1996, the California-based software company challenged Yahoo! in the search engine battle, ultimately becoming the chief of web search; in 2008, Google unveiled “Android,” a smartphone operating system that immediately competed with Apple's “iOS.” Just two years later, Android smartphones became the most commonly purchased phones in the World. The computer software company will attempt to overtake a third concrete competitor with Google+.

As Google sets to unveil the final version of Google+, users are anticipating a “fresh” version of the social media experience. Attractive features include “friend circles,” an organizational tool that allows the user to click and drag friends into clusters; “hangouts,” a modern-day version of

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friend-specific chat rooms; “sparks,” a web-customizing feature that brings interests to the user; and “huddle,” an element that provides a simple and clean outlet for group conversations. But what truly makes these features enticing is the branding applied to them; each component has its own logo and personalized advertisement, creating a new level of excitement when using them. Imagine a social media site where messages, friends, wall posts, and chat windows each display a separate, eye-catching emblem. The software king has suddenly become a social media player.

Despite these advantages, Google must immediately attract users or social media enthusiasts will reject the change. Interested users must remember that without friends, the social media experience becomes a sure bust. So there lies the breaking point: Google has solidified itself as a competitor with striking graphics and brilliant branding, but must not waste time converting Facebook loyalists into Google+ innovators.

With the groundbreaking project currently in a preliminary stage (Google recently notified eager users that the pool of testers has reached capacity), the social media world must have patience. When Google+ opens to the public, though, expect enough buzz to make Facebook twitch, even for just a moment. If the buzz lasts, a new social media experience awaits American users. 

Sources:

<http://www.searchenginejournal.com/search-engine-history/13152/>

<https://www.facebook.com/press/info.php?statistics>

<http://www.timetoast.com/timelines/122290>



Kupkakes Koffeehouse Returns

The Kupkakes for Kris Benefit Koffeehouse will reappear again this fall. This event honors the memory of former PRSA member Kris Green, who last year lost her battle to lung cancer.

- Hosted by Messiah PRSSA Chapter
- November 4, 2011, 6:30-9:30
- West Shore Evangelical Free Church

Internship Opportunities

Hershey Entertainment and Resorts

Location: Hershey, PA

Majors: Public Relations

Description: Must be able to attend one of two Company Site Visits that will be held in January-February 2012. Interns will learn to navigate the many standards in the hospitality industry. Must meet appearance standards and be able to maintain hospitality standards for the assigned property. Ability to maintain composure in a fast paced environment. Deadline for submission is 12/23/2011.

Contact: Submit application to www.HersheyJobs.com

The Wall Street Journal

Location: New York City/Other

Majors: Broadcasting, Journalism, Film

Description:

VIDEO INTERNS: Work as part of our video team shooting and editing video that complements and supplements print stories.

WSJ.COM INTERNS: Work exclusively online; packaging and editing stories, video and graphics for our website.

Contact: Deborah Brewster, Deputy Managing Editor, The Wall Street Journal Internship Program (U.S.), 1211 Avenue of the Americas, New York, NY 10036. Emails not accepted.

You can receive more information on the following internships through the Internship Center in the Eisenhower Commons, or by contacting Mike True at mtrue@messiah.edu. Stop by or email if any of these sound like you!

Bravo Group

Description: Develop press releases, media alerts, fact sheets and backgrounders on clients; contact media; develop research; assist with events and meetings; and assist with general office work.

Delta Development Group, Inc.

Description: Review client and project files and prepare summaries of these engagements.

Forgotten Voices International

Description: Launch student advocate groups on college campuses; learn and implement training for high school/college students in public narrative; write stories based on information received from African projects; and research and develop resources related to microeconomic development in southern Africa.

Harrisburg Regional Chamber & CREDC

Description: Event planning assistance with all aspects of upcoming events; assist Events Marketing Manager and AVP of Communications & Marketing with development and dissemination of event marketing collateral material; assist in development of committee meeting agendas and minutes; communicate with Chamber members with event details, assignments, etc.

Jump Street

Description: Assist with outreach programming, including: Gift of Music (collect and distribute of instruments); maintain contacts with schools and donors; assist with community art shows and liaison with artists and companies; assist with program marketing (create flyers, newsletters, postcards, etc.).

Keystone Human Services

Description: Help with press releases, marketing, events, database work, mailings and possibly help with grant writing.

Leukemia & Lymphoma Society

Description: Prepare and organize materials for Candidate Training, Kickoff Celebration, Mid-Point Breakfast and Grand Finale Celebration; coordinate and assist with the set-up various events; assist with video presentation at Candidate Training.

PA Family Institute

Description: Assist in production of weekly radio shows, video projects and media press releases; write and report for publications such as The Pennsylvania Citizen and Pennsylvania Families & Schools magazine.

Rite Aid Corporation

Description: Assist with electronic editing; develop custom media lists; develop content for website; draft press releases; assist with programs/promotions and support fundraising efforts.

PA Organization for Watersheds & Rivers

Description: Review data; assist in arranging training sessions and in promotional activities; prepare and distribute manuals; draft phase and final grant reports; write and research articles for two publications; process memberships and insurance endorsements; update and maintain contacts database; maintain calendar of events and attend promotional events.

WHTM-TV 27

Description: Assist assignment editor, reporter, and photographers; gather stories and information by phone; assist on field reporting as needed.



“Like” Us on Facebook

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

Look out for next month's stories!

There is so much we didn't have room for this month that we had to push it to the next issue of *Commraderie*. Here's a taste of upcoming stories:

- L.A. Internship: Sammi Melville and Neil Plumley
- PR Campaign 2011: Kids and Forgotten Voices International
- What's the value of LinkedIn?
- Philly Reflection: Jenna Liew
- Lambda Pi Eta

