



**Editors:  
Derek Forney  
Kelsey Peachey  
Lauren Schick**

## ΛΠΗ

Derek Forney

What is Lambda Pi Eta? Well, the official communication studies honor society (of the National Communication Association), of course! Originally founded in 1985 at the University of Arkansas, Lambda Pi Eta (LPE) is part of the National Communication Association, becoming the official honor society in July of '95. Currently, over 400 active chapters exist at colleges and universities across the globe.

Lambda Pi Eta represents the three tenants of persuasion that Aristotle described in his book, "Rhetoric."

- Lambda - logos or logic
- Pi - pathos or emotion
- Eta - ethos or ethics

These three communication principles help define necessary qualities for eligible inductees.



LPE has specific standards for scholastic eligibility and governance of the honor society. The national requirements specify a 3.25 GPA in 12 credit hours of communication courses. Messiah's requirements are slightly more strict, requiring a 3.4 to be nominated. After students are nominated, they are inducted into the honor

### Lambda Pi Eta's Goals

- Recognize, foster and reward outstanding scholastic achievement in communication studies
- Stimulate interest in the field of communication
- Promote and encourage professional development among communication majors
- Provide an opportunity to discuss and exchange ideas in the field of communication
- Establish and maintain closer relationships between faculty and students
- Explore options for graduate education in communication studies

Source: *Natcom.org*

society in a yearly ceremony.

Liz Warren, a junior public relations student, feels honored to be counted as one of the members inducted this fall. "Our induction ceremony was a great mix of tradition, celebration, and fellowship. Professor Holloway put together a classy program, and we had a wonderful time chatting and snacking afterward. I loved the opportunity it gave me just to catch up with the Communication Department!" Prof. Mary Holloway heads Messiah's Lambda Pi Eta chapter. She explained that each chapter has different aspects that drive it.

Continued on [Page 2](#)




### In This Issue:

- Lambda Pi Eta I**
- Alumni Interview 2**
- Two for Three 2**
- Trees 3**
- Chip Miller: A Documentary 3**
- DJ Spotlight 4**
- How Does 3D Work? 5**
- All I want for Christmas is... 6**
- Internship Success Story 7**
- Internship Opportunities 7-9**

Continued from Page 1

Some chapters utilize LPE as a platform to move academic projects forward. Others focus on service-oriented projects, while others thrive on social interaction and networking events. Messiah's chapter includes many academic elements, as many LPE members also belong to PRSSA or the Film Society. Messiah's chapter also thrives on social interaction, recently gathering for a Halloween party.

As students progress through the Communication Department, many wonderful opportunities are available with Lambda Pi Eta. Be on the lookout for upcoming events. 



## Alumni Interview: Michael Smith's MBA Journey

Lauren Schick

Life takes many twists and turns and often the only thing we can do is hold on tight. Michael Smith, a 2006 graduate, does just that — follows the Lord's leading. But what exactly does that look like? And how can we follow blindly amid pressure to determine our next steps?

Michael continues to trust that the Lord knows best, and, since graduating with a communication/public relations degree, he immediately began working for Penn Medicine. Michael's senior year marketing internship at Penn Medicine led to a summer internship in web design, and then an entry level position. After only one year as a web designer, Michael decided to supplement his work and education by pursuing an MBA from Villanova University.

"I didn't know anything about coding or web design," Michael explains. "I basically started from scratch, learning on the job." Michael's experience confirms that communication majors can go virtually anywhere, and do virtually anything. Michael is in his final year of his MBA classes, specializing in marketing.


Grad school has been a long and rigorous process for Michael. He usually takes two night classes per semester while balancing his full-time job and maintaining a strong relationship with his wife. "It's different than undergrad because many professors work part time while teaching, so they're not as fully invested in their students," he says. Studying completely new material and prioritizing also poses a challenge.

Despite the challenges, Michael wanted to differentiate himself from others in his field. He stays motivated by remembering that a higher degree will help him better support his family and open more doors for his future. Pursuing an MBA shows initiative and increases an employee's marketability, and flexibility.

Michael hopes to one day integrate his skills into a wide variety of passions and interests. As an avid supporter and participant in Pennsylvania United Medical Association (PUMA) mission trips, Michael has had the opportunity to travel to Nepal several times. Perhaps his love for travel, culture and the Lord will evolve into a missions pastor or administrative role for a missions organization.

"Keep the Lord at the center of everything you do, and He'll clearly direct your path," Michael says. No matter where Michael ends up, he inspires others to seek the Lord's will first and foremost.


### Michael's Advice:

- Be intentional and smart
- Start looking into graduate schools as soon as possible
- Look at specializations at graduate schools—they determine the course structure and focus 

### Two for Three

Derek Forney



Senior Samantha Melville and the film and digital media concentration join Messiah Women's Soccer in a prestigious two for three club. Women's Soccer won two National Championships in the last three years. Similarly, students in the film and digital media concentration won the Dr. Dorothy J. Gish Women in Leadership award for the second time since 2008. This November, Samantha Melville was presented with the award for the Fall 2010 semester for her film project, *Metamorphosis*. Melissa Lutz, a '09 film and digital media concentration student, secured the prize in the Fall of 2008. Great job, Samantha! 


## Trees: A Student Project

Kelsey Peachey

On Thursday, November 11th, film students Ashley Wood-Tiner and Emma Huntington made a video response to “Trees” by Lee Jongsuk. Several different departments gained inspiration for their own artwork after viewing “Trees.” Lee Jongsuk’s “Trees” is a collection of media art that metaphors society’s growing urbanization. Film majors Ashley and Emma displayed their talents through shooting, producing and editing a short film about the showcase. Emma Huntington says “It was a good experience and a great opportunity to view and interpret Jongsuk’s work from our perspective by making it our own.”

A recurring theme in Jongsuk’s work is a man “growing” into a tree, symbolizing humanity and nature’s connection. Ashley and Emma used this theme to create their short film. Shot on Cemetery Hill, the film features Messiah College student Josh Ramirez as humanity and shows scenes of him in nature alongside trees. Multiple shots in the film depict Josh in this same manner.



Ashley and Emma present a unique, intriguing interpretation of Jongsuk’s artwork in a different medium. Congratulations to both of them for their hard work! 




## Chip Miller: A Messiah Communication Department Documentary

Derek Forney

Recently, a freelance journalist presented the Communication Department with the opportunity to participate in a documentary project on a local legend. The documentary highlights the life of Chip Miller, a local business man and entrepreneur. Six years ago, Chip Miller passed away from an autoimmune disease called amyloidosis.

Chip, along with his business partner Bill Miller (no relation), started Carlisle Events, a series of now nationally and internationally known car shows. In particular, Chip loved the Chevy Corvette. The Corvettes at Carlisle show in late August draws over 5,000 Corvettes. A year after his death, the Corvette Hall of Fame posthumously inducted Chip, bringing bitter-sweet memories to family and friends. The documentary will focus on Chip’s life, increasing awareness for amyloidosis, and the yearly Corvette show held in his honor.

Senior film students Katie Breiter and Neil Plumley have undertaken the project under the advisement of Dr. Arke and Cody Wanner '08. The crew filmed a few interviews and most recently, the memorial Corvettes for Chip show this November (shown at right) near West Chester, Pa. In the following months, *Commraderie* will feature a short story about the documentary’s progress. This project requires more student help. To get involved, please contact Dr. Arke. 

## DJ Spotlight

### Bio

**Name:** Cody Sherry

**Birthday:** June 7, 1990

**Major/Concentration:** Christian Ministries/Youth Ministry

**Radio Show:** Cody and Kitty on the Radio, Thursdays 4-6 p.m.

**WVMM Music Genre:** A mix of pop, indie, singer/songwriter, piano bands

**Campus Involvement:** Gospel Choir member, manager at the Falcon, coach of home-school volleyball club that meets at Messiah, radio DJ, raving fan of all things SAB

**Ideal Job:** Youth Pastor in a church that really cares for its community

**Dream Job:** Youth Pastor in a church that... you get it, and a Broadway star on the side

**Inspiration:** "My youth pastor, Doug. He has seen me through every obstacle in my life since I was in the sixth grade and continues to mentor me even as I get older. He is a passionate man after God's heart and wants to see teenagers experience the same thing. Without him, I have no idea where I would be."

### Favorites

**Bible Verse:** James 1:12 "Blessed is the man who endures temptation, for when he has been approved, he will receive the crown of life which the Lord has promised to those who love him."

**Messiah Food:** Chicken cordon bleu and peanut butter bars

**Bands:** Dashboard Confessional, Sara Bareilles, Coldplay, Bethany Dillon

**Genre of Music:** Singer/Songwriter

**Album:** John Mayer's *Continuum*

**Season:** Spring

**Drink:** Orange Soda

**Candy:** Take 5

**Movie:** *Finding Nemo* or *Hocus Pocus*

**Ice Cream:** Peanut butter swirl


**Social Media:** Facebook

### Guess who!

Each month, we will give you a fun fact about one of your communication professors. See if you can figure it out!

My favorite novel is *The Ingenious Hidalgo Don Quixote of La Mancha*

Check back next month for the answer!

Last month's mystery professor: Dr. Kate Simcox loves watching *Dancing with the Stars!* 



Listen to 90.7 WVMM, The V, stationed in the Larson Student Union. Filled with student talk, a wide variety of music and programming as well as news and sports play-by-play, the V is here for you. Call in and request songs at x5351 or through [Facebook](#). Station manager Amy Besserer would love to hear from you!



**FIGURE 1**

## How Does 3D Work?

Professor Reid Perkins-Buzo

A 3D film uses two cameras to record the scene in front of them. “Simple,” you say. But how do these two 2D images add up to one 3D image? “How do I know, I’m only human,” you say. And that turns out to be the correct answer. Human beings use two vision sensors (we call them eyes) connected to a complex neural system which constructs a stereoscopic world from our two monoscopic views. A monoscopic view is what an average 2D movie camera records through its one lens. Importantly, a monoscopic image provides significant “depth cues” which allow us to reconstruct the 3D space that the image recorded without actually seeing that space in 3D. Such “depth cues” allow us to know that this is an image of a 3D space and not a flat diagram. Even people without stereoscopic vision due to sensory disability can use these monoscopic clues to get around in the 3D world without bumping into things. My uncle, who lost an eye as a child (yes, playing with sticks), has driven commercial vehicles his entire life with no stereoscopic vision!

Monoscopic depth cues include the types in Figure 1 (top of page). Stereoscopic depth cues are fewer and weaker than monoscopic ones. It’s the monoscopic ones we use most. Parallax is the most common, and it is officially defined as the relative position of an object in a field of view where the observer or the object is in motion. Since parallax involves motion, it’s impossible to see from just one still image. See <http://www.youtube.com/watch?v=FsVHftKKQ4> for a good example. The effect comes from the fact that objects will move at different speeds on an observer’s retina depending on their distance from the observer.

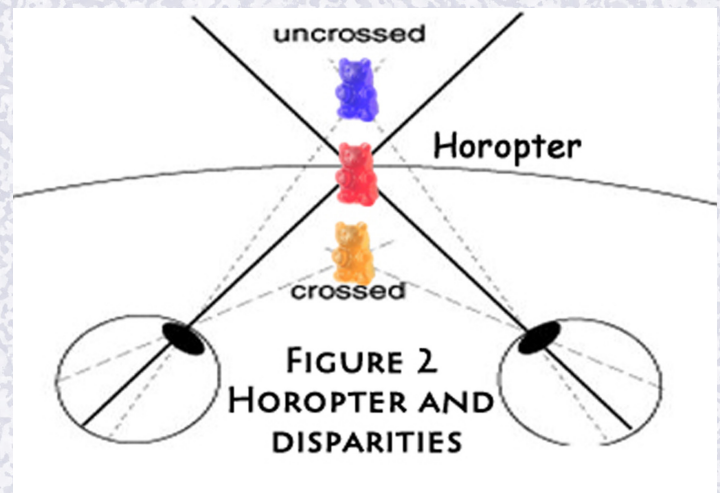
In order to create a 3D image from two still images the visual neural system fuses the images from the left and right eyes so that the object your eyes have selected is both in-

focus and converged on as in Figure 2 (below).

The horopter is the imaginary 3D surface in the room in front of you that includes the object you are converging on and all other points in 3D space that project to corresponding positions in your two retinae. The disparity between the images captured by your left and right eyes must be small enough to allow the visual neural system to fuse the images. If the disparities are too large, our brains do one of three things: give us double vision, suppress one of the images, or alternate between the images as the brain strives to fuse them (known as binocular rivalry).

In 3D cinema, the twin actions of the eyes in selecting an object or objects in the field of view must be decoupled from one another. We normally focus and converge our eyes on the same place in the space in front of us. In a 3D movie, we focus our eyes on the screen (where the movie is being projected), but converge our eyes on an object apparently in front or behind the screen. This decoupling is not a natural function of our visual system, and our brain actually forces our eyes to do it. If the 3D film is not professionally created, this oculo-motor exercise can be painful, especially for older adults. Even for children, a thoughtlessly prepared 3D moving image can lead to headaches if watched for a long time. The technique of 3D cinematography is more demanding than 2D ever was!

More about how to manage 3D cinematography next time! 



*Images by Prof. Reid Perkins-Buzo*

### “Like” Us on Facebook



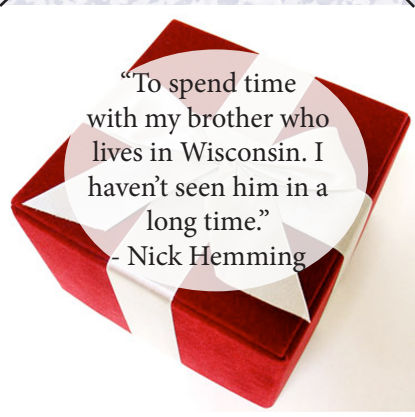
Get connected with the Communication Department online. See what’s new with social media practices, student projects, internship opportunities and much more!



"No snow"  
- Rachel Vandernick



"A really nice, new camera, and to spend time with my family."  
-Caroline Phillips



"To spend time with my brother who lives in Wisconsin. I haven't seen him in a long time."  
- Nick Hemming



"A Republican House... Oh wait, I already got that!"  
- Eric Mylin

## Internship Success Story: Film in Philly


Lauren Schick

Chris Vasaturo, a junior film major, shows that you don't need to live in LA to get first-hand film experience— just head to Philadelphia! Center City Film and Video, where Chris currently interns, provides expert film and video production, motion graphics, and sound services. So far, Chris has had the opportunity to participate in lighting, camera work and transcriptions.

Going on shoots makes for an exciting, fast-paced experience. A few weeks ago, Chris went on a *Police Blotter* shoot. *Police Blotter*, a show for Comcast on Demand, updates communities about local crimes. The shoot allowed Chris to gain a large amount of hands-on experience setting up lights, microphones, cameras and prompters.

Chris' internship enables him to use what he's learned in the classroom in a real world setting. He transcribes tapes, navigates the extensive video tape library and logs things into the storage filing system. "Sometimes the transcriptions can get mundane," Chris admits. "Sometimes they talk all day so on days like that I basically sit on the computer all day."

Despite the occasional monotony, Chris enjoys interning at Center City Film and Video (CCFV). Upon arriving at CCFV, Chris found a welcoming, friendly workplace. Everyone's smiles and greetings immediately made Chris feel comfortable in his surroundings. "It's really easy to tell that people are happy with their jobs and it just makes it a great place to work." Chris hopes to pursue a future career at CCFV because of this friendly culture, and his interest in work that they do on a regular basis.

Chris also hopes to do more screenwriting in his career. "I recognize that writing screenplays isn't really a job that you just get into so I'm still working out what exactly I want to do with my degree," Chris says. His experience at Center City Film and Video provides an opportunity to hone other skills and increase marketability. 



## Internship Opportunities

### Motor Trend Auto Shows, LLC

**Location:** Harrisburg, Pa.

**Majors:** Marketing, Public Relations

**Description:** The focus of the internship is to act as an assistant community manager, helping to build the social media presence of all of our auto shows. Responsibilities include regularly updating and maintaining Facebook pages, Twitter accounts and other social networking sites, proofing news releases and other materials; promoting feature vehicles and sponsorships and light office assistance such as mailing, faxing and emailing media alerts. Learn to develop a social media campaign as part of a larger integrated marketing plan, and utilize other press and promotional materials. Prior coursework in journalism or marketing is beneficial. A thorough understanding of a variety of social networking sites is required.

**Contact:** Email a cover letter and resume to Sarah Thomas, [Sarah.Thomas@sorc.com](mailto:Sarah.Thomas@sorc.com)  
717.671.4331

### Forgotten Voices International

**Location:** Dillsburg, Pa.

**Majors:** Public Relations, Communication

**Description:** Primary tasks will include launching student advocate groups on college campuses, learning and implementing training for high school/college students in public narrative, writing stories based on information received from African projects, researching and developing resources related to microeconomic development in southern Africa, writing stories based on interviews with U.S.-based volunteers and donors. Other responsibilities may include the opportunity to utilize internet and other media to reach a broader audience, and designing print and media resources for other populations (i.e., churches, high school students). Interns will work closely with and be mentored by both the President and Director of Project Management, as well as other volunteers.

**Contact:** Ellen Shaffer, [eshaffer@forgottenvoices.org](mailto:eshaffer@forgottenvoices.org)  
717.506.0633

Continued on [Page 8](#)

## 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:

- Chip Miller Documentary Update
- Messiah's Film Society
- What do Comm students do during J-Term?
- A New Year's Resolution



**WITF, Inc.**

**Location:** Harrisburg, Pa.

**Majors:** Communication Studies, Marketing, Public Relations

**Description:** Assist with direct marketing campaign and special event planning and execution. General administrative support, maintaining marketing materials and research.

**Contact:** Theresa Kurtz, [teresa\\_kurtz@witf.org](mailto:teresa_kurtz@witf.org)  
717.707.3000

**County Commissioner's Association of PA**

**Location:** Harrisburg, Pa.

**Major:** Communication Studies, Public Relations

**Description:** Publication and Web site design work for IT dept; design/edit sample employee orientation manual, work on CCAP publications, Insurance programs procedural manual, inventory Data Conversion (for BUSA majors), vehicle risk management group, prison risk management guide.

**Contact:** John Sallade, [jsallade@pacounties.org](mailto:jsallade@pacounties.org)  
717.232.7554

**CX Media**

**Location:** Dillsburg, Pa.

**Majors:** Public Relations, Communication Studies

**Description:** Gain advertising and public relations with CX; the wave of marketing's future. Get involved with the company that uses print, web, television, radio, direct mail and more to deliver results.

**Contact:** Carol Bricker, [carol@cxmedia.net](mailto:carol@cxmedia.net)  
717.432.7774

**The Bravo Group**

**Location:** Harrisburg, Pa.

**Majors:** Communication Studies, Public Relations

**Description:** The Communications Intern will be responsible for providing support to the Communications team at Bravo. Responsibilities include developing press releases, media alerts, fact sheets and backgrounders on client issues; contacting appropriate media on behalf of clients; developing research materials on client objectives; and assisting with special events and appropriate meetings.

**Contact:** Jess Long, [jlong@thebravogroup.com](mailto:jlong@thebravogroup.com)  
717.214.2200

**American Red Cross – Cumberland County – Emergency Services**

**Location:** Carlisle, Pa.

**Majors:** Public Relations, Marketing

**Description:** Update agreements between businesses/ organizations and American Red Cross. Collect required demographics, data, and maps for damage assessment. Assist the Emergency Services Director with the marketing of business partnerships that provides additional resources for a responsive effort.

**Contact:** Stacy Yurko, [syurko@ccarcpa.org](mailto:syurko@ccarcpa.org)  
717.243.5211 x 24

**The Best Companies Group**

**Location:** Harrisburg, Pa.

**Majors:** Public Relations, Communication Studies, Marketing

**Description:** Develop sales and promotional materials; manage databases; customer service/promotion via phone, letters, emails, mailings; review and edit Web sites; participate in/assist with all steps in the surveying process; assist with sales calls; assist with financials through invoicing and running reports.

**Contact:** Megan Burns, [meganb@bestcompaniesgroup.com](mailto:meganb@bestcompaniesgroup.com)  
717.909.1570

**WHP CBS 21**

**Location:** Harrisburg, Pa.

**Major:** Broadcasting

**Description:** Our internships offer meaningful educational and work experiences designed to meet the academic and career goals of the intern. Our management will teach and encourage, but it's up to the student to bring an enthusiasm to learn!

**Contact:** Laurie Campbell, [resumes@cbs21.com](mailto:resumes@cbs21.com)  
717.238.2100

**WPMT FOX 43**

**Location:** York, Pa.

**Major:** Broadcasting

**Description:** We accept interns in several different departments so you can choose the experience that interests you the most. Overall, our internships are very "hands on." Where appropriate, we allow interns to write and edit spots, go out with news crews, and work closely with our staff.

**Contact:** Todd Sadowski, [tsadowski@fox43.com](mailto:tsadowski@fox43.com)  
717.843.0043

**Pennsylvania Association of Nonprofit Organizations (PANO)**

**Location:** Harrisburg, Pa.

**Majors:** Public Relations, Communication Studies

**Description:** Event planning internship

**Contact:** Jennifer Ross, [jenn@pano.org](mailto:jenn@pano.org)  
717.236.8584 x1003

**CURE International**

**Location:** Lemoyne, Pa.

**Majors:** Public Relations, Communication Studies

**Description:** Interns would work alongside the director of the "Connections of Life" program, assisting him in communication, promotion, and implementation of this new program. Since this program is a new facet of CURE, the intern will have the opportunity to utilize his/her creative skills as the program develops.

**Contact:** Heather Hunter, [hhunter@cureinternational.org](mailto:hhunter@cureinternational.org)  
717.730.6706

Continued on [Page 9](#)



**Get-Kinetic, Inc.**

**Location:** Philadelphia, Pa.

**Major:** Film

**Description:** Intern will assist Production team with accounts payable/receivable, project budgeting, financial planning, market research and planning, competitive analysis, film and video production assistance, project coordination, and general business administrative tasks.

**Contact:** Kathryn Lahr, [Kathryn@get-kinetic.com](mailto:Kathryn@get-kinetic.com)  
215.425.8020

**Hershey Entertainment and Resorts**

**Location:** Hershey, Pa.

**Majors:** Public Relations, Marketing

**Description:** This paid position will assist the promotions team with the planning, coordination and fulfillment of promotional agreements and events for Hershey Entertainment & Resorts. The position is available for the Spring 2011 term, January-May.

MUST apply online at [HersheyJobs.com](http://HersheyJobs.com)

**Harrisburg Regional Chamber & CREDC**

**Location:** Harrisburg, Pa.

**Majors:** Communication Studies, Public Relations, Marketing

**Description:** Event planning assistance for upcoming events; assist coordinator 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.; attend as many upcoming events as schedule allows; and other duties as deemed appropriate by events marketing coordinator, director of communications, or senior management.

**Contact:** Nicole Keiner, [nkeiner@hbgrc.org](mailto:nkeiner@hbgrc.org)  
717.213.5040

**Whitaker Center for Science and the Arts**

**Location:** Harrisburg, Pa.

**Majors:** Public Relations, Communication Studies, Graphic Design, Marketing,

**Description:** Assist with media coverage & placements in publications; weekly and monthly distribution of Whitaker Center events to various media; Press releases; collateral distribution & inventory; website proof reading, photo acquisition, etc; provide advertising support & liaison with sales representatives; support promotional initiatives through research, development and on-site supervision; provide administrative support.

**Contact:** Katie Hicks, [khicks@whitakercenter.org](mailto:khicks@whitakercenter.org)  
717.724.3857

**Keystone Human Services**

**Location:** Harrisburg, Pa.

**Majors:** Public Relations, Marketing, Communication Studies

**Description:** Help with press releases, marketing, events like ChocolateFest; database work, mailings, fundraising, and possibly help with grant writing.

**Contact:** Wendy Deibert, [wdeibert@keystonehumanservices.org](mailto:wdeibert@keystonehumanservices.org)  
717.541.8322

**The Triscari Group**

**Location:** Camp Hill, Pa.

**Major:** Film & Digital Media

**Description:** Produce award-winning programs from scripts and storyboards. Do on-location and in-studio shoots. Create state-of-the-art 2D and 3D animation. Design 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. Develop, design, and produce traditional print pieces as collateral material either to accompany other media or as stand-alones.

**Contact:** Sebastian Triscari, [info@triscari.com](mailto:info@triscari.com)  
717.975.3348

**WJTL FM/Creative Ministries**

**Location:** Lancaster, Pa.

**Major:** Broadcasting

**Description:** We are seeking to host interns with a passion for communication and a desire to learn more, including the opportunity for on-air experience. Internships would include on-air time, office time, and opportunities to be involved at community events.

**Contact:** Stacey Gagne, [Stacey@wjtl.com](mailto:Stacey@wjtl.com)  
717.392.3690

**Clear Channel Radio**

**Location:** Bala Cynwyd, Pa. (Philadelphia region)

**Majors:** Broadcasting, Public Relations

**Description:** Assisting the promotions department with contacting winners of contests, data entry, promo set up at remotes.

**Contact:** Loraine Ballard Morrill, [LorraineMorrill@clearchannel.com](mailto:LorraineMorrill@clearchannel.com)  
610.784.5255

**From all of the Comm. Department and editors of *Commraderie*, have a very blessed Christmas season!**

