

# THE COMMUNIQUE

January 2010



MESSIAH COLLEGE

## Social Media in the Wake of Disaster

Paige Manieri

The recent disaster in Haiti has been all over the news since the earthquake hit Port-au-Prince January 12<sup>th</sup>. While the coverage debuted on the 24-hour TV news networks rapidly, it turned viral at an even faster rate.



The Toronto Sun published an article stating that social media is the new way of informing and involving people in disasters. According to the article, after the earthquake hit Haiti, Facebook users posted status updates about the Haiti disaster at a rate of 1,500 per minute. Facebook sites and groups appeared almost instantly to provide space for users to share stories and sympathies. Also, Twitter provided and continues to provide updates on the locations of clean drinking water for survivors as well as the number of people still trapped under rubble and debris in Port-au-Prince.

Dr. Nance McCown, Assistant Professor of Communication and PRSSA advisor at Messiah, commented, "Social media has opened the door to new ways of communicating in crisis or disaster situations. Besides faster story dissemination in general, on-the-ground posts from volunteers and 'average people' serve similarly to the embedded journalists in the initial days of the war in Iraq, blurring the lines between professional media broadcasts and word-of-mouth. And these real-time, virally spread glimpses provide greater impetus for donations. Non-profits are benefiting like never before, which ultimately translates to more -- and faster -- aid for victims."

Tim D'Agostino, senior Communication/Public Relations major, also commented, "Amidst the tragedy of 9/11, our first instinct was to get on the telephone to notify others of the events unfolding. In the wake of disasters today, one is more likely to 'tweet' or to change their status on Facebook than to make a call. Social media connects people more than ever before, and it is simply faster to communicate with a large number of individuals in a short amount of time by 'tweeting' or changing a status." *(Continued on page 2)*

EDITORS: Tim D'Agostino & Paige Manieri

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# Social Media in the Wake of Disaster

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In this new age of social media, news travels faster than ever before, producing both positives and negatives. The negative side lies in the creation of gossip sites and blogs that overtake the web. Now, in this time of need, we see that it is possible to use social media in a positive light to help the world from afar. If you're interested in donating to Haiti relief, you can visit the American Red Cross or World Vision websites.

For the full article, go to:

<http://www.torontosun.com/news/haiti/2010/01/17/12504141.html>.

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## Why It's Important to Know Both Film and Video

Professor Reid Perkins-Buzo

Our goal in the Film and Digital Media concentration is to provide professional level instruction to our students. By that, I mean instruction in the production skills, techniques and modes of thought that will allow our students to move directly into professional production upon graduation. Critical to our success are two things: 1) our continued emphasis on both actual film (16 mm and super 16 mm) and high-definition video skills and theory; and 2) the relationship we have with Temple University, including using their L.A. Internship program as a capstone experience. In this newsletter I will write about the first of these two.

Our continued emphasis on providing both a strong film and hi-def video background for our students has allowed them to compete for jobs at the professional end of the media industry. In an age where many programs teach only low-end video, at best using lower-end prosumer cameras, the fact that this sort of video-only experience is nearly worthless in the professional workplace goes unspoken. Over 90% of all commercially released feature films and almost all the top television shows continue to be shot on film, not video. For example all of these highly popular shows are shot on film:

24	House	Law and Order (all of them)
MadMen	Friday Night Lights	Lipstick Jungle
Life	Big Love	True Blood
12 Miles of Bad Road	Entourage	The Wire
Tell Me You Love Me	30 Rock	

...and many more. In fact HBO has a stated commitment to shoot all of their major shows and specials on film, **not on any form of video**. By continuing our education in the skills of traditional film our students are immediately miles ahead of others who graduate from programs that cover only simple video.

I will write more about the Temple L.A. Internship program in the next newsletter.

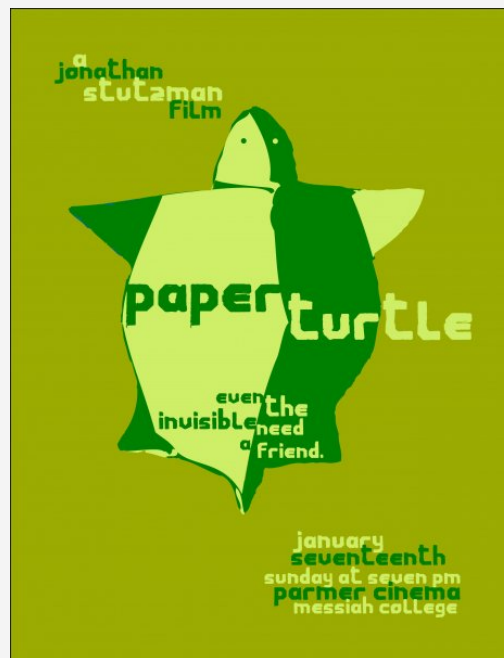
# Jonathan Stutzman, Film Concentration Alum, Screens His Temple University Grad Film at Messiah

Professor Reid Perkins-Buzo

Jonathan Stutzman, a Master of Fine Arts candidate at Temple University and Messiah Film Concentration alum, brought his latest film “Paper Turtle” to campus Sunday, January 17th for an “Unofficial Premier.” Several members of the cast and crew attended, along with about 80 others. It was very well received, with several rounds of applause at the end. Other Messiah alums attending included Christian Imbesi, the film's Producer, and Krista Hamlen, Master of Fine Arts candidate at SUNY-Buffalo, who is specializing in documentary production.



The film tells the story of a little boy who is dying from an unknown illness. Yes, he sees dead people ... or more accurately he sees one particular dead person, who becomes his only friend. “Paper Turtle” was shot in Philadelphia and used the same church that was used in “The Sixth Sense” as a location (St Augustine’s Roman Catholic Church, 4th Street at New Street, near the entrance to the Benjamin Franklin Bridge). The film was shot on super 16 mm film, transferred and synced at a post-production facility in Philadelphia.



Jon plans to send “Paper Turtle” to a several festivals over the next few months. Your work is in our prayers, Jon, and we hope for the great success of “Paper Turtle!”





# Internship/Job Opportunities

## Journal Publications (Harrisburg)

Editorial Intern

Working in Custom Publishing division

Email Michael True at [mtrue@messiah.edu](mailto:mtrue@messiah.edu) in the Career Center for more info.

## Senator Casey's Office (Harrisburg)

Internship

Work on Statewide Constituent Services program

Email Michael True ([mtrue@messiah.edu](mailto:mtrue@messiah.edu)) for more info

## Hajoca Corporation

Marketing/PR Intern

Contact Darren Trautman at (717) 939-9800

## Hershey Entertainment and Resorts

Public Relations and Promotions Interns

[www.hrapply.com/hershey/AppJobList.jsp?op=reset](http://www.hrapply.com/hershey/AppJobList.jsp?op=reset)

**ACT FAST!** Positions to be removed on February 12.

## Messiah College Human Resources Department

Marketing/Event Planning Intern

Submit resume & letter of interest to [iblount@messiah.edu](mailto:iblount@messiah.edu)

## IHS Production Internship Program

Film and Media Production Internship (Summer)

Visit [www.TheIHS.org/production](http://www.TheIHS.org/production) for more info

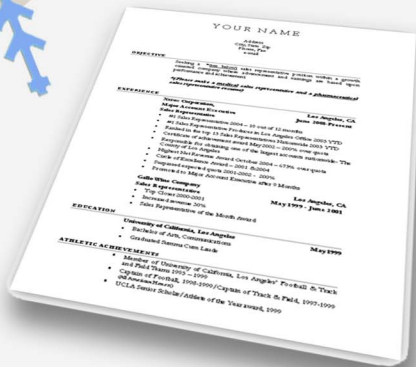
## Paz y Esperanza Ministry ("PAZ")

Communication, Web Design, Fundraising Interns

Lima, Peru

Summer/Fall 2010

Contact Jeff Boyd at (202) 261-0857



## Resume Tips

(From the Career Center)

- 1.) Resumes are your "foot in the door" for an interview.
- 2.) Limit your resume to one page.
- 3.) Your email address should be professional.
- 4.) On a daily basis, check the email address(es) you have listed on your resume.
- 5.) Use action verbs to describe your experience (i.e., supervised, coordinated, assisted). Past tense action verbs should be used for experiences that are finished.
- 6.) Quantify your experience where possible.
- 7.) Work should be listed in reverse chronological order.
- 8.) Use "bullets" in your format.
- 9.) Use a standard font like Times New Roman or Arial.
- 10.) Font should be 10-12 pt throughout.
- 11.) Margins should be no less than .75".

