



The Value of LinkedIn

Nick Hemming

Since the early days of the social media revolution, curious businesspeople have developed an infatuation with personal marketing. In fact, the trend seems to have no end in sight. But when these individuals look beyond Facebook, Twitter, and online blogs, they uncover an innovative networking tool that fulfills a fresh-yet-familiar purpose.

Commonly referred to as “the Facebook of Business,” LinkedIn provides a social media site for professionals to connect with one another. In this medium, “it’s all about who you know.” By effectively managing these contacts, or the Facebook equivalent of friends, LinkedIn transforms from an interesting option to an undeniable necessity.

When LinkedIn members scroll through their list of contacts, the names before them represent avenues for thousands of job opportunities. If a local Philadelphia employee has a strong desire to work in Boston, he can search for a known contact in the area. Even if he does not find a connection, the Philadelphia native can sift through the contact list of a trusted co-worker or boss to locate a potential partnership. This immediately makes way for an introduction from a dependable source. Forget planners and online address books; LinkedIn presents a whole new level of networking capabilities.

For this employee, the opposite situation could also occur. An organization in Boston may have a job opening, and the employer has an especially strong connection with the professional’s current boss. By simply having a public profile — a process that takes approximately two minutes to complete — the employer in Boston has free reign of the employee’s resume, experiences, and ambitions. Instantly, the employee has become a potential recruit in the employer’s eyes.


Now say for a moment that the employee is content with his job in Philadelphia, but an ethical circumstance arises. Through

LinkedIn, he can join a group of professionals in his field to seek advice on how to approach the issue. Once again, the social media site presents a beneficial fix.

With these tools readily available, LinkedIn appears to be “a no-brainer” when considering a future in any field. Few employers would deny this truth, and even fewer would discourage using the site at all. Instead, they may recommend applying the resource carefully and correctly, ensuring accuracy and appropriateness each step of the way.

Through these perspectives, LinkedIn provides the very thing Facebook, Twitter, and



online blogs miss — a professional, straightforward approach to personal marketing. The primary value of this site resides not in accumulating friends, collecting comments, or posting pictures; instead, LinkedIn provides a way to fearlessly network with professionals around the world. After all, your future boss may be searching for you. 

The Internship Advantage

Rachel Vandernick

Internships provide experience to build a student’s resume. But are they worth more than just text for a piece of paper? Yes. Internships allow students to gain valuable knowledge beyond the classroom. In an internship setting,

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students apply what they know, practice their skills and hone in on their niches or specific abilities. Internships may also provide students the opportunity to pursue potential interests or even discover what they aren't good at or don't love.

Internships also bring benefits beyond the actual experience. Concerned about paying off school loans? An internship may expedite that process. According to the Internship Center website, students with internships on their resumes earn starting salaries up to 17 percent higher than those without.

Securing an internship is also one more way for students to market themselves to future employers. Maybe the internship will have job openings upon graduation. That was the case for '07 alum Carla (Briggs) Craig, Director of Marketing and Public Relations for The ARC of Dauphin and Lebanon Counties. "I waited for the right internship to come along. In the end, it worked out perfectly, as the internship I accepted turned into a full-time job which I now love!"

Internship Center Director Mike True adds, "Considering today's employment environment, the smart choice is to participate in an academic internship. One or more of them will give you a distinct advantage over other students."

All majors in the Department of Communication require at least one internship or practicum credit in order to graduate. Whether students have found an internship or need help locating a placement, the Internship Center staff in Eisenhower Commons is willing to help. Schedule an appointment by emailing MTrue@messiah.edu or visit http://www.messiah.edu/external_programs/internship/student/.



Reporting from the Nation's Capital

Sarah Fleischman

Technically, I am studying abroad this semester although I am only a few hours away from Messiah College. I am at the Washington Journalism Center (WJC) in Washington, D.C.

What? You haven't heard about it? I'm not surprised. I know of only one other Messiah student who has come here.

At WJC, I am taking 16 credits consisting of a six-credit internship and ten credits of classes. I have my internship three days a week and classes for four hours the other two days.

I'm interning at Street Sense (streetsense.org), a street newspaper that focuses on homelessness. Other students are



Sarah Fleischman '13, far right, is currently studying at the Washington Journalism Center in Washington, D.C.

interning at the Washington Times, the Daily Caller, and even the Washington Post this semester! The internships are unbeatable experiences. Having D.C. journalism experience on your resume isn't just good for your resume. These internships are designed so you're writing a story every week. You can't leave WJC without becoming a better reporter.

I wouldn't dream of skipping a class. Terry Mattingly, our professor, is one of the most passionate people I've ever met. This semester, I have class with only 13 other people who are all Christian college students. We live in apartments that are on the same block as our classroom.

From my apartment, I can walk to a huge farmer's market, at least three independent coffee shops, a place to get six fried Oreos a la mode for \$3, my church, and two different metro stops.

Journalism majors, consider coming to WJC in addition to your required semester at Messiah College Philadelphia Campus! For more information, visit the EpiCenter, bestsemester.com/wjc.

Sarah Fleischman '13 is a junior broadcasting major with a concentration in journalism. Before traveling to Washington D.C., Sarah was an editor of the Swinging Bridge and the publications director for the Collaboratory. Sarah can be reached at sflei17@yahoo.com.

MCPC: Community in the City

Jenna Liew

Messiah College Philadelphia Campus (MCPC) is more than just a taste of the city. It is an experience that, if you fully embrace it, can open your eyes to a world beyond

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Grantham. The city is a bombardment of anything and everything that the world has to offer. It's how you react, learn, and grow from these diverse encounters that impact your Philly experience. I went to MCPC for excitement, adventure, and pretty much for a change from things here on main campus.

Being a Temple University student, one out of about 30,000, gives you the opportunity to meet people of all ethnicities, religions, backgrounds. I had been tossed into a place where I met many people that had varying lifestyles and ways of thinking. To be honest, it threw me a bit of a curveball. What did I really believe? How do I want to live? It's ironic that in the midst of such a crazy environment, I found the answer to my questions. Stepping out of my



Jenna Liew '12

comfortable Christian college setting really made me realize that I had to be able to explain what I believed, and also support my stance. Can I say that because of Philly I now have every answer about my faith? Nope. But I can say that because of Philly and the exposure to differing beliefs and lifestyles, I know that a life lived for and in the power of Jesus Christ is the most satisfying and powerful way of living that there is.


Philly also opened my eyes to real community. What I experienced firsthand from the locals in North Philly and with my fellow Messiah housemates really gave me a genuine understanding of this word. North Philly is a low income, poverty-stricken area. Funny enough, Temple University sits right in the middle of it all. Sure, North Philly is known for its crime, trash-littered sidewalks, and



Working together at the urban community garden.

eyesore buildings. But what surpassed all those things for me was an obvious community structure. I saw neighbors willing to lend a hand and protect each other. I witnessed relationships that went far beyond just casual small talk. These people were bonded through their struggles and life circumstances. The coolest part was that these North Philly locals extended the sense of community to us. Epiphany Fellowship welcomed us warmly into their church services, small groups, and community events. Our neighbors on Diamond Street helped push our cars out of piled high snow in February. Community leaders even had us over for meals to discuss how we could help make North Philly better. I've been living in Philly for only a year, but I can definitely call it "my" city.

Often your best friends from Grantham do not accompany you to Philly. Cliques from Grantham are put aside, social circles are broken and something beautiful happens. You find yourself growing close to people you may not have even talked to in Grantham. You realize that maybe the judgments or initial impressions you had of someone were not true. You form relationships. You form a community. It is not forced. It is not formal. It just happens. The best part is that these friendships are carried back to Grantham; mixing and meshing people together and breaking down some of the social factions that exist.

You may think that this is a stunt to encourage students to sign up for the Philly Campus. Well you are right. It definitely is. I would tell anyone who is thinking about the Philly campus to do it. Try Philly! 

"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!



“LOVE Philly?”
 Apply to spend a semester there! Visit the EpiCenter or e-mail Ashley Jones at ajones@messiah.edu for more information!

we?’ and ‘where do we want to go?’” says social media and web manager Evan Pittsley. September’s launch party represented the initial unveiling of this image. Ambiguity and uncertainty aside, The Pulse successfully presented itself as a familiar source for news, achieving (with help) its primary purpose of developing awareness. Within two days of launch, The Pulse Facebook page collected 83 new likes, developing a reach during that week of just below 8,000 people; 461 people viewed the page; and 330 people were talking about the party in status updates, tags, and



The Pulse Launch Party. Photo Credit: Kevin Clancy

The Pulse Opens with Launch Party


Nick Hemming

When The Pulse formally opened to the Messiah community on September 28th, attendees witnessed an energetic launch event. The used CD sale accumulated over 100 purchases, The Pulse Facebook page buzzed with attention, and raffles rewarded students with tickets to Six Flags and Jack’s Mannequin. But to the insiders, the success of September’s launch party relied on more than simply numbers; instead, this party was about partnership.

Many of the event’s features represented contributions from separate on-campus programs. SAB provided the raffle items, Messiah’s chapter of Public Relations Student Society of America (PRSSA) offered creative input during the marketing campaign, and College Press printed flyers and stickers. In essence, a mix of partners helped launch a mix of media programs. The phrase fits.

With many of the details under control, The Pulse team turned its attention toward establishing a household name. “Originally, we needed to answer the questions ‘Who are

posts. Although the numbers measured only a glimpse of the event’s success, they describe the results in detail: people now know about The Pulse.

As the semester continues, The Pulse is poised to become the unrivaled source for Messiah happenings. Expect this household medium to provide timely, dependable information, transforming the way the campus gathers news. But also expect a partnership — one that reaches from one edge of the campus to the other, attempting to use all resources possible. The Pulse has a reputation to uphold; the launch party simply represents the beginning. 

Take the GRE ASAP


Rachel Vandernick

Many schools require the GRE, or Graduate Record Exam, for entrance into their programs. Think of it like a glorified SAT, with math, critical thinking, reading and writing sections. This is exactly why NOW, and not in a

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few years, may be the right time to take the exam. Many students reason their way out of taking the GRE while still in school, or immediately after graduation, but find it would have been beneficial to take it sooner. Do any of these sound like you?

- “Grad school is years away.”
Grad school might seem like it’s years away. But scores are valid for five years after the test date. Consider taking it now to save extra effort later.
- “I can just study then. I’m really busy now.”
Many students fall into this trap, as though life will somehow slow down enough to study for a big exam as much as they would like. In reality, it’s better to take it now. It’s the “use it or lose it” mentality. If higher level math skills are not used on a semi-regular basis, they diminish. Taking the math portion of the exam could prove difficult if you haven’t had math in five years.
- “My graduate school might not even require the test.”
While it’s true that not every school requires the GRE for admittance, over 90 schools in Pennsylvania alone require the exam. Is there a chance that you’ll go to Penn, Drexel, Penn State, Villanova or Temple? Take the exam, because you’re not getting in without it, or without a decent score.

Many online resources offer sample questions and test prep. Stop by the Career Center, located in Eisenhower Commons, to take advantage of the resources they offer. Or, visit their online site at <http://www.messiah.edu/offices/career/students/>. Considering grad school at all? Then take the GRE ASAP. To find more information about the GRE or to register, visit <http://www.ets.org/gre>. 

Metamorphosis

Mitch McClure

Last fall, film/digital media student Sammi Melville ’11 began producing her short film, *Metamorphosis*, shooting throughout the rest of the fall and winter. Melville wrote, directed, and edited the film herself. Although the rough cut of *Metamorphosis* debuted last spring at the Department’s senior showcase film festival in Parmer Cinema, the finishing touches on visual effects are not yet complete. According to Melville, “It’s gotten a lot more difficult to do so now that the director and visual effects guy (Will Rowe ’11) are halfway across the country. So it’s slow-moving, but hopefully soon I’ll have a finished product.”

Melville plans on entering *Metamorphosis* in as many film festivals as possible upon its completion. She loves the

cast and crew that she found to work on *Metamorphosis*, calling them a “near perfect group of people” and noting that she would choose the same people if she had the chance to do it all over again. However, Melville mentions that she would revise some of the positions that she appointed in the crew.



Sammi Melville ’11, 2nd from right on front row, and her cast/crew on the set of *Metamorphosis*

One luxury Melville wishes she had during *Metamorphosis* shooting was rehearsal time. She notes that for shoe-string budget projects like this one, rehearsal time is scarce but crucial for ensuring a smooth production day.

All in all, Melville has a positive view on the project, and holds hopeful expectations for the final cut. “So far, I’m very pleased with it,” she says. “I’m excited to see a final product.”



Lambda Pi Honors New Members

Rachel Vandernick

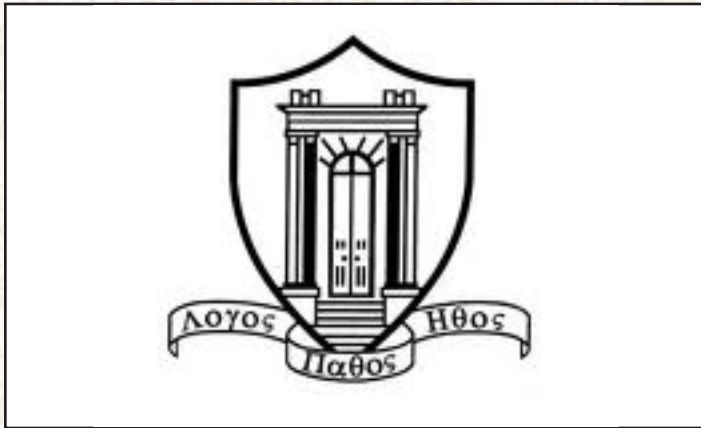
“Lambda Pi Eta is an honor society developed and sponsored by the National Communication Association,” says Professor Mary Holloway, LPE advisor. By joining LPE, students gain access to a variety of resources such as speakers and special events. The organization takes its name from Aristotle’s three tenants of rhetoric: logos, pathos and ethos.




New members of Lambda Pi Eta

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National requirements state that for induction, a student must have a 3.25 GPA and have completed 12 credit hours of communication classes. The Messiah chapter, Zeta Psi, requires that students have a 3.4 GPA. "Being inducted to our chapter is particularly meaningful," says Holloway.



This year, Caroline Hoffman, Sarah Fleischman, June Lathrop, Jenna Liew and Emily Mohler joined the ranks of LPE members. Members may be invited to special events or learning opportunities. "Lambda Pi Eta makes a great line on one's resume and has been known to open doors for graduate school," says Holloway. Similar to other professional organizations, LPE also provides networking opportunities among members when job hunting.

Students in LPE demonstrate academic excellence. We congratulate the new inductees and look forward to their next achievements and contributions to communication. 

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

Marine Corps.

Description: The Marine Corps Intelligence Student Employment Program is looking for students that have

initiative, integrity, flexibility and interests in writing threat estimates, generating weapons studies, assessing foreign cultures, and conducting geospatial analysis. Students in information technology, business administration/management and communications are being sought.

Deadline for application is November 4, 2011.

Go to: http://www.marines.mil/unit/hqmc/intelligence/Pages/stu_empl.aspx

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;

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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.

Pennsylvania Municipal Authorities Association (PMAA)

Description: Assist in the development of special feature articles and graphics for PMAA magazine; assist in development of conference program and materials.

Office of the First Lady, Pennsylvania Governor's Office

Description: Screen phone calls; prepare and maintain file

system for office event and press materials (PSAs, editorials, media releases, press releases); write formal correspondence (as needed) on behalf of Judge Rendell; handle all official greetings (preparation, contact and mailings); assist in the drafting of briefings for the First Lady's public events; represent Office of the First Lady at official functions held at the Governor's Residence.

Pennsylvania Partners

Description: Participate in event planning for various seminars and conferences; create a social media presence for the organization; help to market and advertise the organization to its various constituents; assist with event coordination for training, meetings and conferences; prepare materials for mailings and events; manage registration for events.

Suasion, LLC

Description: Aid in executing marketing and communication tactics

Partnership of Packer, Oesterling & Smith (PPO&S)

Description: Assist with event planning, press releases and developing media lists; work with local media on stories and assist with client PR recap reports; may also assist with other projects such as research for proposals and presentations; general office duties.

CURE International

Description: Non-profit organization. See Internship center for details.

The Best Companies Group

Description: On the job training that includes all aspects of the business; assist with promoting our Best Places to Work programs.

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:

- MCPC Reflection: Dan Hoppes
- PR Campaign 2011
- Alumni Spotlight
- Follow-up on Kuppakes for Kris

