

# Commraderie



## Facebook Envisions a Connected World

Sarah Goldy-Brown

On Feb. 4, 2014, the online world said “Happy 10th Birthday” to its dear friend, Facebook. Initially, Mark Zuckerberg founded Facebook as a way to connect U.S. college students, but it has far transcended that purpose. Since its start, Facebook has connected more than 1.23 billion users who have uploaded more than 250 billion photos, created 54.2 million Facebook pages, and publicized an average of 130 friendships each. Looking towards the next 10 years, Zuckerberg envisions a world where all 7 billion people can connect on one common platform—the Internet.

Facebook’s CEO wants his company to increase its reach and ultimately, to captivate a world audience. However, Zuckerberg wrote in his post, *Is Connectivity a Human Right*, that something huge would need to happen before Facebook could fully expand. “As we

started thinking about connecting the next 5 billion, we realized something important: the vast majority of people in the world don’t have access to the internet,” wrote Zuckerberg.

As a solution, in August 2013, Zuckerberg announced his new campaign, internet.org, which calls for a “global partnership between technology leaders, nonprofits, local communities and experts who are working together to bring the internet to the two thirds of the world’s population that doesn’t have it” (Internet.org). The internet drastically influences how individuals receive, understand, and disseminate information and it provides a platform, through social media, for people to connect with friends and family. By collaborating with communications and telecommunications organizations like Samsung, Ericsson, and Qualcomm, Facebook sees the project as feasible.

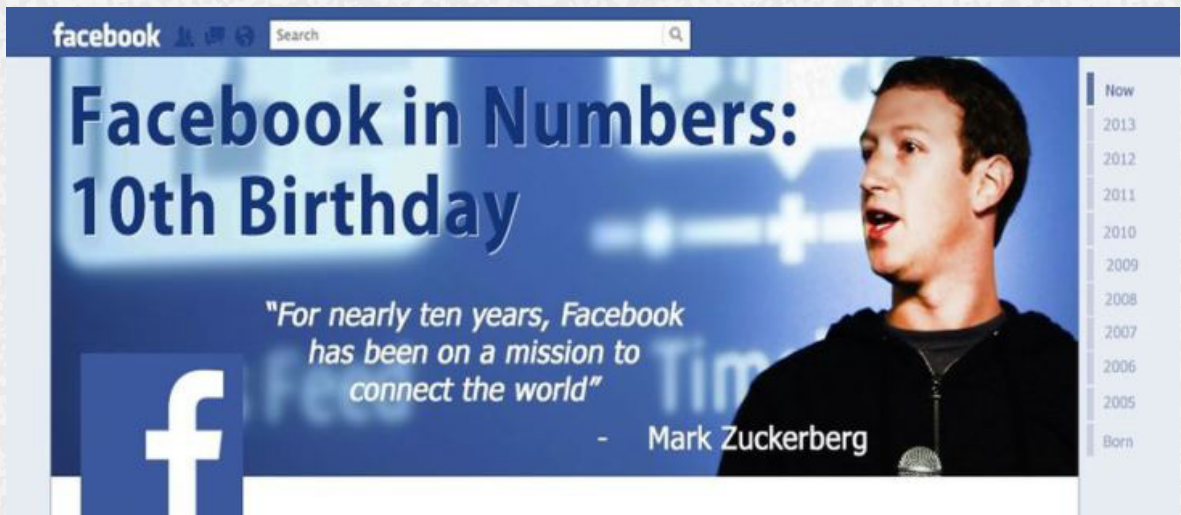
During an interview with *Wired Magazine*, Zuckerberg explained the driving force beyond internet.org: giving people everywhere the ability to connect with everyone. In America, we spend an average of 23 hours using online

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### In This Issue...

Facebook	1
James Knightly	2
PHSSL at Messiah	3
Philly Update	3
Caroline Hoffman	4
Study Abroad	6



devices each week to keep up with friends, check the weather, or watch Netflix. In many areas of the world, people have the same devices, but they cannot get online. Either they do not have the ability to access the internet or they cannot afford access. Therefore, they do not receive up-to-date news, health care information, or a way to connect with the rest of the world that current internet users often take for granted.

Internet.org's plan calls for development in three specific areas: making internet access affordable, using less data, and helping businesses drive access. The teams expects the project's details to evolve overtime as new resources and technology become available and new partners join in with the consortium. If the plan succeeds, the world will find itself connected together with the ability to communicate in a way never before possible.

Zuckerberg understands the challenge ahead, but refuses defeat, "I believe connectivity is a human right, and that if we work together we can make it a reality." In ten more years, perhaps the entire world will wish Facebook a "Happy Birthday." 

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## Alum Keeps Filmmaking Dream Alive

Sarah Goldy-Brown

"When I was around 10 years old, I checked out *The Sting* (1973) from the library. My life has never been the same," says James Knightly ('09). *The Sting* opened his eyes to the enjoyment of watching movies but, Knightly says, "It wasn't until my senior year in high school—when I started making skate videos with friends—that I fell for being behind the camera."

Knightly graduated from Messiah as a communication major with a film concentration in 2009. Knowing he wanted to pursue film, he had looked for a Christian college that would allow his faith to grow and one with a strong film program. Due to the opportunity to go to Messiah's Philadelphia Campus, he only applied to Messiah. While at Messiah, he spent time skateboarding around campus, working at the library, making movies with friends, and studying in Philly. "Living at the Philly Campus (R.I.P.) was one of most pivotal experiences in my

college years. Spending time in a major city, building deep friendships on a smaller campus, and being able to take film classes at Temple was an irreplaceable part of my education," says Knightly.

Following graduation, Knightly moved back to Philadelphia to start building the connections he needed to get his foot in the film industry door. After spending 8 months working at a documentary studio for \$5 an hour, his boss informed him that he no longer had any money left. Left with bills to pay, he considered becoming a dog trainer at Petco or starting his own company. "I didn't want a 9-5, so I started [James Knightly Films](#)."

James Knightly Films primarily creates wedding films, but Knightly also offers cinematography and editing services. He shot his first wedding in 2011 and loved it. "Working on my feet, capturing real moments between people, and feeling the energy all around me are the things I love about this job," he says. "I thrive on blending into the background and stealthily grabbing my shot." Currently, the company is also finishing a promo video for UrbanPromise International, starting an editing job for Johnson & Johnson and beginning preproduction on a music video. Knightly's favorite type of projects involve narrative film, "Harnessing the emotional power of lighting, lens selection, camera movement, and composition is what excites me about being a filmmaker."


As a filmmaker, his proudest moment arrived when he found out that [Paper Turtle](#) (2010) won awards at film festivals. The short drama depicts the growing



Continued on [Page 3](#)

friendship between a dying boy and a ghost that only he can see. Knightly worked on the film with Messiah alumni Jonathan Stutzman and Christian Imbesi, and it received the Best Short at the Columbia River George International Film Festival (2010) and the Rising Star Award at the Canada International Film Festival (2011).

For aspiring filmmakers, Knightly has one piece of advice. “Work hard. Don’t assume that your classes are going to prepare you for life post-college. I put in a lot of time studying on my own outside of classes. It’s about self-directed learning I guess—that’s a habit that continues in my life now.”


James Knightly still resides in Germantown, Philadelphia, with his wife, Laura, and hopes to continue to learn, make movies, and pay the bills. 

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## Messiah Hosts Pennsylvania High School Speech League

Emily Carter



*Director Kathy Gingerich of the Pennsylvania High School Speech League presented the trophies at the annual debate tournament held at Messiah earlier this month. Each year, the Center for Public Humanities partners with PHSSL to host two, district-level speech and debate tournaments for around 100 high school students. Professor Mary Holloway, liaison and advocate for PHSSL, expressed, “Serving PHSSL at Messiah has been a great privilege for me since I competed in similar events for a number of years in college and I personally benefitted from each tournament I entered. This is one way I give back to an activity that blessed me both personally and professionally.”* 

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## A Philly Transition Update

February 21, 2014

Dear COMMunity students, alumni, and friends,

As I write this transition update, we have just received about a foot of snow in Grantham! But this extended, cold winter can’t dampen our spirits, as the Department of Communication has received several exciting pieces of news in the past few weeks.

• **Curriculum Update:** We are pleased to announce that all of our curriculum changes have passed the appropriate College committees. Our biggest change is that our Broadcasting major will be renamed Media, Culture and Technology to better reflect the trends in the profession. In addition, the current Broadcasting major concentrations will be replaced with these two new concentrations:

- o Media Production
- o Media Management and Research

As previously mentioned, the Department is also adding a number of courses to replace the upper-level production courses students previously took through Temple University at Messiah’s Philly Campus. The following new or significantly revised courses will be added to our cycle of offerings during the next two years:

- o Communication Design
- o Media Law and Ethics
- o Alternative Approaches to Journalism
- o Topics in Media Production (Television is slated for Spring 2015)
- o Topics in Journalistic Writing
- o Media Management
- o Basic Video and Editing Techniques
- o Fundraising
- o Film and HD Production I
- o Film and HD Production II
- o Topics in Film Production (Sound is slated for Spring 2015)
- o Junior/Senior Film Projects

The Department will continue offering minors in Communication, Journalism, and Media, Culture and Technology (formerly Broadcasting), and will add a minor in Public Relations. Curriculum lists on the Department website major pages should be updated

Continued on [Page 4](#)

within the next few weeks.

•**Faculty:** After two arduous searches, the Department is pleased to announce that we have two new faculty joining us next fall! Dr. David Dixon (a Messiah alum currently teaching at Malone in Ohio) will be our new associate professor in the journalism/media, culture and technology areas. Professor Krista Imbesi (a Messiah alumna who has taught at Messiah during the past two years) will be our new lecturer in film production. We are blessed to have these talented faculty members coming on board, and each is excited to help us usher in our new courses and departmental changes.

•**Facilities and Equipment:** Progress continues on plans for our facilities renovations. We can now announce that the new production studio will be located a large portion of Hostetter Chapel's lower level. A description of the various sections of the renovations may be found in the December 19, 2013, [transition update](#). The blueprint photo included here depicts the large studio space with a simulated newsroom (including semi-permanent newsdesk) at one end and an endless floor, corner green screen at

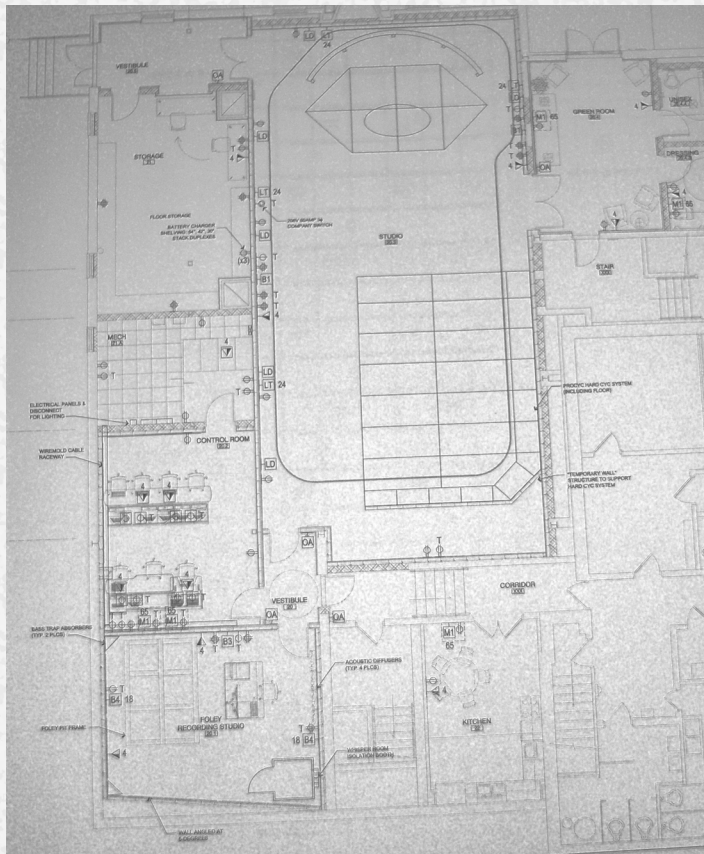
the other. To the left are the large storage/checkout area, a fully-equipped control room, and the foley sound studio. To the right is the green room for on-air talent preparation. Some electrical and HVAC work has already begun, with full renovations starting immediately following commencement this spring. We are still on schedule for completion in January 2015, and appreciate prayers for a smooth and efficient construction process.

We continue to make small but necessary equipment purchases and upgrades throughout this spring, and will make increased and larger purchases throughout the summer and fall to ensure that everything is ready for our Spring 2015 courses. Additional equipment purchases will occur throughout the next several years. It's a very exciting time for the department!

As always, please don't hesitate to contact me [nmccown@messiah.edu](mailto:nmccown@messiah.edu) with any questions you may have regarding the Philly transition. We'll continue to keep you updated with future announcements.

Blessings,

Dr. Nance McCown  
Chair, Department of Communication 



*Tentative blueprints for the Department of Communication's new production facilities, located in Hostetter Chapel's lower level.*

## Comm Alum Finds Her Groove in the Big Apple

Emily Carter

After just three years of college courses, Caroline Hoffman graduated from Messiah in 2012 with a B.A. in communication (public relations concentration) and a minor in business administration. Since then, she has traded the relatively quiet streets of Grantham for the hustle and bustle of life in New York City, where she works as an account executive in the health division at Edelman, the world's largest public relations firm.

"I really enjoy helping our clients identify, prepare and get ahead of potential issues. Every day presents a new challenge, which is why I love working in an agency," Caroline explained. After arriving at work each morning, she typically checks her email

Continued on [Page 5](#)

for urgent client requests and scans media alerts for relevant brand, competitor and disease-state news. She devotes the remainder of her time to client work, which includes preparing for medical meetings, drafting Q&As, developing social media posts, and preparing for an upcoming potential FDA approval.

Prior to taking her current job with Edelman, Caroline completed internships with several organizations, including Hunterdon Art Museum, Red Mill Museum Village, and Hunterdon County YMCA. She also completed an internship with HealthStar, which landed her a full time job as an account coordinator for the company. Shortly thereafter, she earned a promotion to assistant account executive, and two months after her promotion, she was recruited, via LinkedIn, for her current position. She recalls, “I was pretty nervous about making the switch from internships at non-profits to a company with corporate accounts, but I was pleasantly surprised when I felt I could still make a difference. Since HealthStar is a small company, I took advantage of the opportunity to get hands-on experience and developed critical skills, which really helped when I made the switch to Edelman, a much larger agency.”

She admits that transitioning from a small office to her current role was a bit challenging. “It was a huge change and I’m definitely still adjusting to working on a floor with 100+ people and not knowing everyone. That being said, the large office has so many more resources and opportunities. It was a wonderful and exciting change.”

When asked why she chose to pursue a career in the communication field, Caroline replied, “Honestly, I walked into the communication world by accident. I had my first internship before I was even a communication major and spent about a year and a half bouncing between majors.” However, she came to love the field after taking her first communication theory class.


Caroline explained how Messiah has prepared her for her current career, “I think one of the most important things I learned at Messiah was how to take advantage of the opportunities in front of me.” While she has developed most of her technical skills on the job, she feels that the theory background in both the communication and PR classes has given her a solid foundation.



At Messiah, Caroline participated in a wide variety of activities and organizations. In addition to working at the Agape Center and Collaboratory, she was part of the marketing team for Colleges Against Cancer, and she volunteered at Messiah Village (now Messiah Lifeways). Caroline also played a role in launching the Pulse, working for the organization during its first two semesters. Despite her active schedule, she still made time for rec flag football and ultimate frisbee.

She described her favorite college memory, “We got about 3 feet of snow all at once and classes were cancelled for two days. It seems that we did nothing but have snowball fights, sled and play in the snow for two days—we even went sledding at 4 a.m. It was the spontaneity of it all. When you receive a phone call at 3:30 saying ‘grab your gear, we’re going sledding,’ that seems to be the essence of college.”

Caroline encourages students to take advantage of every opportunity and not to be afraid of failure. “When you fail, and you will, this is where you learn and grow the most.” She also stresses that every experience is a stepping stone that will help them prepare for future careers.

In her spare time, Caroline enjoys hiking and kayaking, and she recently had the opportunity to hike and kayak in New Zealand while visiting her younger sister. She also summited Mt. Washington last fall with her dad, which she described as one of the most difficult things she’s ever accomplished. When she’s not enjoying the outdoors, she might be in the kitchen cooking or baking. 

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## The First Month

Heather Quirk

I've been told that study abroad is one of the best experiences of your life. In fact, before I left I would have been disappointed to hear that spending a semester in a different country was anything other than glamorous and unforgettable.

I'm sure if you ask me in two months, or maybe even two weeks, I will be having similar feelings. Right now however, I can tell you that as exciting as it all is, it might not be all you expect at first.

No matter how much you've traveled or how much you can't wait to get away for a semester, I can almost guarantee you that you'll miss home. And that homesickness comes in like a wrecking ball (thanks, Miley). I miss hugging my family, eating Panera, and American Netflix.

The thing is, you get here and it's a whirlwind and for a week or two you're in tourist mode. Then you realize that this is actually your new life and you had better get used to it. Those random people you just met—they're all you have. That strange tasting

Greek yogurt—that's your new Chobani. Leaving your apartment an hour before school starts—welcome to life where the 11-minute commute to Climenhega isn't the total worst.

It's scary. It's scary and overwhelming and hard. And you feel insane because you're in this beautiful, new world, blessed beyond belief, and all you can do is think about how you'd give anything to wander around Target with your mom.

But the good news is, you're not crazy, and it gets better. I'm not saying you won't still have a hard day once in a while or die just a little inside when you can't watch the American Super Bowl commercials. I am saying that you're in for a wild ride and that you'll come out stronger. You'll figure out a lot about yourself and it'll push you to depend wholly on Jesus for comfort when it's 3 a.m. and you can't sleep and all your other best friends are halfway across the world.

The fact is, no matter how hopeless you might feel, you're in a world of opportunity that you probably will never get again. And eventually, that will begin to mean something to you. You'll see how much your mind has grown and how big your view of the world gets when you step outside the bubble. You'll actually make great friends and see some pretty incredible things. The first month can be hard, and honestly, I'm still struggling to find my place. But I know I'm here for a reason—and it's not just to drink lots of tea (I'm practically becoming a tea bag). Every minute isn't perfect, but it's worth it. 🇬🇧



*Junior public relations major Heather Quirk '15, second from left, visits Buckingham Palace during her study abroad semester with the London Internship Program.*