



MLK Service Day: Tell Your Story

Katie Johnston

On Monday, Jan. 17, Messiah College participated in the greater Harrisburg MLK Day of Service. Students, faculty, and staff volunteered as they celebrated Dr. Martin Luther King Jr.'s life and legacy. Under the Agapé Center's direction, several Communication Department film students — Rebecca Rinker, David Glick, Max Sacra, and Justine Robillard — used their gifts to help high school students in Harrisburg "tell their story."

Senior Rebecca Rinker worked with the Harrisburg Science and Technology High School's students, helping them create news stories showing the service projects that day. By allowing the teens to do the project themselves, Rebecca says she and the other film students hoped "...to help them understand that they each have a voice that matters, and that they can create something meaningful." Dr. Martin Luther King Jr.'s legacy continues through these service projects.

With the film students' direction and encouragement, the high school students pushed their nervousness aside and became reporters, videographers, sound recordists, slate persons, and photographers. Soon, they confidently approached interviewees and shot like professionals. Rebecca notes, "They even interviewed the mayor of Harrisburg — I think they felt like 'gee, WITF-FM radio station and the 'real' news stations just interviewed her — we're just high school kids!'"



After the shooting, the film students explained the technical aspects of editing, and emphasized what story to tell through the footage; but they let the high school students do the filming and editing themselves. "It's amazing to see what kids can do when you give them a little bit of equipment and some training," Rebecca added.

The film students used their skills toward helping teens, but also put their faith into action. Rebecca explains, "As a Christian, my perspective was that I know each of these teenagers matter, and that they can learn and show others the important stories in their lives."

Martin Luther King Jr.'s story held great importance to all the students Rebecca met. WITF interviewed the high school students, asking what Dr. Martin Luther King Jr. meant to them. Rebecca says, "Hearing how the message of Dr. King touched each of them...was inspiring. They REALLY understood what he meant about service and...about people being equal." A high school student doing an interview asked an 8 year-old girl, "What does Martin Luther King day mean to you?" The little girl hesitated and said, "Um. Love."

Messiah College's Department of Communication film students' service on MLK day gave



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Harrisburg's students amazing opportunities, emphasized "telling your story," and celebrated Martin Luther King Jr.'s heroic, inspirational life. 🇺🇸

The Untouchable Culture of Journalism

Nick Hemming

From John Hershey's masterpiece "Hiroshima" to Rachel Carson's social critique "Silent Spring," journalists have shaped public perception from the early days of movable type. To the writers themselves, "journalism is the first rough draft of history." But in today's high-speed society, impassioned reporting has become an afterthought, merely a vintage rendition of online blogs. Newspapers are simply too slow, magazines are too outdated, and television lacks the social presence of today's trimmed-down alternative. Our cultural transformation must make us wonder: Has journalism lost its once prominent presence? Or has it simply changed for the better?

With all of Hershey's Pulitzer Prize-winning prestige, justifying blogs as a legitimate brand of journalism seems nonsensical. Suddenly, members of every trade and every occupation hold the once coveted gift of writing, publishing half-thought-out articles from occasionally stimulating topics. "I'm a blogger," they say, not to be confused with the formerly prestigious phrase "I'm a journalist."

So what truly distinguishes a blogger from a journalist? The difference represents a large area of grey, as journal-

ists often write blogs endorsed by major publications; the principal disconnect occurs when untrained writers attempt to publish amateur content. Because blogs provide accessibility to anybody on any computer, bloggers often develop a small-scale following, allowing comments and other feedback to further their reputation. The process seems harmless. Reality tells us otherwise.

The growing popularity of these publications has threatened authentic reporting, as the immediacy of blogs seems to better appeal to our fast-paced society. Readers want to count on daily updates; journalists want to publish masterful, well-researched, objective writing. Today, writers find themselves somewhere in the middle of speed and quality, distributing articles that supposedly achieve both qualifications.

The possibility of satisfying the roots of the craft and the demands of the present seems nearly impossible. Web-based journalism — regardless of the origin — has taken a reputation hit in recent years, mostly due to poor fact-checking and unqualified reporting. In a classic case of "out with the old and in with the new," the internet has clouded the once lucid gap between true journalism and subjective public opinion. Perhaps the now outdated expertise of Hershey and Carson will return to prominence; perhaps the lost art of unfolding feeble, grey pages to find clever, accurate reporting will once again fascinate the American public. Until then, we must live with the blog effect, searching for a glimpse of the past in the process. 🇺🇸



Public Relations Students Enter the "Real World"

Katie Johnston

The spring semester holds exciting opportunities for senior Rose Campbell and sophomore Blair Jewell who will complete public relations internships. As part of the major's curricular requirements, internships allow students to apply classroom learning to "real world" contexts while honing skills and building resumes and portfolios.

Rose's internship with the Harrisburg Symphony Orchestra began Jan. 9. Using her public relations skills through marketing research, competitive analysis, concert experience, press clipping books, and promotional work, she greatly values the Harrisburg Symphony Orchestra's goal to share beautiful music and enrich cultural life.

On Jan. 14, Rose worked at the Enchanting Escape Concert, where she put up posters, took photographs, organized tickets, and sold the artists' merchandise. Currently, Rose conducts competitive analysis, where she evaluates competing symphonies' websites, and decides the positive and negative aspects of the Harrisburg Symphony's website accordingly.



Rose's time at the Tennessee Contemporary Music Center last spring and hands-on experience in Messiah's PR Campaign course prepared her well. She notes, "I'm graduating this spring, so I think that this [internship] will become a great capstone experience to really help me incorporate everything I have learned over the past three and a

half years and actually apply this information to real life situations."



Sophomore Blair Jewell hopes to do the same. Several Penn State Football students founded Uplifting Athletes as a non-profit organization that aligns college football with rare diseases to promote national awareness, and fundraise. At her internship there, Blair will use the event-planning skills she developed in PRSSA and her class-taught public relations skills to help plan the organization's 5-year anniversary party, the Gridiron Gala.

Although her internship did not officially start until Spring Semester on January 30, Blair already completed some preliminary work over J-Term. She says, "Right now I'm just going on a primary "getting to know the company" basis... So far, I love it. I am going to get a lot of hands on experience!"

Classroom learning meets real application through internships. It's a win-win situation for both our Communication Department students and the organizations they serve. 📧

Social Media Fosters Community

Katie Johnston

Organizations use social media to improve communication and build two-way symmetrical relationships with their publics, and Messiah College is no different. In the last two years, the Office of Marketing and

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Public Relations created an institutional Facebook page and Twitter account used largely to reach prospective students. Assistant Public Relations Director Beth Lorrow, says, "Prospective students and their parents expect the College to have a helpful Facebook presence...I'm certain we have improved our image and gone a long way towards reflecting the type of Christian community we are."

Like the overall institution, most of Messiah's academic departments maintain Facebook pages as well. The Department of Communication Facebook page represents a well-maintained online community, showcasing various departmental highlights and providing opportunities for feedback and interaction. Dr. Nance McCown says, "We welcome anyone to share, post, and respond, and have a commitment to following up whenever someone does." The department uses its page to maintain, improve, and build relationships.

Although social media can help build relationships between organizations and their publics, having a Facebook page presents some risk. Organizations cannot control what publics post or comment, and deleting comments does not promote relationships or create community.

[The Department of Communication Facebook](#) page recently saw that risk become a reality when an alumnus

used a mild alcohol reference while commenting. After removing the post because it clashed with College policy, the Department contacted the alumnus privately to explain why. McCown says, "Everything was handled amicably, taking care to preserve the relationship. In fact, the alum is likely to serve as a resource for some of our students and courses as a result of the discussion." McCown adds that negative posts have been few and far between on the Department's Facebook page, and that nearly all posts have been useful for information and opportunity sharing or for fostering discussion and relationship building.

The Department of Communication hopes to continue using Facebook and other social media tools to bring together current students, alumni, and friends and create a stronger bond of community. 📱

The Pulse Pushes Onward

Nick Hemming

Since the organization's unveiling in the fall of 2011, The Pulse has engaged the Messiah community with reputable information. But to measure the team's success,



The Pulse Staff 2011-2012

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student director Morgan Lee says one must look beyond the numbers and hard statistics; The Pulse succeeds through partnerships, a theme that has carried consistently throughout the outlet's five month lifespan.

Now in its second semester, the Pulse has begun stretching beyond its once narrow walls. Collaboration with Messiah Athletics remains on the horizon, a joint effort to avoid overlap and competition for news. At the same time, Lee envisions a partnership with the Agape Center, which expects to hire a social media and web director who will work with The Pulse on a weekly basis. The team's strong reputation, 700 Facebook page likes, and growing social media traffic present undeniable measurements of growth; the team has simply chosen to focus on building viable connections.

On an internal level, Lee quickly uncovered several opportunities for maturity in the team's second semester. "We want to develop a sustainable structure that can be passed down," she notes. With this strategy will come unavoidable turnover, as several key members — including Lee — will graduate before entering into a second year with The Pulse. For now, the team continues to focus on producing a long lasting effort, one that will extend far beyond year one. 📺

Feedback? Criticism? The Pulse encourages you to respond. Visit The [Pulse Facebook](#) page to provide comments and reactions to the team's first semester.

Alumni Profile: Karl Dinkler

Nick Hemming

For Karl Dinkler '06, a degree from Messiah College represents more than a quality education, relationships with personable professors, and a God-focused pursuit of communication; it signifies an institution that preaches confidence, character and leadership, a three-pronged approach to career preparation. "Messiah was a little bit like 'God's West Point,'" responds Dinkler. "It provided me with four years of training for a lifetime of service."

Now a Creative Director for the Tavistock Group, a privately held investment company, Dinkler and his wife Nicole (Lane) '07 "live, work and play" in Orlando, Fla. The inspired graduate uses design and visual communication to shape "the vision and business strat-




egy of the Group's portfolio." Dinkler also leads a small team of designers that have produced award-winning client materials. "Working for such an innovative and global company has added great depth to my portfolio as well as knowledge of the design process in real-world applications," replies Dinkler. Other primary responsibilities include execution and presentation of branding, design of concepts, and management of the creative team.

With extensive experience in the visual arts, Dinkler's career represents the comprehensive nature of a communication degree. The public relations and advertising graduate took several graphic arts and visual communication courses, a move that ultimately captured his interest — and his career. "New trends in design are showing that the environment of visual communication is becoming more and more diverse," he notes. "There is greater need for designers to draw upon experiences and knowledge from broader disciplines in order to solve problems." With expertise in a variety of public relations-based functions, Dinkler has developed a deepened appreciation for both the design and the communication process. His foundation—rooted deeply in the public relations major—has enabled him to apply transferable skills for greater marketability.


Now working toward his M.F.A. in graphic design from Savannah College of Art and Design, Dinkler hopes to return to his roots and teach at the collegiate level. He's

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in no rush to get there: “My greatest accomplishment is landing a job that I love to wake up and go to everyday,” Dinkler says. Equipped with the breadth and depth of his communication degree – and a diversity of gifts discovered in the educational process – Dinkler continues to savor his career in the field. “I am grateful for finding my purpose and learning confidence, character and leadership.” 



Comm Prof Wins Film Award

Congratulations to film professor Reid Perkins-Buzo, screenwriting and editing supervisor for the documentary film, “Man of the People — Dr. Hector P. Garcia,” which won an Honorable Mention from the 2012 Los Angeles Movie Awards! According to Perkins-Buzo, “Garcia, a physician, played a pivotal role in founding civil and human rights in the United States. Together with his friends, Dr. Martin Luther King Jr. and Cesar Chavez, his work broke early ground for civil rights, especially for Latinos/Hispanics. Presidents Lyndon B. Johnson, John F. Kennedy, and Ronald Reagan valued working with Garcia, and he was awarded the Presidential Medal of Freedom. Garcia worked tirelessly to secure and defend the civil rights of Mexican-Americans, most of whom faced rampant discrimination and lived in dire poverty. Yet the public knows little about this man who dedicated his life to civil and human rights, assisting veterans, and helping the poor.” For more information on the film, contact Professor Perkins-Buzo at rperkinsbuzo@messiah.edu. 



What: “How to Handle Difficult Conversations”
When: Thursday, March 29, 7:00 - 8:30 p.m.
Where: Brubaker Auditorium
Bonus: Dessert Reception at Orchard Hill

Ever wonder how to approach somebody with a difficult topic such as politics or religion? If so, the Difficult Conversation Workshop is for you!

Come out and engage in:

- Short films
- Skits
- Interactive activities
- Hands on strategies and techniques
- Desserts with President Kim Phipps at Orchard Hill
- Alternate Chapel credit

All students and educators are welcome!

Internship Opportunities

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!

CURE International

Location: Lemoyne, Pa.

Description: CURE is a non-profit organization that operates hospitals and programs in 20 countries around the world where patients experience the life-changing message of God's love for them, regardless of their ability to pay. Students work as a part of the marketing team to write creative content, draft news releases, and more.

National Civil War Museum

Location: Harrisburg, Pa.

Description: Plan/prepare/execute museum events. Assist in developing marketing materials, production of newsletters and press releases and sponsorship activities. Develop contact databases and maintain e-mail distribution lists and web calendars.

PA Partners

Location: Camp Hill, Pa.

Description: Assist in planning, marketing, and administrative details for annual conference. Assist with advocacy and government relations projects.

PA Partners

Location: Camp Hill, Pa.

Description: Assist with event coordination for training, meetings, and conferences. Prepare materials for mailings and events. Manage registration for events.

Suasion, LLC

Location: Dillsburg, Pa.

Description: Aid in executing marketing and communication tactics while gaining real-world experience.

PA Partners

Location: Camp Hill, Pa.

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 mailing and events. Manage registration for events.

The Office of Alumni and Parent Relations

Location: On-Campus

Description: Hold committee meetings. Work with a committee to see that our office's responsibility in the Homecoming process is complete. Work along other offices to coordinate Homecoming's schedule. Market/Advertise Homecoming events. Work with parents and alumni to encourage their participation in Homecoming. Recruit volunteers.

Phoenix Contact

Location: Middletown, Pa.

Description: Year-round program. Phoenix is a leading manufacturer of electric connection and industrial automation technology. Students work with the communications team in the areas of web design, literature, and public relations.

Cancer Recovery Foundation

Location: Harrisburg, Pa.

Description: Provide support for the Children's programs. Assist with the social worker program. Contact the 250 Program hospitals. Effectively communicate our programs and services to the social workers and pediatric cancer departments. Assist with the Helping Hands financial program by communicating with social workers and families.



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