



Field Trip Gets Broadcast Students "Ready For Some Football"

Nick Hemming

In Grantham, Pa., a college town divided between Philadelphia and Pittsburgh supporters, football holds a prominent place among the student body. A broadcasting trip to NFL Films in January turned this passion into reality. "I knew that this trip could be an experience that fellow classmates may never be able to experience," explains Sarah Seneca, a sophomore broadcasting major. For Seneca and the rest of Dr. Ed Arke's Sports Broadcasting class (COMM 319), the opportunity offered valuable insight into the sports production world.

When Dr. Arke's class arrived at the Mount Laurel, N.J., studio — a journey that began at 4:15 a.m. — former NFL linebacker and current Detroit Lions' owner Matt Millen led the wide-eyed students onto the primary set for NFL Films production. Almost immediately, Seneca's classmates were able to view two tapings of "Playbook," an NFL Network show that features former Green Bay Packers tight end Sterling Sharpe, Super Bowl Champion coach Brian Billick, and "NFL on Fox" color commentator Brian Baldinger. The exclusive visit ended with a tour of the studio's facilities.

"The trip to NFL Films gave me a chance to see the preparation and work that goes into an individual show that we watch on TV," notes Joel Hoover, a sophomore broadcasting major. "I am looking to go into announcing



and...broadcasting work, so it was great to see four professionals in action as they did the show."

For Seneca and Hoover, two motivated sports enthusiasts, the trip provided a renewed perspective on sports production. With the professionals in front of them, they witnessed the true talent that lies behind the scenes. "This trip benefited my study of film because I was able to see and implement what I have learned in the classroom in a professional setting," added Seneca. "We were able to go beyond radio and interact with the television side of things."

Hoover experienced similar growth, though his moment arose during the morning session. During a short break, Sharpe and Baldinger held a brief conversation about the Green Bay Packers. Hoover —

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wearing his number 12 Aaron Rodgers jersey — chimed in, attempting to add to the conversation. Sharpe was impressed. With a laugh, the former all-pro tight end pulled Hoover up to the table and asked him to improvise a 30 second segment pertaining to Aaron Rodgers and his MVP season. “Although what I said was not actually filmed,” shares Hoover, “it was really awesome to get a chance to show the abilities I have as an announcer, and be able to blow away such well-known guys.”

What began as an early-morning adventure ended as a college-shaping experience for Seneca, Hoover, and their fellow classmates. “This is truly a trip of a lifetime,” adds Seneca. “If broadcasting is something that you are interested in, take notes because it doesn’t get any better than this.” 



Storytelling Promotes commUNITY in Harrisburg

Katie Johnston

Many service learning trips to Northern Ireland’s Lutheran Jr. High School gave Messiah College’s Agapé Center Director Chad Frey the idea to start an after-school program, Stories of Service, at the John Harris High School next September; the program’s preparation just began. Stories of Service will give Messiah College communication students the opportunity to help the inner city teenagers tell their service learning stories.

Paul Moorhead, the Lutheran School’s technology guru, inspired Frey to start this program. Moorhead made a studio where his students create and use math, science,



and history programs, write stories, take photographs, and shoot videos. Frey says, “Paul took an old classroom, and turned it into Wayne’s World...the vision was to engage kids in experiential learning, and use a studio as a way to do this.” Moorhead even sends BBC News their works, which often become broadcast around the world.

When Frey heard of this, he thought, “Why can’t we do that in Harrisburg to help kids tell their own stories of service in their community, to change some of the news?”

Instead of others telling stories about the teens, Stories of Service will give them necessary technology to share their experiences from their point of view. Frey adds, “The program will need communication students who understand the power of storytelling, want to harness that for social change...and help kids learn that through technology they are able to significantly change perspective, and contribute to things around the world!”

Stories of Service will involve communication students from every concentration to meet different needs within the program. Public relations students will help conduct public service announcements and other public relations initiatives to inform the public of the exciting service learning work that Harrisburg students and teachers participate in throughout their community. The teens will also need PR students’ help interviewing teachers, students, parents, and citizens in Harrisburg; writing Op-Eds for the Patriot News; and promoting their material after their stories are written and their movies shot.

Digital media and film students could mentor the teens participating in Stories of Service and give workshops, training sessions, and assistance with post-production. Short documentaries that show the Harrisburg students

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spreading the word about service learning could be produced with broadcasting students' help. Communication students could also teach the teens how to storyboard various service learning initiatives happening in the community.

Stories of Service will provide great opportunities for John Harris High School's students, but also for Messiah College communication students as they use their skills to assist teens in celebrating Martin Luther King Jr. day 365 days per year! 📺

Participation requires a screening process for adults, such as criminal backgrounds and child abuse clearances. For more information, contact Chad Frey at cfrey@messiah.edu.



Stepping into Discomfort: The Messiah College Philadelphia Campus

Nick Hemming

Tucked away in Southeast Philadelphia — along the northern strip of Broad Street — lies the Messiah College Philadelphia Campus, a home away from home for city-bound students. Living in this mecca of unique culture presents students with the opportunity to study at Temple University, a far cry from the country-esque surroundings of Grantham, Pa. This semester, eight communication students chose to pursue this urban-based education; their experiences tell the story of an unforgettable semester “abroad.”

For junior public relations student Emily Mohler '13, life in the city represents as much about personal growth as it does about professional growth. “By living in a house with 32 other people, you learn a lot about yourself,” she notes. “I have grown a ton in being available when people need me, not just living by my schedule.”


Mohler, a native of Lancaster, Pa., has made significant adjustments while studying in Philadelphia. Her new lifestyle has brought its share of learning experiences. “I am learning to be open-minded and be more comfortable outside of my comfort zone,” she continues. “There is so much to learn here — about race issues, about living in a small community, about standing up for your faith in a secular society, and about navigating a city.”

Although Mohler speaks fondly of her first month in the City of Brotherly Love, she isn't the only student who has grown from the experience. Junior broadcasting major Zach Specht '13 believes that Temple's resources provide a major advantage. “Engaging in a semester at Temple University [grants] me access to media technologies that are not typically available to Messiah students,” Specht notes. “Temple is a much larger institute; therefore their facilities are updated on a consistent basis, which allows me to gain practical experience within the industry.”

But for this communication student, the Philadelphia Campus embodies more than the academic world can provide. The true reward follows a familiar theme. “Living in a city truly gives me a different perspective of how everyday life is viewed,” he adds, “and it highlights how stepping outside of my comfort zone is undoubtedly beneficial.”

For the students who attend this urban getaway, benefit does not rely on internships, networking, or other professional developments; instead, it relies on embracing discomfort. By leaving their “comfort zone,” Mohler and Specht have discovered the true reward of a semester in Philadelphia — an understanding of life beyond Grantham. “For the students, it's a light-eyed, ‘what have I gotten myself into,’” says Meg Hoover, director of community life. “And then, there's a comfort that begins in a place that's nowhere like home.”

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On the northern strip of Broad Street lies a valuable opportunity for Messiah students. “I am a firm believer that everyone should step outside of their comfort zone once during their college career,” states Mohler, “and Philadelphia’s a perfect place to do it.” 

Working with Act One to Create Act Two

Katie Johnston

From Grantham’s sunflower fields to Los Angeles’s glamour, ’09 Messiah film grad Matt Mead continues using his film abilities in the entertainment industry.


Between 2010 and 2011 Mead studied at Act One, Los Angeles’s premier writing, producing, and entertainment executive training program for Christians working in the mainstream entertainment industry. Act One’s screenwriting and executive producing programs and



mentorships, helped Mead better understand his creative process, which he says “is way more important than just understanding story mechanics.”

Currently, Mead works on the leadership team for the Christian art network, Via Affirmativa. Via Affirmativa is a gospel movement among artists that helps the artists embrace Christian values, virtues, and visions of God’s kingdom in their artistic visions. The movement’s leaders hope to partner with Act One so that Act One can share its unique Christian perspective on Hollywood and storytelling with the Via Affirmativa movement.

With Act One’s help, Mead presented on behalf of Via Affirmativa at an arts conference last summer. He created a video entitled “What Makes Christian Films Bad,” where his friends from Hollywood were asked to describe Christian films negative attributes. One friend said that often in making a Christian film, “You’re not making a movie, you’re making propaganda.” Another stated: “Nobody likes a movie that’s so ‘preachy’ it’s manipulative, and Christian films are literally too preachy.” All agreed that Christian films “shouldn’t be agenda driven.” Act One and Via Affirmativa want these problems with Christian films and other forms of art diminished.

Mead says, “For Christians, our work is an expression of faith — difficulties in the entertainment industry are only as significant as our difficulties in discovering our identity in faith. Act One has helped me understand how important storytelling is in understanding myself... in the ongoing discovery of myself.” 

Starting a Chain Reaction

Katie Johnston

Adam Northam ’08 is changing the world one school at a time through his work with Rachel’s Challenge. Equipped with a communication degree and public relations concentration, Northam began his career at a news station, but struggled with the lifestyle and ethical issues of journalism. He soon quit his job with the news station. After posting a Facebook status about his difficult job search, a friend from high school suggested he look into Rachel’s Challenge.

The first time Northam watched the Rachel’s Challenge program, he experienced feelings and emotions he

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Project 29



had never felt before. He states, “I was really never the same after I saw it. I saw the power I had to inspire and empower. I saw it and decided it was just something I had to do.” Northam started as a seasonal presenter in 2007, and has been a full-time certified public presenter for 2 years. He uses his degree daily in communication as he interacts with students, hosts, and the media.

Northam feels blessed to work for this worthwhile organization. Darrell and Sandy Scott started Rachel’s Challenge, America’s largest school assembly and training program, after their daughter was killed in the 1999 Columbine shooting. This program initiates chain reactions of kindness and passion. The speakers present students with five challenges: eliminate prejudice and look for the best in people, set goals and never give up, choose positive influences, speak and act with compassion, and start a chain reaction of kindness. Northam states, “One of the biggest things we focus on is to stop taking words for granted... we can enact change simply by the way we talk to one another.”

Rachel’s Challenge acts to create permanent, positive culture change through their presentations and training programs. Northam says studies show that after a school experiences the program, disciplinary measures, suicide rates, drop out rates, and office referrals decrease.

Last year, Northam spoke to two million students in 1,600 schools. Everyone holds the power to enact change, and he loves the opportunity to give students the necessary tools. Each time the presentation is given, and the training program taught, Rachel’s Challenge creates an amazing chain reactions of kindness that will surely change the world. 



On Wednesday, February 29, the communication department called its students together for a Leap Year commUNITY event, Project 29. Project 29 encouraged students to complete an act of kindness, and inconspicuously snap a photograph of the kind act to share the difference they made. From encouraging post-it notes in the library to surprise hot beverages for Dr. Simcox, the acts of kindness all came straight from the heart.

To celebrate Project 29, on March 1 the communication students got together for a time of sharing and socializing, complete with delicious baked goods and meaningful conversations. To see more of the kind acts, check out <https://www.facebook.com/events/353391544692745/>.



The Contemporary Music Center

As two Messiah College Communication students spend a semester studying at the Contemporary Music Center in Nashville, Tenn., they share a little bit with Commraderie about some experiences.



More Than I Expected

Kelsey Peachey

The Contemporary Music Center has been more than I expected. I came in with some pretty high expectations since I have heard stories about the program from other Messiah students and alums. I couldn't have asked for a better semester. It was nice to start the program with a fellow Messiah student, Elizabeth Phillips, who is also my roommate.

I am in the Music Business program that CMC offers and I came in a little worried about it because I am majoring in Broadcasting and I have only taken one business course in my college career. I had no need to worry though; I was not the only person here without much music business knowledge. I have learned more about music and the industry here in the first few days than I would have ever learned at Main Campus.

My duties and responsibilities here are far beyond that of classroom requirements. I am the manager for three separate artists, while also being on a team of students who make a live show happen every week, as well as preparing a tour that will happen in late March or early April. I get to practically apply all of the things that I learn in class in a hands on way.

I have been incredibly blessed to have the experience to attend a Christian College and have the opportunity to study off campus at a place like the CMC as well as Temple. I have been able to meet amazing people who are doing the things that I hope to do after college. Meeting Vance Powell, the Grammy award-winning producer, has been one of my favorite experiences in Nashville so far. I can easily say that my life would not be the same if it wasn't for my semester in Nashville. Being a great communicator is so important in the music industry, networking with others, and being a people person or a "good hang" (as they call it in the music industry) has made me realize that I can achieve my dream of becoming a band manager.

Facing Challenges Every Day

Elizabeth Phillips

I've always thought the life of a pop star would be awesome. I love to perform through dancing and singing on stage and connect with my audience. I thought the life of an artist is pretty cool because they focus their whole day around music which is one of my strongest passions. When I heard about the Contemporary Music Center I was stoked because I thought here is my chance into the music industry. WRONG!! One of the first things I learned when I arrived here was that I am not here to become famous. I am here to learn how to write songs, to perform properly, to entertain, to record music, and to understand how to build up my image. If there is one thing I have learned so far




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through this experience, it is that the music industry is one of the most competitive industries to go after and if you really want to make it to the top you have to be willing to work, work, work, and work some more even when you are dead tired and it's 3 a.m. and you are still in the recording studio trying to make a hit song.

All this said, it probably sounds like I am having an awful experience. On the contrary, this has been one of the greatest experiences of my life and I have learned so much. What I love the most about this program is that it is challenging everyday and it pushes people to work outside their comfort zone constantly.

For example, I am in the artist track with singing as my only musical instrument. On the other hand, most of the other students in this track not only are amazing at vocals but they can play multiple instruments extremely well. I was really overwhelmed to say the least and didn't think I was adequate enough to be in the track. However, after I talked with some of the staff they told me that this was entirely possible with someone of my abilities to compete. Since that talk, I have had an amazing time creating two songs and collaborating with the other artists to great unique music.

I have discovered a lot of new things about myself here. I never realized just how much I enjoyed the musical beats of contemporary pop and I know that if I have a future in music this is the road I want to go down. This program is truly like no other and they are doing everything they can to prepare us for trying to get a job in the music industry. I hope to carry this knowledge with me after this semester is over and use their advice through my career if God has planned for me to be an artist. 

To learn more about the program and read blogs posted by CMC students including Elizabeth and Kelsey, go to the cmc blog at: http://cmcnashville.com/index.php?option=com_content&view=category&layout=blog&id=5&Itemid=19



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Get connected with Messiah College Department of Communication online. See what's new with social media practices, student projects, internship opportunities and much more!



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
- Dessert Reception with President Kim Phipps at Orchard Hill (for Communication Department Faculty and Students only)
- 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!

Summer and Fall 2012 Internships:

CURE International

Location: Lemoyne, Pa.

Description: Write creative content. Draft news releases. Work with the marketing team.

National Civil War Museum

Location: Harrisburg, Pa.

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

Cancer Recovery Foundation

Location: Harrisburg, Pa.

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

PA Partners

Location: Camp Hill, Pa.

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

WITE, Inc.

Location: Harrisburg, Pa.

Description: Write news copy read by anchors, help generate story ideas, identify sources, interview sources for stories.

Phoenix Contact

Location: Middletown, Pa.

Description: Work with the communications team in the areas of web design, literature, and public relations.

WTAE ABC 4

Location: Pittsburgh, Pa.

Description: Attend client pre-production meetings, help plan marketing events, accompany account executives on sales presentations.

Summer 2012 Internships:

Suasion, LLC

Location: Dillsburg, Pa.

Description: Aid in executing marketing and communication tactics, gain an understanding and appreciation for nonprofit services, help fulfill organization's social mission.

Bravo Group

Location: Harrisburg, Pa.

Description: Assist the Alliance Development and Communications team with developing press releases, media alerts, fact sheets and backgrounders on client issues, contact appropriate media on behalf of clients, develop research materials to meet client objectives, assist with special events and appropriate meetings, assist with general office work, offer support to special projects.

Radnor Recreation and Community Programming – Wil- lows Mansion Facility

Location: Wayne, Pa.

Description: Apply classroom knowledge in a local government facility, throughplanning for weddings, banquets, private parties, corporate meetings and other community events.

Tierney Communications

Location: Harrisburg, Pa.

Description: Conduct daily media monitoring, maintain various databases including media lists, research information for current clients and new business opportunities, utilize various computer programs, perform general administrative office duties, work as a part of a team in a professional atmosphere.

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Internship Opportunities

(continued)

Fall 2012 Internships

The Office of Alumni and Parent Relations

Location: Grantham, Pa.

Description: Hold committee meetings, work with a committee to complete Homecoming process, 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.