A Tribute to Danielle Forney - By Carla Briggs

Though many words have been used to describe Danielle Forney, a recurring one is “potential.” In crowds, Danielle’s small frame and reserved manner allowed her to blend into the background, but it was this impression that delivered the shock when you realized that Danielle was anything but ordinary. Between her academic successes, strong work ethic, uncanny ability to say just the right thing at the right time, tireless integration of faith and learning into her life, and sensitivity to the needs of others, this woman seemed destined for something big.

Sadly, her future plans were cut short by a tragic car accident in July. Many in the Messiah Community have been affected by her death, but if you didn’t know Danielle, please take this time to get to know her a little bit.

Professor Kathleen Quimby recalls the unique experience she had with Danielle, as one of the advisors for Danielle’s senior honors project. Not only did Danielle’s passion for helping the homeless show through in a way that inspired others, but for Professor Quimby and the other advisors, there was little work involved. Danielle was the one actively planning meetings, staying organized and on time, and even editing and re-editing her material after it had received approval.

In addition to her strong work ethic, Professor Kate Simcox saw in Danielle maturity of intellect and critical thinking skills that far exceeded an undergraduate level. It was not Danielle’s style to memorize and regurgitate information; instead, she carefully and systematically analyzed, applied, and lived out what she was learning, all the while defining and strengthening her personal beliefs. Recognizing that Danielle’s unique intelligence and wisdom would bring her success in future education, Simcox seriously discussed graduate school plans with her.

But while Danielle spent time thinking about and planning for the future, she kept her focus in the present. She demonstrated her passion for improving the lives of others by volunteering at the Silence of Mary Home in Harrisburg for years. Even in daily

Picking Your Poison - By Kerry Brown

Editor’s Note: This section is dedicated to exploring theories in communication and their practical applications. If you have a topic you would like to see discussed, please email the editors.

“It’s only because she’s pregnant!” shouts the infuriated addict to my right before shushing everyone to hear Heidi Klum’s inevitable “Next week on Project Runway…”

Remember the days when Bravo wasn’t cool? With the help of spicy graphics, hip bass beats, and celebrity spokespeople, Bravo only recently emerged from obscurity. The stark contrast between the Bravo of now and the Bravo of yesteryear is enough to make James Lipton’s head spin and proof enough that any premise can find a niche if it satisfies a need.

Blumler and Katz, revivalists of the Uses and Gratifications Theory, named this phenomenon back in the seventies, claiming that viewers choose media based on what they want to get out of it. According to the theory, the unprecedented success of TLC’s home makeover show Trading Spaces can be attributed to its fulfillment of the information need. Admit it—you’ve finished an episode inspired to buzz saw yourself a bookshelf or at least repaint the bathroom. That’s a practical need—you’re learning (gasp!).

Another reason we consume media is to confirm personal identity. While turning to TV for self-definition seems a tad pre-adolescent, watching Real World actually helps you make self comparisons: Would you have cheated on your significant other? Would you have befriended the transsexual housemate? By asking vicarious questions, you’re trying on new shoes, getting to know yourself.

The Osbornes - talk about pioneers. If ever there was a prime example of the integration/social interaction need, Ozzie and the gang are it. You might watch for kicks but, according to Katz and Blumler, you’re walking away with an insight into society.

And how would Blumler and Katz explain our fascination with watching B-list celebrities embarrass themselves on the dance floor? Entertainment. On Dancing with the Stars, not only do we get to see end-of-the-line actors fall on top of their partners, but also some pretty toe-tapping routines now and then.

So, the next time you catch yourself poised to throw a couch cushion at the TV, recognize that you’re only getting exactly what you ordered.

Continued on Page 2
“Bad human communication leaves us less room to grow.”
-Rowan Williams

**Resources:**
Ever wonder how real PR, political, and media professionals compile just the right guest list for every event and press conference? Do they memorize names and faces, pick up crumpled name tags at the after-party, amass giant rolodexes? Actually, the method is a little less romantic (and ridiculous). The online tool professionals rely on is Bacon’s MediaSource Research Module, “the premier communication management solution,” aka: the world’s Yellow Pages of media professionals. Mail address of Larry King’s producer? Fax number for Fox News? They’re all a search hit away. Lists can be compiled by criteria as specific as beat/title to as broad as organization name or type. A hint: if you plan to work with media, you may want to be familiar with the word “Bacon’s.”


**Opportunities**

**Contest**
Attention Junior/Senior Journalism, Broadcast, and Communication majors: Fox News Channel is holding a College Challenge submission contest. Create and enter a 3 to 3 ½-minute news piece and you could win a $10,000 scholarship in addition to a $10,000 grant for Messiah! The sign-up deadline is October 17, 2006. Interested? For details and sign-up information visit: www.foxnews.com/collegechallenge.

**Grant Opportunity**
Friends of Murray Library are sponsoring the 7th Annual Library Research Grant Awards. All first-year through senior Messiah students can receive up to $750 for the purpose of supporting academic research done at other libraries. Applications are available at www.messiah.edu/murraylibrary/grant.html. Deadline for application is November 1, 2006.

**Volunteer Opportunities**
Interested in using your communication powers for good? SIFE (Students in Free Enterprise) is an on-campus organization dedicated to bringing economic opportunity to Messiah’s neighboring communities. You can serve others and build your resume with outreach projects using leadership, development, teamwork, and presentations at regional and national competitions. All questions should be directed to SIFE President Janna Basile X 4725 or jb1407@messiah.edu.

Looking for a resume-builder? The Clarion needs student volunteers to help find sponsors for the advertisement section of the yearbook. Volunteer positions exist for those without interest in advertising as well. For more information, e-mail Gregory Snader at gs1167@messiah.edu.

**Work Study Opportunities**
The Career Center is seeking a work study student to work 10 hours/week throughout the academic year. Required skills include database management, Microsoft Access, Excel, and Word and self-starting and writing abilities. Primary duties consist of redesigning, maintaining, and updating the Career Network databases, assisting with student inquiries, e-mail writing and response, and marketing of the Alumni Career Network. Applications are available in the Career Center. For details, contact Mike Blount X 3907 or mblount@messiah.edu.

Messiah’s Dept. of Human Resources is looking for a marketing and event-planning intern to work 15 hours/week. Applicants must have an understanding of marketing/marketing design and event-planning, in addition to skill with Word, Excel and PowerPoint. Candidates must be detail-oriented, creative, time-efficient, and possess excellent written/verbal communication skills. The ability to maintain confidential information is essential. Submit resumes with cover letters to: hrmanres@messiah.edu. For details, contact Inger Blount X 3941 or iblount@messiah.edu.