Camp Seratoma is celebrating 50 years of service and Messiah College Communication students are helping them celebrate.

This semester, the PR Campaign students are working hard to promote Camp Seratoma, a division of The Arch of Dauphin and Lebanon Counties, an organization that provides services and support to the mentally challenged.

PR Campaign students are working to develop media and sponsorship kits, a 50th anniversary commemorative booklet, an anniversary logo, and planning the 50th anniversary celebration event held in June of 2008.

PR Campaign is a hands-on course for selected senior students in the Communication major with a concentration in Public Relations. Students in the PR Campaign class work as a team coached by Professor Nance McCown.

“Students gain real experience in conducting research (surveys, interviews, focus groups) and data analysis; working with a real life client to write proposals, plan within budgets, troubleshoot, and carry out portions of the campaign,” says McCown.

Students are proud to be able to take part in assisting organizations such as Camp Seratoma.

“People at The Arc and Camp Sertoma are truly counting on us...not only as students, but as Public Relations Professionals in Campaign and I’m thankful for the experience,” says Liz Long, a student of the campaign class.

Members of the PR Campaign course will be presenting the results of the campaign at the Humanities Symposium in February. Be sure to stop by to learn more about the experience that you can gain by taking the PR Campaign course.

Dr. Ed Arke, Chair of the Communication Department, is an invaluable resource for anyone interested in the radio and broadcasting industry. His experience in radio began during his college years at Shippensburg University where he worked at the campus radio station. He later earned his M.S. in Communication at Shippensburg and Ed.D at Duquesne University.

His interest eventually evolved into a full time career, 7 years of which Dr. Arke worked for WITF-FM, the public radio station in Harrisburg.

Despite teaching a full course load at Messiah and serving as advisor for the campus radio station, Dr. Arke still does part-time work for Radio PA. He enjoys working in the radio industry because of the variety: “The people and stories constantly change. It keeps life interesting,” he says.

Although quite modest, Dr. Arke has experienced tremendous success in his career receiving recognition as a 13 year award-winning broadcaster, a first place sports reporting award in 1988, and accolades from WITF for various stories aired on NPR.

Apart from his interest in radio, Dr. Arke considers time with his family a top priority. He also enjoys camping, golfing, and is an avid Pittsburgh Pirates fan.

As an advisee and student of Dr. Arke, I can attest that he is truly a professor that cares about and invests himself in his students.
INTERNSHIPS

Hershey Entertainment & Resorts: January-May 2008
- Paid Promotions Internship
- Production Internship
- Human Resource Internship
Deadline for application: 11/30/07

Harrisburg Regional Chamber and CREDC
Event Planning and Marketing Internship
Deadline for application: 11/26/07

JPL Productions
Creative Services Internship
Deadline for Application: 12/15/07

Tierney Communications
Advertising, Marketing, and PR Internship
Contact Natalie Neyer at nneyer@tierneyagency.com

For more information on any of the internships listed above, aside from Tierney Communications, contact Mike True at Messiah’s Internship Center mtrue@messiah.edu.

ALUMNI HIGHLIGHTS

Ashley Andyshack ‘05 is a health and fitness reporter for the Frederick News Post in Frederick, MD. She covers local and national health issues for both the print edition and the newspaper’s cable TV station.

Nathan Taylor ‘07 is currently employed in Philadelphia as an Editorial Assistant for Current Medicine Group, LLC.

Michael Pace ‘07 works as an Associate Content Strategist for Merkle, Inc. in Manheim, PA.

Express Yourself!
Join the newest movement in the world of communication. Blog your thoughts and ideas at Messiah’s blogsite blogs.messiah.edu.

Messiah’s blogsite allows students and faculty to post, read and respond to blogs. If you are part of a campus organization, why not start a blog for your group or organization?

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.”
- John F. Kennedy

Chance to win!
Thank you for taking time to glance through the Communiqué! Read on...trust me! The first ten people who correctly answer the following question from our newsletter will be entered into a drawing to win a Barnes & Noble gift card!

Question:
What is Dr. Arke’s favorite baseball team?
Email your answer to bb1214@messiah.edu

Wishing You a Happy and Safe Thanksgiving!

You’re not as poor as you think!

Do you ever think of yourself as a poor, starving student? Living in your own apartment and buying your own food can get pretty costly when you’re trying to go to school and you have no time to work.

During this Thanksgiving time, try not to be discouraged about what you don’t have. If you ate today, then you are more fortunate than many of your neighboring Americans.

Try to be exceptionally grateful during this Thanksgiving season and remember you’re not as poor as you think you are!

You’re not as poor as you think!