Do you ever hold back your ideas and opinions in order to avoid tension or conflict with others? Although remaining silent may keep immediate conflict at bay, ultimately a non-assertive approach results in more conflict, especially within oneself.

Non-assertive people often internalize their conflicts and end up feeling weak, helpless and trampled on by others. According to the Better Health website, "passive behavior can also ruin relationships, because your own needs, wants and feelings are ignored in favor of avoiding arguments." Remaining non-assertive can also have detrimental health effects such as depression, anxiety, resentment and physical complaints such as ulcers and headaches. Oftentimes we need to share our feelings with other people for our own health and for the health of our relationships.

With all of the negative effects, why do people have difficulty expressing themselves? I think people misconstrue assertiveness as supressing oneself above others. Assertiveness does not mean acting on one's own needs at the expense of others; rather it means carefully considering and acting on both the needs of others and oneself. Practicing assertiveness can actually deepen relationships with others. By authentically relating to others, we encourage honest and transparent communication.

For tips on how to cultivate a healthy level of assertiveness, check out www.betterhealth.vic.gov.au

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**Professor Profile: Reid Perkins-Buzo**

By Becky DeRosa

Films such as “The Tortilla Moon,” “Quantum Memory” and “Prodigal” are just a few of the many accomplishments that Professor Reid Perkins-Buzo has attained since working in the fields of Film and Production.

Reid Perkins-Buzo is an Assistant Professor of Film and Media Production for Messiah College’s Department of Communication.

Professor Perkins-Buzo attended Northwestern University where he earned a Master of Fine Arts in Film and Media Arts. In addition, Perkins-Buzo holds an M.A. in Scripture and an M.Div. in Pastoral Counseling that he received from Aquinas Institute of Theology as well as an M.S. in Applied Math from Oakland University.

Through all of this studying, Perkins-Buzo has remained loyal to his religious faith as he is ordained to the Diaconate in the Roman Catholic Church.

All studies aside, Professor Perkins-Buzo enjoys playing the guitar, spending time with family and friends and photography.

Professor Perkins-Buzo has received a number of different awards including the Center for Interdisciplinary Research in the Arts (CIRA) Fellowship at Northwestern University and the Excellence In Art and Technology Award from the Center for Art and Technology.

To become better acquainted with Professor Perkins-Buzo and Messiah College's film department, visit his online blog at http://blogs.messiah.edu/film.
THE COMMUNICATION GYM

The Communication Gym is inviting students of Messiah College to attend open gym sessions that are guaranteed to improve communication skills. All sessions are free and are highly recommended for juniors and seniors majoring in Communication. Sessions include:

SMART Goal Setting
Tuesday, October 23, 11:00 a.m. to 12:30 p.m.

Fundamental Negotiation Techniques
Wednesday, October 24, 8:30 a.m. to 10:00 a.m.

Constructing a Powerful 30 Second Commercial
Thursday, October 25, 9:00 a.m. to 10:00 a.m.

O P P O R T U N I T I E S

Career & Grad School Expo: Messiah College
November 5, 2007 11:30 a.m. - 1:30 p.m.
Brubaker Auditorium

The Spizman Agency  Atlanta, GA
Public Relations Internship: participate in all aspects of the agency such as researching, writing, pitching media and planning events; 16-week paid part-time summer internship
Contact: Jenny Corsey jenny@spizmanagency.com

Pennsylvania Builders Association  Lemoyne, PA
Public Relations Internship: coordinate and promote special events; write material for company magazine, newsletter and website; write and distribute press releases
Contact: Chris Anderson canderson@PaBuilders.org

A L U M N I H I G H L I G H T S

Jenny Corsey ’01
Jenny (Piccolo) Corsey ’01 is a senior account executive at The Spizman Agency, a public relations firm in Atlanta, Georgia, and is active in the PRSA and the Atlanta Press Club.

Kerry Brown ’07
As an Account Associate at CRC Public Relations in Alexandria, VA, Kerry promotes book launches, film premieres, political campaigns and general branding.

Jenni Shaver ’07
Employed at Thomas Vasquez Entertainment, a music-artist management company in Nashville, Jenni works directly with record labels, booking agencies and web design companies.

A NEW CLASS FOR COMM. STUDENTS!

Starting this spring, Professor Nance McCown will be teaching COMM 360 Topics: Writing for Public Relations. This class includes hands-on writing experience and "coaching" on writing media kits, brochures, newsletter articles, CEO speeches, and web writing, all critical for aspiring PR professionals. This course can take the place of COMM 247 Writing for Mass Media, which will be taught by Dr. Ed Arke in the spring.

“Communication leads to community, that is, to understanding, intimacy and mutual valuing.”
- Rollo May

R E S O U R C E S:

Frustrated with your massive research paper? Visit Liz Kielley at the library for assistance in research, bibliographies, and other helpful hints to save time and stress!