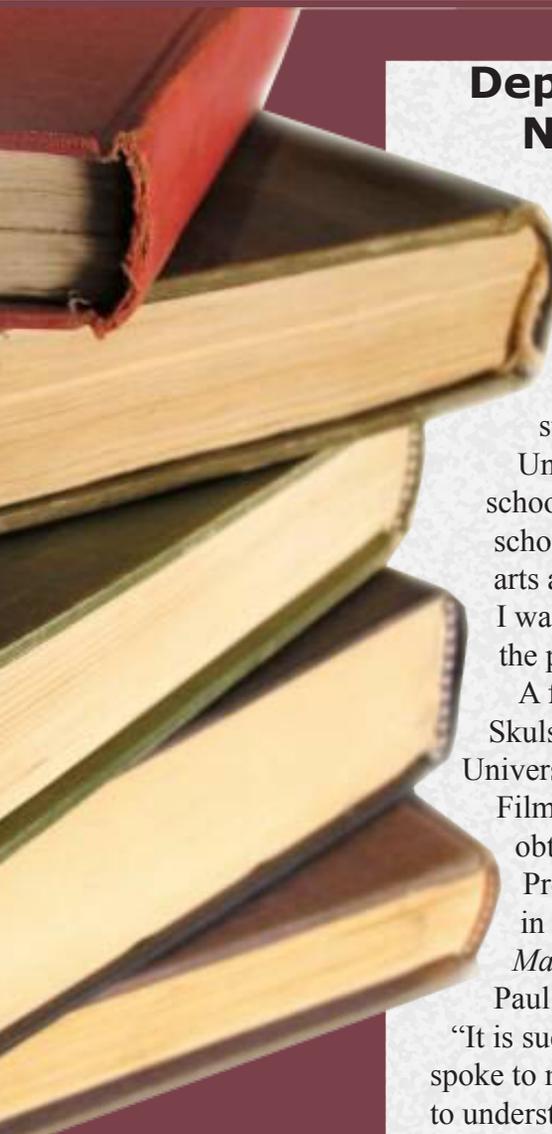


Department Reels in New Professor

Emily Carter



Originally from Langley, a small town situated outside Vancouver, British Columbia, Professor Nathan Skulstad caught the film bug while studying theatre at Trinity Western University. “I went to a Fine Arts school throughout elementary and high school, so I was always involved in the arts and storytelling, but it wasn’t until I was studying at TWU that I realized the possibility of film.”

A few years after graduating, Skulstad found himself at Capilano University to study Documentary Film and Media, and he went on to obtain his MFA in Film and Video Production from York University in Toronto. Inspired by the film, *Magnolia*, written and directed by Paul Thomas Anderson, Skulstad notes, “It is such a complex and beautiful film. It spoke to me emotionally, but I also wanted to understand how to read and make films as layered and powerful as this.”

Before moving to Messiah with his wife and two-year-old, Skulstad completed projects for the Vancouver Olympics, Amnesty International, and A Rocha, a Christian conservation group. “Besides being a starving but well-hydrated artist/barista, I’ve done a variety of work as a filmmaker on independent films, theatre, and new media projects.” Additionally, he taught classes in film, digital media, and English at universities and private institutions in South Korea and Canada.

When asked about his filmmaking style,

Skulstad explained, “I am a big believer that content should shape form; however, I also recognize that my taste, interests, and experiences influence the kind of work that I lean towards.” Throughout his schooling, Skulstad was influenced by respected filmmakers Albert Maysles and Thomas Riedelsheimer, as well as Canadian filmmakers associated with the “Escarpment School” of filmmaking. Right now, Skulstad devotes most of his energy to documentaries because he loves the freedom associated with that genre. However, he still dabbles in fiction work, and he served as Director of Photography for a film that screened at the Art Gallery of Ontario last year.

Intrigued by the idea of fusing questions of faith and the human condition to his work as a filmmaker, Skulstad chose his recent documentary, *Imago Dei*, to depict an Orthodox Iconographer who explores the implications of being made in the image of God. “Each film is special for



Editors:

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different reasons, but I feel like my favorite work is usually whatever my last project was, as I can see the ways my films are improving and refining the ideas and techniques I am working on.”

In addition to having films screened in festivals, Skulstad has received grants for plays that he wrote and performed. He also obtained a research award from the Social Sciences and Humanities Research Council of Canada that financed his last film, and his thesis was nominated for York University’s thesis prize. Humbly accepting these recognitions, Skulstad expresses, “I kind of hate awards in art. It’s not that I think art is only subjective, but I find we try to compare things that aren’t alike and start to miss the point of why we create.”

Excited to delve into his new role as Assistant Professor of Film and Media Arts, Skulstad enjoys watching students “develop, grow, and share their unique perspectives on the world.” Further, he affirms, “As a filmmaker and teacher, I love the mission of Messiah College to *See Anew*. I can’t wait to see the work that my students will create this year and in the years to come.” This semester, he teaches 16mm Filmmaking and Screenwriting, and oversees the equipment inventory near the editing lab in Murray’s lower level.

In his free time, Skulstad enjoys watching an “eclectic mix” of movies, such as *That Thing You Do*, *Salesman*, *Dogville*, and *Rivers and Tides*. He is also a fan of television series *Friday Night Lights*, the *Walking Dead*, and *Curious George*, which he watches with his daughter. 



Communication Department Chair Nance McCown notes, “We can do a lot of fabulous things now that we would not have had the opportunity to do before. It is a great time to be part of the COMMunity here at Messiah.”

As the 2014-2015 school year approaches, such “fabulous things” include expanding the current production equipment collection in order to sustain all six department majors at the Grantham campus. In addition to the 16 new top-tier, dual-screen iMac computers installed over the summer in the digital editing suite, the department will add new HD and DSLR cameras and lighting equipment. With the goal of staying on the cutting edge, Messiah will continue upgrading and adding new equipment as the technology emerges and techniques change.

The college also plans to renovate space on campus to feature an enlarged green screen room with television studio space as well as options for indoor cinematography, a control room, and an equipment storage/check-out room. We are working towards having renovations complete by the start of the Fall 2014 semester. Along with new equipment, Messiah also has approved hiring two new professors in the Department of Communication to teach upper-level journalism, broadcasting, and film and media arts production classes; we anticipate welcoming these professors next summer.

For those students currently majoring in journalism, broadcasting, or film and media arts, Philly for the Fall of 2014 remains an option so long as they meet Temple course prerequisites. Although not in the MCPC setting, the students will live in a specially

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Say Farewell to Philly

Sarah Goldy-Brown

After 45 years, the time has come to say farewell to Philly. Messiah College’s Philly Campus at Temple University began in 1968 and, due to prioritizations and fiscal stewardship, in the spring of 2014 will see its end. Although the Department of Communication will miss the wonderful opportunities in this urban setting, we also look forward to the start of self-sustaining programs in Grantham for journalism, broadcasting, and film and media arts majors.

designated section of Temple housing; Messiah and Temple administrators are currently working out details regarding this option. For those students not wishing to attend Temple, they will now fully complete their degree in Grantham. Looking towards 2015-2016, Messiah administrators are considering the potential for a Temple University program to join the College's list of external program options, currently under review to determine which programs best support the College's mission.

Although the city of Philadelphia afforded MCPC students numerous internship opportunities, many internship settings have always been available in the central Pennsylvania region as well. Currently, the Department of Communication, in conjunction with Messiah's Internship Center, is vetting additional organizations to further increase internship placements in the greater Harrisburg and capital regions. The department and the Intercultural Office are also partnering to locate new and exciting national and international summer internship programs. For film and media arts majors, Temple's Los Angeles film internship program, completely separate from MCPC, will still remain open as a summer internship option.

As the department transitions away from Philly, we hope our new faculty, new facilities, new equipment, and new curriculum will attract even more students to our strengthened Grantham program — and our COMMunity. 

Twitter and Facebook Adapt to User Trends

Sarah Goldy-Brown

Has Facebook seen its time with the younger generation? Recent studies show that more and more middle-aged adults now use Facebook. In fact, adults age 45 and older make up 45% of all Facebook users (Dukas PR). That explains the “poke” from Aunt Sally and the misused abbreviations left by Grandma on all of her granddaughter's pictures.

Generation Y now perceives Facebook as a way for the adults in their lives, mainly family members, to keep tabs on them at all times. As Facebook trends higher among the older generation, the younger

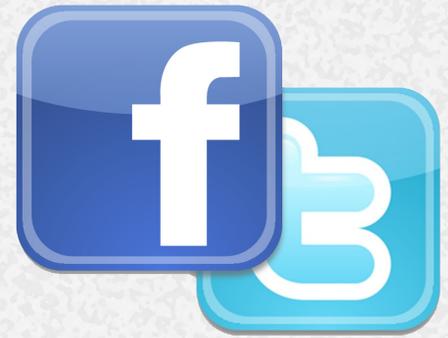
generation seeks asylum on many other social media platforms, specifically Twitter.

In fact, according to Socialnomics, the average age of Facebook users increased from the years 2010-2012, while the average age of Twitter users decreased.

Recognizing Twitter as a more direct competitor, Facebook this past summer attempted to gain back lost active users by introducing the hashtag — which serves as a way to categorize posts so that users or businesses can use them to generate higher likeability and sharing. Although a plausible attempt, the use of hashtags on Facebook has failed to catch on. Edgerank Checker, a renowned Facebook analytics company, recently concluded a study in which viral reach for Facebook posts using hashtags appears significantly lower than those without hashtags. By comparison, tweets using a hashtag the likelihood of being “retweeted,” the Twitter equivalent to viral reach.

For a generation characterized as upbeat, confident, engaged, and receptive to new ideas, Generation Y gravitates towards Twitter. On Twitter, users can publish every single life thought, directly connect with celebrities and friends, and embrace sarcasm. Twitter removes the privacy of Facebook, allowing users to engage with those they most likely do not have an offline relationship. Sophomore Spencer Kondak expresses that on Facebook people often feel obligated to accept all friend requests from people they know and therefore those “friends” posts appear in their newsfeed. Kondak states, “I prefer Twitter over Facebook because I can just follow people whose tweets I genuinely enjoy reading regardless of whether or not I know them.” In essence, Twitter provides a platform for Generation Y to flourish.

Dr. Ed Arke, Professor of Communication, agrees that Twitter attracts the younger generation but cautions users to use the privacy settings on Twitter (yes, they do exist!) at least to some extent. Twitter users must also remain media literate and think twice before tweeting because, in most cases, anyone can



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see their tweets due to unrestricted privacy settings.

So what effect should this have on organizations and companies using social media? With the changing social media demographics and differences between social media platforms, organizations must understand the make-up of their target audience. Many organizations send the same posts to both Twitter and Facebook, but with very different user expectations on each platform, organizations must carefully tailor post content and style before posting, in particular adapting to their generational needs where appropriate.

Arke says, “Older people don’t typically like to take on new challenges, particularly when it comes to technology.” A business targeting older adults must tailor its Facebook posts with that in mind, presenting complete sentences, properly developed thoughts, and a humanistic approach. On the contrary, younger adults on Twitter expect and respond better to short thoughts, MEMEs, slang terms, hashtags, and funny videos.

Recognizing the changing demographics of Facebook and Twitter should initiate a change in how businesses operate the two social media sites. Simultaneously updating both Twitter and Facebook via programs such as Hoot Suite, although time efficient, may not serve as the best option anymore. At least when it comes to social media, adaptation leads to survival of the fittest — or at least those organizations best able to use various platforms to “fit” their targeted publics. 

Summer Internships Boost Communication Skills

Emily Carter

As students return to campus, the excitement of summer hangs in the air. Several Communication Department students, inspired to put their knowledge into practice, used their breaks to the fullest by participating in internships.

Sophomore public relations major Sarah Goldy-Brown secured an internship with the North Eastern PA Red Cross, headquartered in Bethlehem, Pa. When the company’s Director of Communication went on vacation, Sarah took over the task of managing 17 Facebook pages for 13 chapters of the NEPA



American Red Cross. “The most surprising part about my internship was the amount of time it takes to upkeep Facebook pages. Seeing as I currently run 17 of them, it requires a lot of time to choose what to post, when to post, and to which pages to post what. It also takes some work to word posts in a way that will create more buzz and initiate the most dialogue between the organization and its publics.”

Sarah was also responsible for submitting and writing all website updates. Her favorite part of the internship was participating in the NEPA regional road tour. During the event, she served as the communication contact and took pictures and video for the company’s social media sites. “The biggest thing that I have learned thus far from this experience is how crucial having a vast skill set it is. Just over the past couple months I have utilized social media skills, photography skills, video editing skills, Photoshop skills, writing skills, event planning skills, and many more. Many of those skills I did not learn in the classroom but rather gained them on my own by intentionally investing time into developing them.”

Because of Sarah’s hard work, NEPA has decided to launch a communication internship program. Today, she continues her work with the Red Cross by updating the company’s Facebook pages and media lists.

Senior communication major Susan Ryder also recognized the value of honing an arsenal of communication skills during her internship with Church World Services. Based in Lancaster, the company partners with churches and organizations to assist refugee and immigrant communities in Central Pennsylvania. Working as a Job Development intern,

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Susan helped clients create job opportunities through employee outreach. She commented on how quickly her duties changed each day. “One minute I could be working on a jobs list or employer flyer and the next I could be taking a client to fill out employment paper work.”

Susan’s favorite part of the job was working individually with clients, taking them to interviews and assisting with interpretation of applications. “I met people from Iraq, Cuba, Ethiopia, Somalia, Nepal, and Bhutan. The biggest thing I learned was that people are people no matter where in the world they come from.” She realized that each refugee has a unique story to tell. “These folks find themselves in a completely foreign circumstance, many times separated from family, trying to make a future for themselves.” Through the internship, Susan gained assurance by accomplishing previously unfamiliar tasks, such as mail merge and designing pamphlets. “I guess that confidence is what they call a transferrable skill!”

Beth Seiter, a sophomore studying public relations, excitedly tackled an internship position with Element Six Creative Group, which specializes in print, multimedia, and visual branding. Beth explained that the company is structured, so employees manage both studio and accounts aspects. “I did many odd jobs around the office, but my main responsibility was aiding the project managers in their jobs as well as getting all visual work into the studio.” She exercised

her PR skills by maintaining the company’s social media presence and participating in photo and video product shoots.

A highlight of Beth’s internship was being able to structure and create a crucial part of a medical app the company designed and translated into different languages. “I really loved learning how ads, websites, and apps were created and the process it needed to go through.” She shared, “Never ever feel comfortable in what you think you know. There was always something new and different every day, and just when I thought I might have finally gotten a grasp on what I was doing and gotten a rhythm, I was astonished by finding out something totally new.”

Looking to build your resume by taking part in an internship? Beth warns, “Don’t think you will find an internship by sitting around and waiting for those career fairs to roll around like I did. Look at companies that interest you. Search in the area where you will be living for companies, read their website and contact them — ALL of them!” Susan recommends taking advantage of Messiah’s [Career](#) and [Internship](#) Centers. “They have the expertise to guide you in the right direction, offer support, and help with resumes and cover letters.” If you are having trouble securing a position, Sarah suggests volunteering with a non-profit organization. “Not only will you gain valuable hands-on experience, but you will also build your networking skills and could land yourself an internship with that organization or through connections made from that organization.” 



First Year Advice

Sarah Goldy-Brown



Mackenzie Alexander

Junior, Film and Media Arts

“Get to know your advisor and upperclassmen in your department; network! Both can give you connections for the future, answer questions and lead you to new opportunities. Upperclassmen can refer classes, give you hints and sometimes even allow you to work on their projects (which is a great learning experience for film majors). Advisors give great advice when you’re in a scheduling rut, so don’t hesitate to plan ahead with them.”



Tim Chamberlain

Senior, Broadcasting

“I wish someone would have encouraged me to work ahead in my classes. Once you get that first push out of the way, it’s easy to stay a little ahead, the stress goes way down, and you have more time enjoy fun stuff like a radio show.”



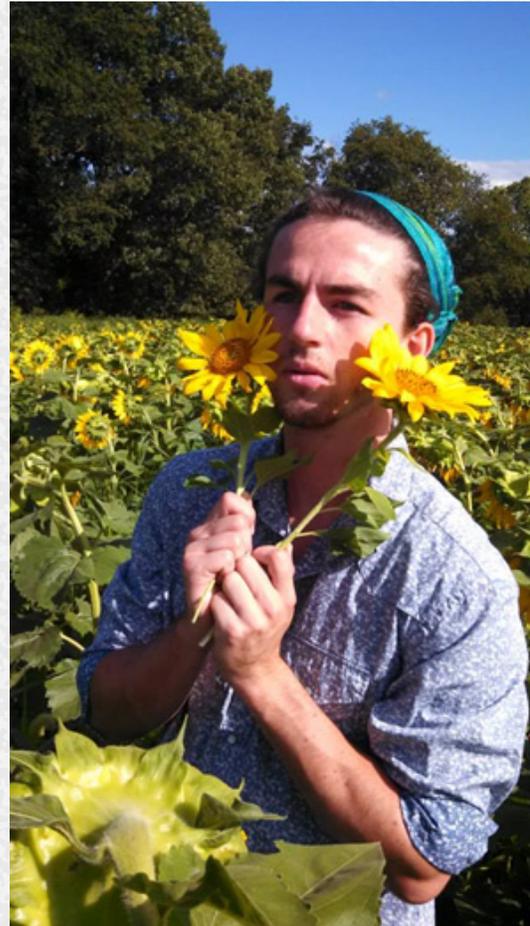
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Brittney Radford

Junior, Public Relations/Marketing

“Be willing to do things that make you uncomfortable — whether that means to taking a leadership role, using your talents to serve, or attending COMMunity events even when none of your friends are — because it’s that kind of stuff that truly makes you connect. College has a ton of opportunities, but only if you choose to pursue them.”



Will Colfelt

Junior, Film and Digital Media

“Knock out as many Gen Eds as you can freshman year. That way you don’t become a senior in a class full of freshman. Get involved in Rec/Club sports or join any club on campus because that is a great way to meet people your own year and older students as well.”



Anthony Watkins

Sophomore, Digital Media

“My piece of advice for you would be to NOT wait until very close to the mid-term or final to start filling out your study guide (or to start studying in general). I strongly recommend working on your study guide as soon as the professor gives it to you and gradually filling it out day-by-day. This saves you ALOT of time the night before the exam and actually helps you study along the way.”