

THE COMMUNIQUE

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April & May 2010



MESSIAH
COLLEGE®

Need a PR Job? Come and Get It!

Paige Manieri



Do you fear your communication degree will never get you a job after graduation? Think again. Current research trends show that jobs in public relations are set to increase in the next 5 to 10 years.

According to the Bureau of Labor Statistics, employment in the public relations field is projected to grow by 24%, a higher rate than all other fields combined. At the same time, competition for entry-level positions

will increase, because the number of qualified applicants will most likely exceed the number of available positions. Although this may seem like a potential hardship for upcoming college graduates, those with internship experience (which we require at Messiah College) and combined degrees in public relations and another communication-related field (such as journalism) will have the best opportunities when they first hit the job market.

New opportunities in public relations positions are also creating a larger job market for new career seekers. Expansions in international business and cross-cultural relations abound, with global organizations such as the Public Relations Consultants Association representing some of the largest international public relations employers. Also, social media's exploding popularity is expected to increase job growth. Many public relations firms are enhancing their use of social media tools that require specialists skilled in that area.

This increasingly competitive global market heightens demand for PR professionals with training in specialized fields, such as finance or medicine, and additional language capabilities (more good news for Messiah College grads, equipped with several semesters of required language). According to public relations guru Steven Van Hook, "There will be no shortage of opportunities for public relations professionals with the proper education, experience, and aptitude who are willing to work hard for their place in the industry."

Editors:

Tim D'Agostino

Paige Manieri

Lauren Schick

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Class of 2010: Graduate Profiles



Anthony Addlesberger

Hometown: Chambersburg, Pa.

Concentration: Communication Studies

Favorite Messiah class: Rhetorical Theory because I like speaking and I learned a lot of cool things.

Plans after graduation: Work as a swim coach at Chambersburg YMCA and at Moss Spring Swim Club. Then, maybe go to Africa.

Best Messiah memory: Being a member of the first year swim team and helping to establish the traditions.

Sarah B. Adams

Hometown: Rockville, Md.

Concentration: Public Relations

Favorite Messiah class: Skiing/Snowboarding—I got a credit for skiing three times a week for three weeks! Also—COMM 104, taught by Nance McCown. It made me want to be a communication major (and thus changed my life, of course ;)).

Plans after graduation: Directly after—Live at home, save up money through a summer job at a church as their intern for their College Ministry. I'm continuing the job search, as well as still searching what it is I want to do with my life. :)

Best Messiah memory: There are SO many—this is why it is so hard to leave this place. I'll pick a Comm Memory. :) Most of my communication memories involve Paige Manieri and/or Dave Shirer—from "Crisis Crisis Crisis" to Campaign Liaisons.



Katelyn Grace Ayers

Hometown: Georgetown, Del.

Major: Broadcasting; **Concentration:** Broadcast Journalism

Favorite Messiah class: Created and Called for Community was my favorite class at Messiah. It's one of those classes you love and hate at the same time. I hated all the readings and busy work, and at the time I thought the class was completely useless. Looking back I think CCC did teach me a lot! The class really challenged my views and helped me to look at subjects from different perspectives for the first time.

Plans after graduation: Moving in with my sister near Philadelphia and looking for a job in the communication/journalism industry.

Best Messiah memory: Dancing for several hours in the parking lot on a warm night with my friends.

Timothy Charles Bean

Hometown: Pembroke, Mass.

Concentration: Film & Digital Media

Favorite Messiah class: Digital Production. Got to learn how to use a bunch of awesome and useful programs for film!

Plans after graduation: Heading to LA for the summer and hopefully getting a job there.

Best Messiah memory: All the good times with good friends made here at Messiah.



Department of Communication Yearbook

Katie Lynn Bitner

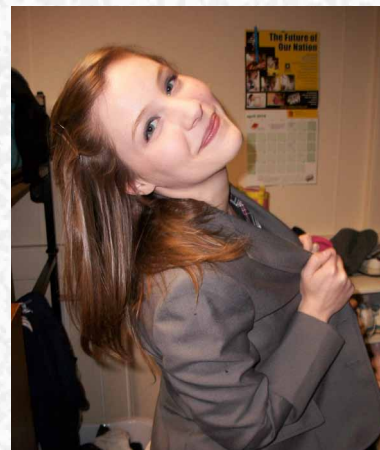
Hometown: Carlisle, Pa.

Concentration: Speech Communication (Communication Studies)

Favorite Messiah class: Intro to Dance

Plans after graduation: Get a job.

Best Messiah memory: Time spent with friends.



Samantha R. Bradley

Hometown: Fayetteville, Pa.

Concentration: Speech Communication (Communication Studies)

Favorite Messiah class and why: Communication Senior Seminar because it was so applicable to our futures, and I loved the faith aspect of it.

Plans after graduation: Applying for full-time positions.

Best Messiah Memory: Fall semester senior year in general/living with Brynn Lettieri.

Peter D. Corning

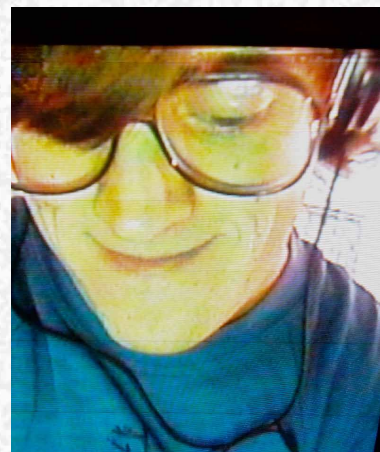
Hometown: South Paris, Maine

Concentration: Film & Digital Media

Favorite Messiah class: The Sacred Revealed in Pop Culture with Jeff Rioux—my first Messiah class, and the one that set the stage for the rest of my thought of and engagement with pop culture since then. It is safe to say that without this class, I would never have lasted the four years.

Plans after graduation: Short term: Moving to Philadelphia to spend lots of time biking, filming, photographing, and working in the city. Long term: The next Jim Jarmusch.

Best Messiah memory: The semester I spent in Philadelphia constantly producing films with my roommates. Also, "Baby Pete."



Timothy Edward D'Agostino

Hometown: Carlisle, Pa.

Concentration: Public Relations

Favorite Messiah class: Photography I (I'm not choosing a COMM course because I don't want to step on any toes!) because it gave me the freedom to express my artistic side through black and white film and gave me a chance to appreciate the work that photographers had to go through to create great works of art before we had digital cameras. The photo I submitted for this profile is one of the pictures I took in the class.

Plans after graduation: Find a job...somewhere, somehow, hopefully soon.

Best Messiah memory: Going on the Costa Rica cross-cultural trip in January 2009 for three weeks.

Class of 2010: Graduate Profiles

Alexander R. DeHart



Hometown: Robbinsville, N.J.

Concentration: Public Relations

Favorite Messiah class: Not any with Nance McCown...JK. FYS: So You Want to Change the World? –it changed my world.

Plans after graduation: Las Vegas, baby. Oh, and then maybe some PR.

Best Messiah memory: Messiah Wrestling team beating Lycoming! – we whooped ‘em!



Amy Kathryn Denlinger

Hometown: Lancaster, Pa.

Concentration: Public Relations

Favorite Messiah class: Aerobics because I took it with friends and we laughed a lot.

Plans after graduation: Working full-time for a company in Mechanicsburg and I am getting married in June.

Best Messiah Memory: Pranking friends on Solly 2nd!

Hannah Marie Groom



Hometown: Cumberland, Maine

Concentration: Public Relations

Favorite Messiah class: Rhetoric

Post grad plans: LIFE

Best Messiah Memory: La Mercé Festival in Barcelona

Jesse D. Hannigan



Hometown: Mechanicsburg, Pa.

Concentration: Public Relations

Favorite Messiah class: Problems in Philosophy with David Shenk. My faith horizons were broadened through this class. The topics were really interesting; and Dr. Shenk is awesome!

Plans after graduation: To hopefully get into youth ministry full time.

Best Messiah memory: One of my favorite memories was participating in the Relay for Life. Even though it became more and more difficult staying awake as the night moved forward, the experience that I gained from it is something that I will remember.

Department of Communication Yearbook



Laura Ann Hietala

Hometown: Owatonna, Minn.

Concentration: Public Relations

Favorite Messiah class: Public Relations Writing; it was an extremely practical course that fine-tuned my writing skills and provided me with great portfolio pieces. Plus, the class was an absolute blast and I loved every minute of it.

Plans after graduation: I'm still in decision mode. I was accepted into two law schools, but am pursuing full-time employment as well. We will see where God leads me.

Best Messiah memory: I really can't narrow it down to just one. My college experience is filled with excellent memories of late night laughter, sporting events, interesting class discussions, and personal growth.

Bethany Alice Joy

Hometown: Trumbull, Conn.

Concentration: Communication Studies

Favorite Messiah class: Intro to Acting. It was great to be creative and take on different characters. It was a good chance to act like a kid again. As for communication classes, I like Communication Theory because I liked analyzing the different behaviors of people when they communicate. I watch people in airports and places like that all the time. It was cool to see what I learned in action.

Plans after graduation: Work and move out! Hopefully travel and move somewhere out of state.

Best Messiah memory: I don't think I can actually share my best one (haha), but I really enjoyed teaching my Acclamation classes. Dancing was a great time, and it built such a great community, especially during showtime.



Erin R. Kriner

Hometown: Liberty, Pa.

Concentration: Public Relations

Favorite Messiah class: Crisis Comm/Media Relations. It was challenging, but I really enjoyed the content of the class and learning about that aspect of PR.

Plans after graduation: Working at Tierney in Harrisburg.

Best Messiah memory: Spending time with friends.

Holly S. Stello (Lohmann)

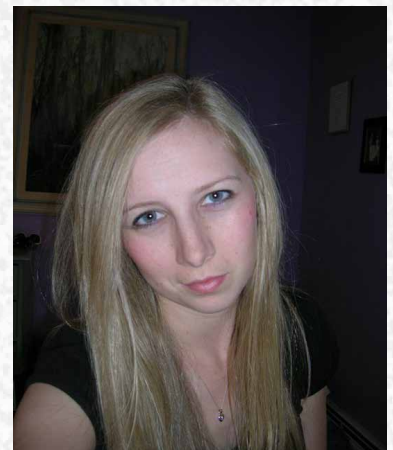
Hometown: Lexington Park, Md.

Concentration: Speech Communication (Communication Studies)

Favorite Messiah class: Relational Comm with Professor Quimby because it changed my way of thinking towards others.

Plans after graduation: Be a good wife and find a great job!

Best Messiah memory: Everything I learned and every great relationship I gained there.



Class of 2010: Graduate Profiles



Paige Holly Manieri

Hometown: New Freedom, Pa.

Concentration: Public Relations

Favorite Messiah class: American Popular Music. We got to listen and talk about music all of class and it was a 1 p.m. J-term so I could sleep in!

Plans after graduation: Lifeguarding this summer and then trying to find a grown up job.

Best Messiah memory: Would it be too cheesy to say all of them?

Katherine G. Manzullo

Hometown: Egan, Ill.

Major: Broadcasting; **Concentration:** Production

Favorite Messiah class: New Religious Movements with Susie Stanley. The subject matter was fascinating and Professor Stanley allowed room for a lot of creativity. I was always excited to go to this class because I never knew what was going to happen next!

Plans after graduation: Getting married in June, still trying to figure out the rest.

Best Messiah memory: My first semester at Philly Campus. I discovered my love for city living and for audio production.



Adam L. C. Menard

Hometown: Palenville, N.Y.

Concentration: Film & Digital Media

Favorite Messiah class: Worldviews class in Philly, because of all the field trips.

Plans after graduation: Go home and figure out some way to pay the loans.

Best Messiah memory: Boyer at midnight—any more details might incriminate me.

Emily J. Sauder

Hometown: Reinholds, Pa.

Concentration: Public Relations

Favorite Messiah class: Science and Nutrition because we made delicious food in labs and it was very practical!

Plans after graduation: Working at a sports facility.

Best Messiah memory: Making it to the Final Four 3 of my 4 years for Division III Field Hockey.



Department of Communication Yearbook

Kristina A. Schwarz



Hometown: Blandon, Pa.

Concentration: Public Relations

Favorite Messiah class: Ahh, such a tough choice. I would have to say PR Campaign. Although it required a lot of work and became frustrating at times, I learned more through that experience than I could have gotten out of any class. Not only did I learn so much about the different facets of PR, but as lame as it sounds, I learned a lot about myself and about life. Plus, eating breakfast while hangin out in the Falcon with 8 awesome people is by far the best set up for a class!

Plans after graduation: Becoming a teacher for kids in low income communities and ultimately becoming a part of the Teach for America's PR team that advocates for educational equality.

Best Messiah memory: Definitely hangin out with my crazy roommates...everything from our big adventures and road trips to game/movie nights and just chattin it up together.



David Peter Shirer

Hometown: Penn Hills, Pa.

Concentration: Public Relations

Favorite Messiah class: Major class: Campaign—laid back, informal class; did lots of work, while getting real world experience—a great accomplishment.

Overall class: Philosophy w/ Shenk—I've always enjoyed philosophy, so interesting and love the clear logic of it or Youth Ministry w/ Stephen Gallaher—I've always had a passion for youth ministry.

Plans after graduation: Not sure—find a job either in this area or really far away

Best Messiah memory: All of senior year (Soccer Final Four in Texas—a Hooligan's dream come true, great swim season, new friends, sense of accomplishment) and the fact that people think I'm a big deal, not so much; I just know the right people.

Calvin D. Tucker Jr.

Also known as: Minister Calvin D. Tucker Jr.

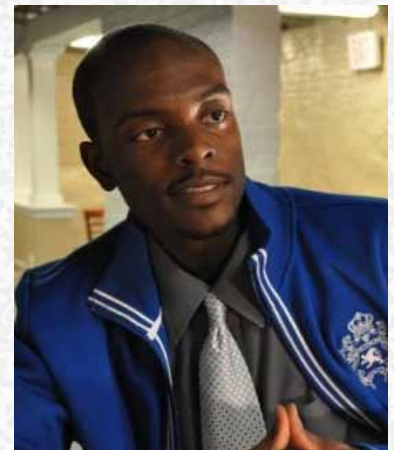
Hometown: Baltimore, Md.

Major: Broadcasting; **Concentration:** Broadcast Production

Favorite Messiah class: Radio Practicum

Plans after graduation: Since I graduated in December, I've been persuing a career in Television, both in front of the camera and behind the scenes. I am also in the process of recording my Debut album.

Best Messiah memory: My best Messiah memory is participating on the United Voices of Praise Gospel Choir.



Cristina Y. Yesberger

Hometown: Searsmont, Maine

Concentration: Public Relations

Favorite Messiah class: J-term theology class with the Stanleys...Mr. Stanley dressed up as a dinosaur.

Plans after graduation: Go home for the summer & figure out where I want to live!

Best Messiah memory: Staying up till 6am every morning in the Witmer lounge freshman year.

Class of 2010: Graduate Profiles

Words of Encouragement...

"Things turn out best for the people who make the best out of the way things turn out." - Art Linkletter

"The things taught in schools and colleges are not an education, but the means of education." - Ralph Waldo Emerson

"Always be a first-rate version of yourself, instead of a second-rate version of somebody else." - Judy Garland

"Don't be afraid to take a big step if one is indicated; you can't cross a chasm in two small jumps." - David Lloyd George

"Obstacles are those frightful things you see when you take your eyes off your goal." - Henry Ford

"Shoot for the moon. Even if you miss, you'll land among the stars." - Les Brown

"If you aren't fired with enthusiasm, you will be fired with enthusiasm." - Vince Lombardi

"Try not to become a man of success, but rather try to become a man of value." - Albert Einstein

"What we are is God's gift to us. What we become is our gift to God." - Eleanor Powell

"Hitch your wagon to a star." - Ralph Waldo Emerson

"If opportunity doesn't knock, build a door." - Milton Berle

Source:

<http://www.altiusdirectory.com/Society/graduation-quotes.php>



No profile or picture available: Jacqueline M. Dando

Best wishes and congrats!

Class of 2010



"Like" us on facebook

Search for
"Messiah College Department of Communication"

Upcoming Events from the Career Center

Weekly Resume Drop-In Hours

CRAFT YOUR BEST RESUME FOR THE SUMMER!

Mondays: 2-4 p.m. Tuesdays: 1-3 p.m. Wednesdays: 12-2 p.m.

No appointment is necessary.

9th Annual Asian Diversity Career Expo

May 7, 2010

Madison Square Garden, New York City

For more information along with free membership and free access tickets to the event go to:

www.asianlife.com/magazine/view/articles/id/645838878

CAREER CENTER
For VOCATION & DEVELOPMENT

New Jersey Collegiate Career Day

Wednesday, May 26: 9:30 a.m. - 3:30 p.m.

Rutgers University Student Center & Browser Commons

126 College Avenue, New Brunswick, NJ

Open to all college students and graduates. Over 150 employers with full-time jobs and internships expected to attend.

Don't forget that the Career Center's website also provides a variety of resources for job searching, interviewing tips, sample resumes, graduate school information, career profiles and so on.

Go to www.messiah.edu/offices/career for more details!

Student Profile: Meghan Tyler ('11)

Lauren Schick

Birthday: May 26, 1989

Hometown: Prospect Park, Pa. (outside of Philadelphia)



Major/Concentration: Communication/PR, minor in Business Administration

Favorite Verse: "We know that all things work together for good for those who love God, who are called according to his purpose." Romans 8:28

Favorite Messiah Food: Hawaiian Pizza (from the Union)

Ideal Job: Wedding Planner

Favorite Vacation Spot: Any beach

Myself in 3 Words: Organized, creative, personable

Hobbies: Reading, Cooking/Baking, Cleaning, Sudoku, Running

Biggest Inspiration: I would have to say my mom. I know it sounds cliché, but my mom has really inspired me in a lot of ways. She has always been a great spiritual role model and has always been there to give me great advice. She is a very passionate person, and as a cancer survivor, one of the strongest women I know. I really look up to her and what she's accomplished with her life.

Communication: The Catalyst for Community

Lauren Schick

One in ten. That's the number of unemployed workers in the United States, as documented on January 5. With unemployment this high, many employees fear losing their jobs and others feel dissatisfied with their current positions. However, with few options available and the threat of not finding a new job, many workers stay where they are. So what can leaders do to boost morale and job satisfaction? Communicate. And that's good news for communication majors!

A recent article in *The Public Relations Strategist* highlights communication as a driving force to increase employee job satisfaction. Communicating with employees during difficult economic times enhances community and a feeling of equality among the "survivors." Sharing news truthfully and transparently eliminates misunderstandings and misinformation. Although leaders may often shy away from sharing difficult or unpopular information, doing so shows respect for employees.

Leaders should also provide context for news. For example, educating workers on how the Healthcare Bill will affect their benefits enables workers to understand why top management makes certain decisions. Increased understanding leads to increased satisfaction for many employees.

Every person wants to feel valued, no matter what the context. Thus, when managers listen to workers' concerns, fears and desires, employees feel empowered to work harder and remain loyal to the organization. Instituting staff volunteering days or "casual Fridays" provide simple ways to promote community and increase satisfaction.

"I found this to be especially true in my doctoral dissertation research," said Dr. Nance McCown, "where I found that organizational leaders who incorporated communication styles and practices that build relationships, promoted community, demonstrated openness, and valued employee input and empowerment improved both internal public relations as well as employee trust and satisfaction on the job."

No matter what the crisis situation, intentional communication is key for leaders to understand and empathize with their subordinates. Transparent and contextual information builds trust and shows value for employees. In a time where employment is the exception and not the rule, utilizing communication skills differentiates companies and leaders, increasing employee satisfaction.

Source:

Davis, Alison. "How communications can re-engage employees." *The Public Relations Strategist*, March 5, 2010.



Alumni Interview: Brittany Tasch ('09)

Paige Manieri



Brittany graduated from Messiah in 2009 with a concentration in public relations. We caught up with Brittany to ask her a few questions about what she is up to and any advice she would give to upcoming graduates:

What is your current job?

I am the Graduate Hall Director at Alvernia University in Reading, Pa.

What are your job responsibilities?

I am one of three Hall Directors. I supervise an all first-year student building called Clare Hall. I live in the building and have a staff of six RAs that live in the building with me. I supervise the RAs, making sure they complete their responsibilities on time (such as programming, weekly updates, and duty nights/rounds). I also build positive relationships with the RAs on my staff so that we can together provide a safe and welcoming environment and community for first year students. I also

work in a general office in which I do advertising and graphic design for Residence Life at Alvernia and I do a lot of event planning for the residence halls on campus.

What is your overall opinion of the job?

I absolutely LOVE my job! Of course, there are frustrations and times when I'm so completely drained I just need a break. But I love what I do and love that what I do plays a part in something so much bigger than myself. I love having those conversations with students that alter their path and attitude, or smiling at someone who is having a really bad day and finding out later that you made an impact. I love that I get to interact with people and touch lives as a profession! And I do work I love to do at the same time, like event planning and advertising and graphic design! I could not have asked God for a better first "real" job.

What experience at Messiah would you say prepared you for your career?

Well, I would say that it was my time as an RA at Messiah. I became an RA my junior year and it was the best experience of my life. I was an RA for two years in Witmer (with first-year students) and could not have picked a better role of leadership for my personality and passions. It gave me the opportunity to mentor 45+ young women spiritually and emotionally and just build a family atmosphere on my floor. Both years were such positive experiences for me as I was blessed with amazing girls and each floor truly became my family...we had such community and such a bond. Those girls are engraved on my heart forever. Needless to say, I couldn't help myself and decided to pursue a career in higher education, student affairs, and honestly don't think I will be venturing toward another for quite some time.

Continued on page 10



Alumni Interview: Brittany Tasch ('09)

Paige Manieri

Continued from page 9

Is there any advice you have for job seekers?

It is hard out there. It really is. BUT, my advice is to listen to what God is putting on your heart. There is nothing wrong with getting a college degree in a specific field and deciding not to pursue a career in that field. I majored in communication with an emphasis in PR, minored in business and art. I am not necessarily in a career that specifically requires that combination of degrees. However, the skills and knowledge I gained from those classes and professors have developed my professionalism and really honed my skills. Every organization needs someone who can communicate effectively and understand people, which are you communication majors! What I learned through the job search process was that it took for me to be in a complete state of uncertainty about my future and my path for God to truly work in His own unique way. We often get in the way of what God has for us. So, my only advice is this: seek God in all things, in all decisions, and your future will beautifully unfold.

You guys are doing a great job! Keep it up COMM dept! BEST department EVER!

Thank you, Brittany for taking the time to answer our questions! Good luck in all that you do!

JOB ALERT! Career Opportunities!

Susan P. Byrnes Health Education Center

eLearning Sales & Marketing Coordinator

Location: York, Pa.

Minimum Requirements: B.S. in marketing, communication or related field; excellent communication and presentation skills; administrative experience; demonstrated leadership skills; computer skills including proficiency in Microsoft Office and Adobe Creative Suite; eMarketing experience.

For more information or to contact, go to www.byrneshec.org

American Trauma Society, PA Division

Educational Program Development/Communication

Location: Mechanicsburg, Pa.

Description: Developing and implementing trauma/injury prevention programs and communications between ATSPA headquarters and trauma centers throughout Pennsylvania.

For more information, go to www.atspa.org

Send resumes to: Judy May-Bennett at judymaybennett@yahoo.com

Hershey Entertainment and Resorts

Public Relations Coordinator

Location: Hershey, Pa.

Minimum Requirements: Bachelor's Degree (B.S. or B.A. in Public Relations, Communication, Journalism or related field of business), minimum six months of experience in public relations or a related field.

For more information and to apply, go to www.hersheyjobs.com



"If I had any words of wisdom for the seniors, it would be this: network. Jobs - especially in small cities like Harrisburg, I think - are tough to come by, and 85% of the time, I see those jobs go to friends of friends, former interns, or things like that. I'd just continue to encourage the seniors (and juniors, for that matter) to keep connecting with people at fairs and expos and things like that. Right now, it's so important to make influential contacts."

-Words of wisdom from **Jeff Waters '08**

Internship Opportunities

Pennsylvania Higher Education Assistance Agency (PHEAA)

Location: Harrisburg, Pa.

Major: Public Relations

Description: Serve as junior writer and editor on PHEAA publications. Operate desktop publishing equipment and assist in general office administration.

Contact: Janett Johnson, Staffing Specialist

717.720.2140

jjohnson@aessuccess.org

WHTM-TV 27

Location: Harrisburg, Pa.

Major: Broadcasting/News Reporting

Description: Assist assignment editor, reporter and photographers; gather stories and information for new stories; assist on field reporting as needed.

Contact: Melissa Stricker, Intern Coordinator

717.236.1444 x289

mstricker@abc27.com

Keystone Human Services

Location: Harrisburg, Pa.

Major: Public Relations

Description: Help with press releases, marketing, planning events, managing databases, mailings, and grant writing.

Contact: Anne Moffitt

717.232.7509 x133

amoffitt@keystonehumanservices.org

Tyco Electronics

Location: Harrisburg (Middletown), Pa.

Major: Communication

Description: Work within Corporate Communications department to support various projects that are related to video, web integration and conferencing.

To apply, send resumes to tycoelectronics@nc3.com

Glatfelter

Location: York, Pa.

Major: Communication, Journalism

Description: Manage key projects focused on corporate and human resources communications. Paid internship: \$13/hr

To apply, go to:

http://www.glatfelter.com/about_us/careers/results.asp?myLocations=0&myInterests=2

Covenant Christian Academy

Location: Harrisburg, Pa.

Major: English, Humanities, Communication

Description: Help with cataloging, maintenance, and shelving of books and library materials, function as a spiritual role model, establish and maintain a "library presence" at CCA.

Contact: Robyn Burlew

717.540.9885 x144

Robyn.Burlew@ccahbg.net

Hershey Entertainment and Resorts

Location: Hershey, Pa.

Major: Public Relations/Journalism

Description: Hands on, paid experience (\$8.25/hour) in the Communications & Marketing professions. Assist Public Relations Manager in contacting various forms of media, prepare press releases, assist in organization and execution of special events.

To apply, go to www.hersheyjobs.com

The Hershey Partnership

Location: Hershey, Pa.

Major: Hospitality, Business or related

Description: Help to manage operations of center during peak visitor season, schedule and oversee volunteers who staff the Information Center, maintain records, update and maintain a database of literature.

Send resume, cover letter and additional questions to information@hersheypartnership.com

WITF

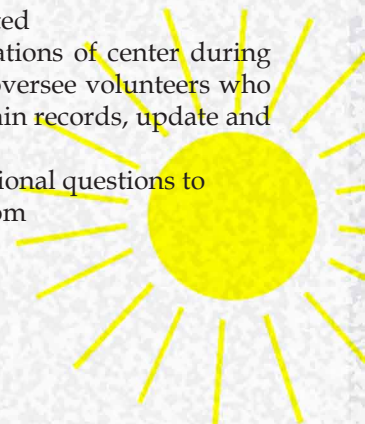
Location: Harrisburg, Pa.

Major: Public Relations/Marketing

Contact: Arden Bortzfield '09

717.910.2864

arden_bortzfield@witf.org



*Have a safe and happy summer 2010!
See you in the fall!*