



## A Word from the Editors

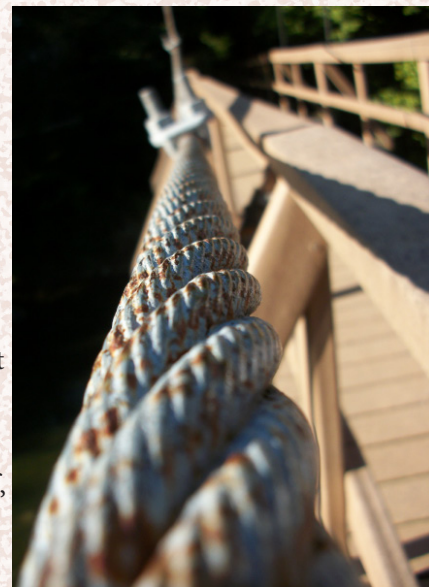
Greetings students, friends, alumni, and faculty of the Communication Department! We hope that your fall has started off nicely and that you are enjoying your interactions with students and professors.

For those of you who have never received the Communication Department newsletter before, this monthly publication highlights students, alumni and various opportunities and projects that are currently going on. We'd like this to be an interactive forum, so let us know what you'd like to see, "friend" the department on Facebook, and visit our website. After all, communication is all about connection, and we want to connect with YOU.

We also encourage you to look at the internship section at the end of the newsletter. There are many wonderful opportunities that you shouldn't pass up! Be blessed!

From the Communication Department and editorial staff, we wish you a wonderful fall and hope that you enjoy this issue of COMMraderie. 

Derek, Kelsey, & Lauren



## LOVE. PHILLY.

Derek Forney



Life is full of irony. In my opinion, it's God's subtle sense of humor. 'What's that? You don't want to study in Philadelphia? Hmm, that's too bad... how about you go, um, this spring. Yeah, this spring. No running track; and if you want, I can make everything work perfectly\* so you can see Me behind the whole thing in the end (\*perfectly to My will).'

As a broadcasting and communication double major, I wasn't thrilled about having to go to Messiah College Philly Campus. But as I learned a little earlier in my life, it's better to try to hit God's inside curve balls than lean in and get hit by them (make the best of a bad situation). It was a good idea because my opinion has changed a little. Make that completely.

*Continued on Page 2*

**Editors:**  
**Derek Forney**  
**Kelsey Peachey**  
**Lauren Schick**

IN THIS ISSUE

- LOVE. PHILLY. I**
- Student Spotlight 3**
- YouTube Success 4**
- Welcome, Dr. Cilento 5**
- Alumni Interview 5**
- Giving Sound to Forgotten Voices 6**
- Internship Opportunities 7**



Listen to 90.7 WVMM, The V, stationed in the Larson Student Union. Filled with student talk, a wide variety of music and programming as well as news and sports play-by-play, the V is here for you. Call in and request songs at x5351 or through Facebook. Station manager Amy Besserer would love to hear from you!

*Continued from Page 1*

Living off of Broad Street in North Philadelphia is only a “slight” change for a kid who grew up surrounded by farm fields in south central Pennsylvania. Move me to a city with over one and a half million people and my eyes are sure to open. And for so many different reasons.

Sure, the city is loud, but it also has a heartbeat. The clickity-clack of the subway pulsing underneath your feet, the dedicated brainwaves of thousands of Temple students in halls of academia, and the moving spirit of God in the church down the street. All slowly but surely become evident, and before you know it your heart is beating in rhythm with the city.

While I was at Philly Campus, I had the privilege of working as the Recruitment work-study. Each Monday I sat down in my office and looked out onto Broad Street. The people, the diversity, and the need for God provided many topics to ponder and blog about. I also was able to take my love of video promotions to the streets by talking to students and capturing part of the places I lived and learned on camera. I also talked to professors and produced videos that show just how valuable a Philly education is.

The city is eye opening. The sidewalks and streets are lined with trash. People carry their only belongings in a suitcase with them. Children recount the deaths of their family members and continue to see violence in their schools and on their streets. Community becomes so much more than a buzz word when you sit down to dinner with 30+ of your best friends and discuss your day. It becomes easier each day to find that even you have a place in this city: a place to live, learn, and love the community surrounding you.

Many students at MCPC get valuable experiences with internships. Others find their place serving in schools or at

after-school programs. Many of my friends attended non-English speaking churches. I and a few of my friends went to Epiphany Christian Fellowship a few blocks down on Diamond. The predominantly African American church had some of the best preaching I have ever heard. The pastor was so passionate that he would have preached all morning if there weren't two services.

Our liaison to Temple's dining services, Irby, brought us dinner each night and continually blessed us. At the end of the semester we gave her an apron for her birthday. She broke out crying. We later found out it was the first birthday present she had ever been given.



During the big snow, a group of us grabbed trashcan lids and trekked down to the art museum. Along with hundreds of our fellow Philadelphians, we climbed to the top of the “Rocky Steps” and took off down the city's best sledding hill.

When spring sprang from the cold, everyone delighted to see all the green. With the fair weather, we had the blessing and opportunity to serve our neighbors at the Uber St. Gardens. Through a local urban farming initiative called Urban Tree Connection, many in the area were able to have fresh produce. Something that a rural kid like me takes for granted would bring health and connection to someone I didn't even know.

I felt privileged to look down the street every morning and see city hall and the statue of William Penn on top. On


*Continued on Page 3*

Continued from Page 2

other occasions, I would take a bike ride with friends or a walk down into Center City. Before I left, I was able to run with 30,000+ people for a ten-mile race from northern Philly down to the Navy yards. My feet have covered many side streets and jaywalked across Broad often, but it was just another chance to feel the pulse of the city. From the blizzard that provided snow to the community center that provided a place for service, I came to the realization that it's less of where I study that matters, but rather how I let myself grow and learn from God in



different environments. The classes, the subway rides, and the sound of traffic that incessantly fills the air. All have had their special place in teaching me a few things about what it meant to live in a city.

t As I boarded the subway for a last ride to the Amtrak station, I knew that I would miss the home I found in Philly. But I know that someday I will return. It has become too much a part of my heartbeat. Once you get there you will know what I mean, and like me you will learn to "Love. Philly." 

## Student Spotlight: Evan Pittsley '12

Lauren Schick

**Birthday:** March 30, 1990

**Hometown:** Middleboro, Mass.

**Major/Concentration:** public relations

**Favorite verse:** Isaiah 40:31, "but those who hope in the LORD will renew their strength. They will soar on wings like eagles; they will run and not grow weary, they will walk and not be faint."

**Favorite Messiah food:** Chicken Cordon Bleu

**If you could have dinner with anyone who would it be?**

Karl Rove, great political strategist with amazing stories from his career (Great for PR stories too)!

**Ideal job:** Senior Pastor


**Dream job:** White House Press Secretary

**Favorite vacation spot:**  
Arcadia National Park, Maine

**Describe yourself in three words:**  
Intentional, strategic, and passionate

**Inspiration:** Franklin Graham, president & CEO of both the Billy Graham Evangelistic Association (BGEA) & the international Christian relief organization Samaritan's Purse.

**Campus Involvement:** Senior Resident Assistant in Fry Apartments, Tech Crew Student Leader, PRSSA, Rec Sports Floor Hockey

**Internship:** I intern as Stephen Bloom's campaign manager in his bid to become a state representative. 



### Other Favorites

**Coffee:** French Vanilla!

**Drink:** Ocean Spray Cran-Raspberry

**Season:** Fall

**Social Media:** Twitter (doesn't use it much but likes to follow it)

**Teams:** Red Sox and Patriots

**Fruit:** Grapefruit


**Candy bar:** Reese's Fastbreak

**Ice cream:** Black Raspberry

**TV Show:** 24 and Lost



### "Like" Us on Facebook

Get connected with the Communication Department online. See what's new with social media practices, student projects, internship opportunities and much much more! 



## Passes 12,000 Views!

Reid Perkins-Buzo

In February 2009, the Film and Digital Media concentration started its own YouTube channel. The number of views has increased steadily every month, peaking when we posted our 3D video of the Media Production Studios last March. Keep us in your favorites list as we post new videos showcasing our most recent classes, new productions and cutting-edge equipment! 

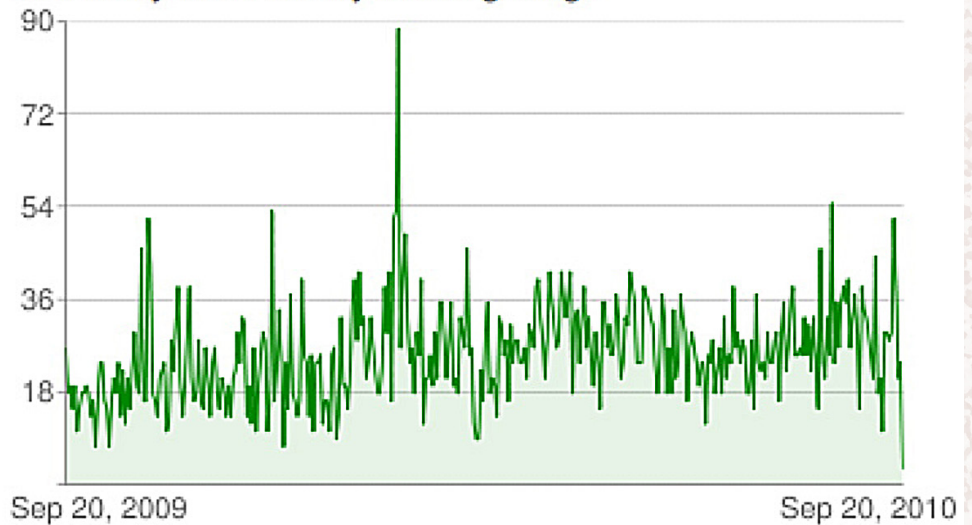


### Top Ten Most-Watched Videos on Messiah's Channel

- Canon XL H1
- Glidecam @ Messiah College
- Time Lapse Demo vb
- Secrets of the Anamorphic vb
- New HiDef Broadcast Camera
- Film and Digital Media at Messiah
- Messiah College Media Production Glidecam X10 Workshop vb
- Blaue Blume- Production Stills vb
- One Eyed Woman- Production Stills vb

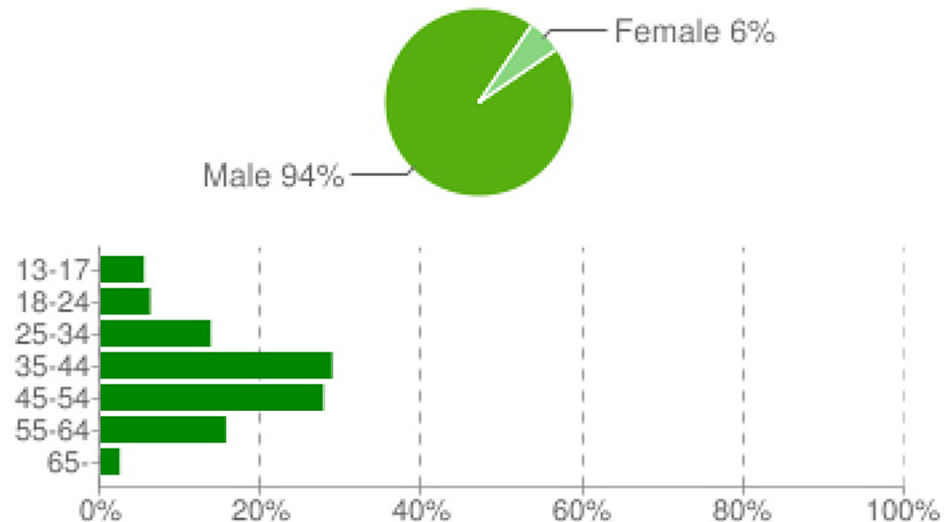
### Views

How many views are my videos getting?



### Demographics

Who is watching the videos in this channel?



For more info, visit [YouTube.com/user/filmdigmediamesiah](http://YouTube.com/user/filmdigmediamesiah)

## Film Professor Cilento Joins the Department

Lauren Schick

**In case you haven't heard, Dr. Fabrizio Cilento is the newest addition to the Communication Department. I sat down with Dr. Cilento to give you a glimpse into the life of our latest "comm-rade."**

**So, you clearly have an awesome accent. Mind me asking where you're originally from?**

Of course. I grew up in Florence, Italy, and went to the University of Florence there as well. I didn't come to the States until graduate school, where I attended the University of Washington at Seattle.

**Wow, you've been all over! What made you want to study film?**

In Seattle, I loved going to the many film festivals. But ultimately, I love interacting with students and having them



respond with interest. In today's visual culture, students respond most to what they see. Teaching film incorporates all of that.

**What's your favorite class to teach?**

I really enjoy teaching Film Theory and techniques, with the new challenge of incorporating digital theories.

**Do you have any specific film interests?**

I'm really interested in film and globalization, specifically studying Eastern European and South American influences.

**That does sound interesting. So now the age-old question: Do you have a favorite genre and/or director? I know—it's a tough one...**

That is a difficult question. I love 1960's European art and French films and I really respect Alfred Hitchcock as a director.

**Aside from film, what do you enjoy doing in your spare time?**

With what little free time I have, I like to ski, travel, and spend time with my wife, Vanessa, and 3-year-old daughter, Alessia.

**Of all the places you've traveled to (and believe me, it's an extensive list!), which are your favorites?**


When I'm not visiting family in Italy, I love exploring Brazil or Australia. They're fantastic places to take road trips!

**I'll have to put them on my bucket list. So what classes are you teaching this semester?**

I'm teaching two First Year Seminars which are literature-based, so it is nice to switch things up. I'm also teaching Intro to Film Studies.

**One final thought—what are you most looking forward to at Messiah?**

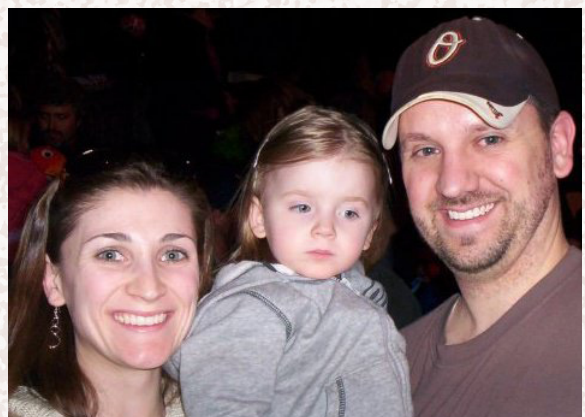
I'm most looking forward to interacting with students, enhancing the film concentration's digital film component and infusing everything with an international style, of course!

**The Communication Department is excited to have Dr. Cilento's expertise. Stop by Boyer 211 to introduce yourself, hear more about his travels and welcome Dr. Cilento to the Messiah Community!** 

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## Alumni Interview: Joe Polek '01

Lauren Schick



Joe Polek is evidence that what you learn in class really does make a difference in the "real world." During his senior year at Messiah College, Joe accepted a position as an Afternoon Drive Host for WMSJ radio in Portland, Maine, quite a distance away for this avid Baltimore Ravens fan. The skills he gained at Messiah have served only to increase

*Continued on Page 6*


Continued from Page 5

his marketability. His eagerness to learn and advance in the profession enabled him to climb the ladder and led him to his current position as Promotions Director for two stations and morning show host for one station.

Joe recently began his current position of Promotions Director at Christian radio station WHCF, 88.5 FM and Solution FM, 105.7 FM, both based in Bangor, Maine in 2007. His job involves promoting the stations through the coordination of giveaways, concerts, and advertisements. Additionally, he hosts a morning show on Solution FM. Joe enjoys the morning timeslot because it provides a more interactive



atmosphere. "It's more of a two-way conversation instead of a one-way conversation, as most radio shows tend to be," Joe says. Statistics also show mornings also draw more listeners than any other time of the day, so hosts have the flexibility to develop a "radio personality" to relate to listeners. As a host on a Christian radio show, Joe has the opportunity to minister to people in a real, relevant setting. "It's a blessing to be considered part of the family for our listeners," Joe says.

Although other communication mediums vie for our scattered attention, radio continues to weather the digital storm. Joe says, "Radio may be declining, but it's certainly not a dying art." Finances always pose a struggle for Christian stations, but the new challenge lies in finding creative ways to keep a younger audience interested. The 30+ market still listens regularly, but the younger crowd simply needs more of an incentive. "We want teens and college students to enjoy radio and be involved. That's what takes more effort." 

Follow Joe and WHCF 88.5 FM on twitter @ HisAir and join his Linked In network, too!

tContact Joe at: [joe@whcffm.com](mailto:joe@whcffm.com)

## Giving Sound to Forgotten Voices

Derek Forney

For the 9th year, the Communication Department provides students in the public relations concentration the ability to work like an agency for a non-profit organization. Unlike most classrooms, this hands-on capstone course combines theory with practice in an educationally supervised setting. This course provides the experience of both developing and enacting the entire public relations process of research, action planning, communication/implementation and evaluation.

From a student standpoint, PR Campaign helps to make students more marketable following graduation. Gina Menario '11 finds that "PR Campaign seems (like) a valuable way to learn how to do PR from an outside agency standpoint... I know an adequate amount about each topic, but I hope to gain more depth of knowledge."

Former campaign organizations include The Arc of Dauphin & Lebanon Counties, CURE International, as well as others. Headed by Dr. Nance McCown, this year's class contains 13 seniors with many different skill sets. Organizations have often been impressed with the "quality, integrity, and commitment of the student teams." While



the students gain valuable experience, the organizations' "feedback speaks for itself."

This year's students have a new opportunity very different than in past years. McCown states that the group is "working with a fledgling organization, rather than one that's been around

for years, and despite that fact, its leaders very clearly understand the value of public relations and its strategies for moving their organization forward."

According to McCown, "This is the largest Campaign class we've ever had. We have the opportunity to do even more to... extend the mission of Forgotten Voices International long beyond the end of this semester." This fall's organization, founded by Ryan Keith '02, offers the unique opportunity to advocate for the poor in Africa in a tangible, real way.

While on a missions trip in Zimbabwe, Keith felt God's calling to aid churches in southern Africa. Stemming from a grass roots philosophy, Forgotten Voices aids children and communities marred by AIDS by providing for their physical and spiritual needs.

Continued on Page 7

Continued from Page 6

Forgotten Voices aims to stay out of the spotlight, and give voice to children who have none. By providing training and funding to local pastors, who distribute the funds as needed, Forgotten Voices makes it possible to help these AIDS orphans overcome their present circumstances.

Senior Kim Wilkinson feels excited about the opportunity to work with Forgotten Voices. "It is definitely a 'real life' experience type of class. We have the chance to assist Forgotten Voices International in a unique way, providing volunteer support in public relations to continue the advancement and success of their mission." A major benefit that the campaign class offers to clients is the ability to "provide input, creativity, knowledge, and human resources that the clients wouldn't otherwise have."

The course benefits the client, but the students as well. Wilkinson emphasizes the value of real world experience. "We are given limited guidelines and have a lot of room for creativity- although with that there is also a lot of opportu-



nity for unique frustrations I don't usually experience in a traditional course." And at times, learning in a non-traditional setting is something that will help students stand out in a crowd. These priceless skills and experience can differentiate one candidate from another.

If you would like to learn more about Forgotten Voices, check out its website: [www.forgottenvoices.org](http://www.forgottenvoices.org) or Facebook ([www.facebook.com/ForgottenVoices](http://www.facebook.com/ForgottenVoices)), Twitter ([twitter.com/forgottenvoices](http://twitter.com/forgottenvoices)), or YouTube ([www.youtube.com/user/EmpowerOrphans](http://www.youtube.com/user/EmpowerOrphans)). 

## This is your newsletter!

And we want to hear from you!

How are we doing? Are we covering the stories that you want to hear about? We want your feedback. Contact us at [df1185@messiah.edu](mailto:df1185@messiah.edu), [kp1223@messiah.edu](mailto:kp1223@messiah.edu), or [ls1335@messiah.edu](mailto:ls1335@messiah.edu). 

## Internship Opportunities

### Christian Life Assembly

**Location:** Camp Hill, Pa.

**Majors:** Film/Digital Media

**Description:** Assist the Media Department at a large local church with duties including video recording, video editing, audio editing, graphic design, lighting and web. (Paid!)

**Contact:** Richard Foster, [RFoster@christian-life.com](mailto:RFoster@christian-life.com)  
717.727.6560

### The Leukemia & Lymphoma Society

**Location:** Harrisburg, Pa.

**Major:** Public Relations

**Description:** The Campaign Coordinator for the annual Man & Woman of the Year Campaign and Black Tie events is looking for a Spring intern. Responsibilities will include, but are not limited to: Assisting with all campaign events: Candidate Training, Campaign Kickoff, Mid-Point Breakfast and Grand Finale and preparation of Grand Finale program book.

**Contact:** Mike True, Internship Center  
[MTrue@messiah.edu](mailto:MTrue@messiah.edu)  
717.766.5099

### The Bravo Group

**Location:** Harrisburg, Pa.

**Major:** Communication/Public Relations

**Description:** The Communications Intern will be responsible for providing support to the Communications team at Bravo. Responsibilities include developing press releases, media alerts, fact sheets and backgrounders on client issues; contacting appropriate media on behalf of clients; developing research materials on client objectives; and assisting with special events and appropriate meetings. To apply, email Jill Smith at [jsmith@thebravogroup.com](mailto:jsmith@thebravogroup.com).

### Lunchbox Communications

**Location:** Philadelphia, Pa.

**Major:** Broadcasting

**Description:** Support daily operations and the needs of project team members including producers and editors, assist with research, writing, and production for a variety of market industry clients including broadcast series and documentary; compile/write research briefs.

**Contact:** Dafna Yachin, [dafna@lunchboxcity.com](mailto:dafna@lunchboxcity.com)  
610.293.9990

### Suasion, LLC

**Location:** Dillsburg, Pa.

**Major:** Communication, Public Relations, Marketing

**Description:** Conduct market research. Write copy for news releases, web sites and brochures. Participate in creative thinking and brainstorming sessions. Create and update databases. Event planning.

**Contact:** Megan Kurtz, [Megan@thesuasionway.com](mailto:Megan@thesuasionway.com)  
717.432.2468

Continued on Page 8

### **Harrisburg Regional Chamber & CREDC**

**Location:** Harrisburg, Pa.

**Major:** Communication, Public Relations, Marketing

**Description:** Event planning assistance for upcoming events; assist coordinator with development and dissemination of event marketing collateral material; assist in development of committee meeting agendas and minutes; communicate with Chamber members with event details, assignments etc.; attend as many upcoming events as schedule allows; and other duties as deemed appropriate by events marketing coordinator, director of communications, or senior management.

**Contact:** Nicole Keiner, [nkeiner@hbgrc.org](mailto:nkeiner@hbgrc.org)  
717. 213.5040



### **WITF, Inc.**

**Location:** Harrisburg

**Majors:** Communication, Marketing, Public Relations

**Description:** Assist with direct marketing campaign and special event planning and execution. General administrative support, maintaining marketing materials and research.

**Contact:** Theresa Kurtz at [teresa\\_kurtz@witf.org](mailto:teresa_kurtz@witf.org)  
717.707.3000

### **Get-Kinetic, Inc.**

**Location:** Philadelphia, Pa.

**Majors:** Film

**Description:** Person will assist Production team with accounts payable/receivable, project budgeting, financial planning, market research and planning, competitive analysis, film and video production assistance, project coordination, and general business administrative tasks.

**Contact:** Kathryn Lahr, [Kathryn@get-kinetic.com](mailto:Kathryn@get-kinetic.com)  
215.425.8020

### **PA Partners**

**Location:** Camp Hill, Pa.

**Majors:** Public Relations/Event Planning

**Description:** Intern will assist with event coordination for training sessions, meetings and conferences; prepare materials for events, manage registration for event (e.g., databases; assist with marketing and various planning activities. (Paid!)

**Contact:** Lori Zelesko, [lzelesko@papartners.org](mailto:lzelesko@papartners.org)  
717.612.1590

### **Whitaker Center for Science and the Arts**

**Location:** Harrisburg, Pa.

**Majors:** Public Relations

**Description:** Assist with media coverage and placements in publications; Weekly and monthly distribution of Whitaker Center events to various media; Press releases; Collateral distribution and inventory; Website proof reading, photo acquisition, etc. Provide advertising support and liaison with sales representatives. Support promotional initiatives through research, development and on-site supervision. Provide administrative support.

**Contact:** Katie Hicks, [khicks@whitakercenter.org](mailto:khicks@whitakercenter.org)  
717.724.3857

### **Vizion Group**

**Location:** Philadelphia Region (Berwyn)

**Majors:** Public Relations

**Description:** Support person with key responsibilities surrounding the implementation of PR plans for sports and entertainment events. Includes creation and maintenance of media outlet list databases, research, writing, social media outreach and direct contact with traditional media. Travel work includes servicing the media at fundraisers and sports/entertainment events including The National Dog Show in Philadelphia and various walks and fundraising events in the Delaware Valley.

**Contact:** Steve Griffith, [sgriffith@viziongroup.net](mailto:sgriffith@viziongroup.net)  
484.362.2682

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## **Guess who!**

Each month, we will give you a fun fact about one of your communication professors. See if you can figure it out!

“I once played Daisy Mae in the musical ‘Li’l Abner.’  
Who am I?”

Check back next month for the answer!

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## **Look out for next month’s stories!**

There is so much we didn’t have room for this month that we had to push it to the next issue of *Commraderie*. Here’s a taste of upcoming stories:

- Kupcakes for Kris
- Is graduate school for you?
- WVMM: Your radio station
- An internship success story
- And many more!

