

# Comraderie

November/  
December 2012



MESSIAH  
COLLEGE

## COMMunity Counts

Jess Kern

Valuing its tight-knit community of 150 students and faculty, the Communication Department constantly searches for new activities to build "COMMunity." This fall, the department offered not one... not two... but three different occasions for students and faculty to take a fun break from their crazy schedules.

The first event, "Fall into COMMunity," took place on Thursday, Nov. 1, at South Side Café. Conversation, laughter, and live music filled the air as participants de-lightfully engaged in "speed meeting,"

pumpkin-painting, and treat-sampling. Guests also traded in their every-day identities through the costume photo-booth, transforming into princesses, pirates, bunny rabbits, and even camels! According to junior Sarah Doucette, "What I liked most about Fall into COMMunity was getting to know people in other majors than my just my own as well as people new to the COMM Department."

The second event, "An Olympic Thanksgiving," held on Nov. 14 at South Side Café, included a campus-wide photo scavenger hunt, human turkey bowling, a pie-eating contest, and,

of course, Thanksgiving trivia. Students and faculty spent the chilly fall afternoon "proposing" to strangers, substituting as a bowling ball (on an office chair!), and celebrating COMMunity. Sophomore Brittney Radford says, "Overall, I think the event went great. Everyone was very interactive and involved, and it really brought a lot of excitement to our department." Sophomore Liz McNeal's favorite part was "seeing Dr. Nance McCown joining in the human turkey bowling game. I love how every part of our department joins in to form our community."

On Dec. 5, the semester concluded with a final Department event: COMMunity Christmas Cookies and Charity. Students and faculty escaped December's cold — and the stress of finals looming in the near future — by celebrating the season COMMunity-style. Event planning students transformed Howe Atrium with lights, a lighted tree, and holiday music. Guests decorated cookies, played Bananagrams and Apples to Apples, and donated food and clothing to New Hope Ministries. According to senior Sammie Evans, "My favorite part was playing Apples to Apples with students who I knew and didn't know, and with professors during a time when school is getting stressful. It was a relaxing and fun time."

**Editors:**  
Katie Johnston  
Jessica Kern  
Brittney Radford

### In This Issue...

|                  |    |
|------------------|----|
| COMMunity        | 1  |
| COMMunity Photos | 2  |
| Going Social     | 5  |
| Rolando Vega     | 6  |
| Dan Row          | 7  |
| SchreiberDash    | 8  |
| PR Campaign      | 8  |
| Media Matters    | 9  |
| Internships      | 10 |



Continued on Page 2

# October



Fall into COMMUNITY



Continued on [Page 3](#)

# November



An Olympic Thanksgiving



Continued on [Page 4](#)

# December

## COMCommunity Christmas Cookies and Charity

Department of Communication

December 5, 2012  
3:00-5:00 p.m.

Join us in Boyer Atrium  
for Christmas cookies  
and holiday cheer, and donate  
new or gently used cold weather  
gear or non-perishable food for  
New Hope Ministries



# Going Social: Alumna's Work Plays Crucial Newsgathering Role

Jess Kern

From an unpaid position working on the campus newspaper, to the exciting, fast-paced position held at abc27 news, 2012 alumna Sari Heidenreich's story is one of true success. Taking on abc27's newly created social media producer role, Sari finds herself in a position to "take the reins" and she enjoys every minute of it. Although the atmosphere of a newsroom may feel different from the atmosphere Sari experienced working on campus at the Swinging Bridge, she constantly uses the journalism skills honed at Messiah to succeed in what she does.

In her new role, Sari is in charge of maintaining and managing all channels of social media, including the company's Twitter and Pinterest accounts, and the Facebook page, which has currently attracted more than 37,000 fans. In addition, Sari also strongly encourages employees to use social media, if they don't already, due to its rising relevance in the news.

Sari notes, "Social media makes gathering news so much easier." The news station experienced this first hand when it decided to cover a story on the nation's current unemployment rate. Reporters wished to interview local viewers currently unemployed. Sari's supervisor

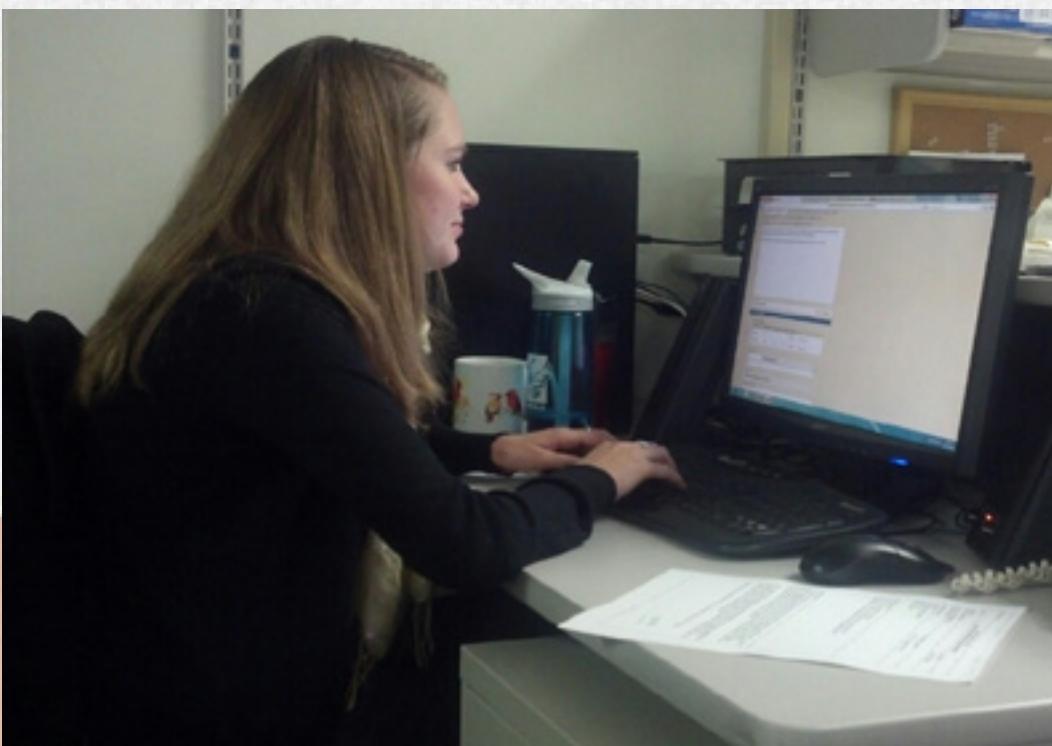


instructed her to compose a Facebook post to invite those from the online community to interviews as well. "Within ten minutes, we had several responses," Sari says. Such a response saved time for the journalists, and proved the increasing importance of social media in newsgathering.

So, what advice can Sari give to those still at Messiah? With the economy in a downturn and jobs scarce, current students often find themselves uneasy as graduation swiftly approaches. Sari first suggests, "internships, internships, internships!" She obtained her position at abc27 through an internship she held there this past spring and she suggests that it's very common for internships to turn into permanent positions. Realizing that most internships require some experience, Sari also urges students to get involved with The Pulse. During her first year at Messiah, Sari worked for free at the Swinging Bridge, which

led her to her first internship. This led to another internship, and then a third... a domino effect. Finally, Sari encourages students not to get discouraged but to keep pursuing their goals until they achieve them.

Moving forward, Sari hopes to one day become a reporter where she can interact with people on a very personal level. Until then, she'll continue managing and maintaining an increasingly critical aspect of any company: social media. 



# Senior Film Major Recaptures Moviehouse Magic



The 21st century's mantra, "out with the old and in with the new," often tosses aside the seemingly worn-out and whimsical. But senior film and media arts major Rolando Vega '13 hopes to recapture the magic of old movie houses through his honors project film, "Palace."

Based on the Carlisle (Pa.) Theatre's remarkable back-story, "Palace" depicts Rolando's passion for these aging cinematic gems. "The story behind "Palace" was inspired by the current industry changes threatening old movie theaters," explains Vega. "The transition from celluloid film to digital cinema is severely affecting older movie theaters. "Palace" points us to the cinema of the past and reminds us of that one moment and place when we fell in love with movies."

Although the theatre closed in 1986, the Carlisle Regional Performing Arts Center restored and reopened the building in 1993. Its treasured history and community service showing films, performing arts productions and concerts makes it the perfect setting for Vega's film. "[Carlisle Theatre's] beauty and history captivated both my crew and

me the first time we saw it," he says. "Since then, we adapted the story to fit the history of the Carlisle." "Palace" will actually premier at the Carlisle Theatre in 2013.

Through this production, Vega hopes to inspire audiences with film's beauty, art, and sensuality. He adds, "'Palace' is a film about the human connection to art, specifically cinematic art, and how it can change us, especially at a younger age. It outlines the beauty of how a movie palace can be a magical place that interconnects multiple generations through their mutual passion for films. It is a constant reminder that even though we are all different, movies can bring people together."

Currently finishing up a semester at Messiah College Philadelphia Campus, Vega will return to Grantham in the spring to finalize the project and prepare for its premier. "Palace" will receive top billing at the Communication Department's annual film festival in late April, this year featuring a "red carpet" event with multiple film showings and a celebratory reception. 

*To read more about "Palace" or donate to Vega's production fund, please visit <https://www.facebook.com/events/446344275401974/?ref=ts&fref=ts> or <http://www.indiegogo.com/Palace>.*



# Learning to “Chill” About Communication in Chile

Dan Row

When I think about my own communication style, I tend to think I’m more of an open communicator, not afraid to meet new people or encounter new ideas. I’m big on sharing and finding new experiences, but since I’ve come to Chile for the semester, I’ve realized something else about myself: I worry far too much. I suppose I have known this for some time, but it was never as blatantly obvious as when I was thrown into a totally new setting, surrounded by people who I could barely talk to, due to language and culture barriers. I saw myself transformed in these surroundings from an open and free communicator to a closed-off, tense, recluse. I was so worried about talking to people in Spanish because I, like most people, don’t like sounding stupid, and I knew that my limited vocabulary and grasp of Spanish syntax limited me to the conversational skill of what felt like a 5-year-old. Because of this, I wasn’t incredibly eager to get out there and talk to people who didn’t speak English.

What’s worse, I didn’t even notice that I was doing this, at first. I was so worried that my mind began running at a thousand miles an hour, thinking of all the things I could say and all the different ways I could potentially fail. In fact, I was worrying so much that I

ended up not saying anything, though to me, it felt like I was working so hard that I must be communicating effectively. It wasn’t until one night when my host family asked me at the dinner table why I wasn’t talking anymore that I realized my mistake. I was letting my anxiety and fear get the best of me.

When I thought of my experiences speaking Spanish with Chileans, the best ones were the ones where I enjoyed myself the most, learned the most — and shared the most. As it happened these were also the ones where I didn’t obsessively plan ahead, but where it was just a natural conversation. I was reminded of Matthew 6:27 which says, “Can any one of you by worrying add a single hour to your life?” I know that for me, I wasn’t adding any time to my life, but was wasting time just worrying and passing it off under the pretense of “planning ahead.” So I’ve been praying about it and working on it daily. Because of this, it’s not just my Spanish that has improved, it’s also my outlook on communication and learning. I’ve been using the worry that pops up and starts clawing at my mind as a reminder that I need to give up that anxiety to God and learning that it’s okay to be wrong or to “sound dumb” from time to time.

Although my Spanish may not be perfect yet (so many words with genders that don’t make sense), and I may still unnecessarily worry about things (like what if there really IS a Chilean spider hiding under my covers), I’m getting better about it and learning from each mistake I make along the way rather than letting the worry over the fumbles paralyze me.

*Junior Dan Row, a double major in public relations and Spanish, spent the semester studying abroad at Pontifical Catholic University of Valparaíso, Chile. For more information on international semesters abroad, contact Messiah’s Intercultural Office or visit the website at <http://www.messiah.edu/academics/epicenter/current-students.html>.* 



# SchreiberDash: Racing for the Kids

Jess Kern

On Nov. 3, runners from all across the area brought their generosity, determination, and sweatbands to PRSSA's first-ever SchreiberDash 5K event. Partnering with Schreiber Pediatrics, Messiah College's PRSSA chapter hosted the race, a one-mile walk, and a variety of children's activities to raise funds for the nonprofit. Operating in Lancaster County, this inspiring organization offers physical, occupational, and speech-language therapy to children with disabilities — maximizing their ability to thrive in their communities. PRSSA felt honored to support such a great cause.

The chilly weather, strong winds, and remnants of super storm Sandy didn't deter the 40 competitors who arrived at West Shore Evangelical Free Church eager to run on race day. As 10 a.m. approached, runners dropped their children off at the "kid's tent" inside and took their places at the starting line. With last-minute encouragements and timers in hand, PRSSA members officially opened the race and participants took off. Clocking a final time of a mere 17:00 minutes, Brian Hagar took the first place male title while Alyssa Doll took first place in the female competition with a time of 20:51. Both winners took home the satisfaction of donating to a worthy cause and the pride of winning the race...along with a \$50 gift card, of course.

Amidst the midterm madness, Messiah's PRSSA Chapter worked hard to pull off a successful event. From weekly planning meetings, to soliciting donations from local businesses, to achieving media coverage by The Sentinel newspaper, club members accomplished exactly what they hoped to. One member of the logistics team, Meghan Wolf, proved to all first-year students that it's never too early to get involved. According to Meghan, "I thought it was great to be involved as a first-year student because I can continue to implement what I learned this year in the coming years. Everyone was so welcoming, and answered any questions I had, so I never felt like I didn't fit. It was just so much fun!"

After the race, PRSSA delighted participants even further when they announced the awarding of several door prizes all donated by Weis, Giant, Inside Track, Sweet Frog, Philly Pretzel Company, and RoadID. At the end of the day, PRSSA raised \$500.00 for Schreiber Pediatrics.

GRANTHAM

## SCHREIBER DASH

The Messiah College chapter of the Public Relations Student Society of America hosted a 5K run and 1-mile walk called "Schreiber Dash" to benefit Schreiber Pediatric Rehab Center, an organization that provides therapeutic services to children with disabilities. The event raised \$500. Forty runners participated.



*Based on PRSSA's media relations efforts, SchreiberDash garnered media attention from the Harrisburg Patriot-News.*

According to runner and winner, Brian Hagar, "I thought that there were a lot of good things. You had a good map of the course and great volunteers to direct runners. I run a lot of road races and that is not always the case. Registration was easy, you had a nice area to stay warm and keep stuff; everything was done in a timely manner." Brian added, "I would not have guessed it was your first attempt at planning a race. I was impressed. I liked it a lot; I hope that it gets continued in the future."

## PR Campaign Partners with Paxton Ministries

Jess Kern

Every year, the PR Campaign course offers public relations majors the opportunity for some "real-world," hands-on experience by working with a local client. In years past, students have partnered with CURE International and Forgotten Voices, but have refocused their efforts this year towards Paxton Ministries — a small, Christian non-profit. With a team of seven determined and talented young women, this year's PR Campaign has accomplished a great deal for a truly inspiring organization.

Based in Harrisburg, Paxton Ministries is a non-profit community of homes who serves adults who may face social, mental, or emotional challenges. After feeling a calling by God to help the homeless in 1980, Glenn and Beth Frey took a huge financial risk by purchasing the Paxton Street Home. But their risk has since paid off, and the

Continued on [Page 9](#)

home now shelters more than 80 residents struggling with poverty and emotional needs. The organization promises to provide clients with safe and affordable homes that cultivate both dignity and recovery.

Working for such a worthy cause motivated senior PR majors Lindsey Campbell, Tiff Mills, Jordan Seiz, Beckah Griffin, Becca Albus, Emily Mohler, and senior English major Alexis Jackson to put forth their best efforts in hopes of accomplishing something remarkable for the non-profit. The group's main goal was to increase Paxton Ministries' public awareness level while putting their classroom learning into practice. Based on significant research including multiple surveys, a focus group, and a variety of donor and church leader interviews, the team produced a wide range of collateral materials including several brochures, a video script, a donor information packet and presentation, a display kiosk, and media relations materials such as a media kit and a crisis communication plan.

Coached by Dr. Nance McCown, this experience has provided these seven seniors with yet another opportunity to learn and grow in their field of study before entering the work force. According to Tiff Mills, "I've learned the importance of team work and meeting deadlines with this class. As a group we have taken on a large project, so we have to work hard and be able to switch gears quickly in order to meet the deadlines and stay on track."

As the semester draws to a close, and the campaign project wraps up, the team can feel confident about gaining new experience while helping those in need. 



## Media Matters

Katie Johnston

Until last year, Messiah College's media heart did not beat in rhythm. The Swinging Bridge, WVMM radio, and the Clarion yearbook's separation made Messiah's media disconnected. But about a year ago, after months of planning, students and advisor Dr. Ed Arke launched The Pulse, Messiah's combined campus media hub. Sharing a core team of leaders, The Pulse promotes interaction and collaboration to reflect the platform convergence and shared resources of today's journalism field and to more effectively reach the student body.

The Pulse also offers its student employees invaluable experiences for future careers. Students use their skills to spread Messiah College news to professors, students, and other publics. One student employee, business manager and treasurer Brian Yawney, says, "The Pulse allows me to get a more focused picture of what the professional world looks like, and how to be a successful individual in that world." Through his position, Brian deals with legitimate, "real world" businesses. He says, "When operating with outside businesses I must coherently communicate, speak honestly with the Pulse's purpose and actions and practice financial transparency with my superiors." Beyond the obvious business learning, this experience has forced Brian to hold himself accountable, work well with a group, take responsibility for his actions, be professional, and be self-aware of self-presentation. He continues, "It's always important to keep open eyes and open ears, to become more professional and thoughtful."

One major media component of The Pulse involves WVMM 90.7, the campus radio station. Excluding the American Top 40 from its playlist, "The V" follows the current Indie/alternative music trends, giving it a unique market niche. Overcoming the challenge of making a name for itself, WVMM has to work with the business manager to promote events, stay up-to-date with the current music industry, follow FCC regulations with content and legality, and, of course, honor the community covenant.

The Swinging Bridge newspaper, another well-established Pulse entity, engages the largest team of student volunteers and paid positions. The editor-in-chief and various section editors gather content, write articles, and work with the The Pulse's audiovisual department for photos and information. Exemplifying true collaboration,

Continued on [Page 10](#)

the Swinging Bridge also shares design managers with The Pulse's third component, the Clarion yearbook, who oversee and complete layout needs for both publications. Recently moving to an online format, the Clarion is a large-scale annual project that encompasses creative page and section design, article writing, photography, and conducting research with yearbook design.

Woven throughout The Pulse, social media plays a critical communication role in coordinating and disseminating information. Social media manager Abby Saunders monitors and updates The Pulse's Facebook, Twitter, Instagram, and Pinterest accounts. From timely campus event posts to "live tweets" about Messiah athletics, social media keeps the campus "in the know." According to Shannon Cochran, office manager for The Pulse, "We try to instagram or pin something every week or so to keep us connected to the students. We also use social media as a way to ask the student body questions and remind them when The Swinging Bridge comes out. Social media is the heart of The Pulse!"



*Shannon Cochran, The Pulse office manager*

that were not possible even ten years ago. We can not only gain feedback on stories and posts from readers on important news, but we can also use that feedback to fuel ideas for other news stories. All in all, it helps a journalist do his or her job even better, making news that much more relatable."

Fast forward several years and The Pulse hopes to become a more established Messiah organization, with tentative plans to branch out to include other media such as a more active campus television station and other plans for growth and increased effectiveness. One thing

is clear: The Pulse is already changing the face of Messiah College media. 

## **Internship Opportunities**

Did you know the Messiah College Internship Office maintains an online database of available internship opportunities? Visit the Internship Center website to find the latest positions in communication, broadcasting, film, public relations, media, and journalism.

For more information, check out the website, stop by the Internship Center near The Falcon, or contact [mtrue@messiah.edu](mailto:mtrue@messiah.edu). Summer 2013 deadlines are approaching fast. 

### **Join the COMMunity!**



Human turkey bowling? Superheroes in the COMM Department? Cinemablography's on the latest flicks? Check out the COMM Department's latest capers on our [Facebook Page](#), and catch up today!