



Internet Privacy: Myth or Myth?

Erin Zakin

When was the last time you read through the “Terms and Conditions” before clicking “I Accept”? Chances are, you rarely do. And you’re not alone, since 73% people admit to not reading the terms and conditions created by companies ([The Guardian](#)). Who can blame them? These statements can contain up to 30,000 words, or the length of a short novel. After bypassing so many of these statements for so long, people are beginning to wonder, “*What am I really agreeing to?*”

The documentary [Terms and Conditions May Apply](#) addresses these issues and adds a few more troubling ideas. Big corporate companies, beloved because of their technology and social media, collect personal data. These organizations then

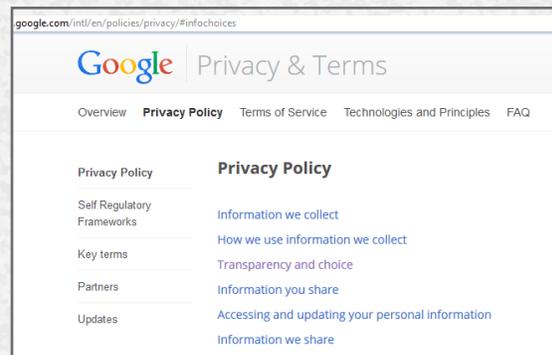
frequently share that data with the government or other curious agencies, leaving all users vulnerable to ill-intentioned companies.

Just think about all the information stored and saved in an internet browser: every video watched, every article read, all past searches, all websites visited, all contacts, emails, and more. It’s all there for Google to read. Users also forget, all too easily, that every time they sign up for a Google service, information gets stored. And by clicking “Accept” to a company’s Terms and Conditions, this information can be sent to the FBI, CIA, or the NSA without even a court order or warrant. ([Huffington Post](#))

Readers, try this: Go [here](#) and see what Google says about you. Google probably knows your gender, age, the language(s) you speak, and your interests. Crazy, right?

So do internet users really have privacy in this technology-driven world? Is there a way to keep information private from corporate giants like Google? And is all of this legal? Actually, not really. Google has gone to court several times across the years for its illegal information gathering. One case arose when investigators found Google using Street View cars to collect user data over home wi-fi hubs. Google and Facebook were both charged with violating privacy laws over their social media platforms and had to sign 20-year agreements to have their privacy policies monitored. ([Huffington Post](#)) In 2012, the Federal Trade Commission fined Google for \$22.5 million for violating privacy agreements. ([Salon](#))

Fortunately, Google seems open about the data it stores from its registered users, and users can delete stored data easily. The problem stems from all the different services Google offers, including Google Search, Gmail, YouTube, and Maps, each storing data by itself. And this data can stretch back years and years—all the way to when a user first started using Google.



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Google may know more about you than your own mother, but you don't need to swear off the internet in order to get your privacy back. Google also provides tools to help users limit the amount of data that gets stored. Personal trackers, syncs between devices, and interest-based ads have switches users can control. ([Washingtonpost](#)). If that isn't working, you could always switch to [Bing](#). 

Careers Converge at WebpageFX

Emily Carter

COMMunity alums Gina Menario ('11) and Rachel Vandernick ('13) have followed their career paths to WebpageFX, an internet marketing, web design, and development firm, based in Harrisburg, Pa. Commraderie caught up with Gina and Rachel to hear about their experiences.

Gina Menario ('11)

Currently working as a web project manager at WebpageFX, Gina Menario enables clients to grow their businesses through online marketing. On a daily basis, she collaborates with clients to create specs for website designs, review existing websites, and plan site edits and improvements. As part of the leadership team, she also takes part in internal initiatives and process improvement strategies.

She admitted that the hardest part of her job is keeping up with industry trends. "It is almost a fulltime job itself! Technology and the web are always changing," she said.

While at Messiah, Gina earned her degree in communication (PR concentration) with a minor in sports management. Through an internship at JDRF fundraising, she worked to prepare for the company's annual gala. This experience helped her develop



professional skills, which have contributed to her success at WebpageFX. Her classroom learning has come in handy as well.

"People tend to say that they don't use anything they learned in college in

their day to day jobs," Gina says. "I feel like I am the complete opposite. From Comm Theory to Business Writing, I use what I learned all the time."

At Messiah, Gina served as the rec sports manager and participated in Eyas and the Homecoming Committee.

She advises current COMMunity students, "Learn the web! Whether it is a technology (WordPress) or just staying up to date on marketing trends... it is going to be helpful in landing you a job."

Rachel Vandernick ('13)

For Rachel Vandernick earning a B.A. in public relations was not her original choice. She says, "I thought I wanted to be a teacher, but really hated my classes and basically everything that being a teacher would involve. I took a few comm classes, and once I took crisis comm, I was hooked. I loved the professors, and the more I learned, the more I wanted to learn."

Rachel currently uses her communication and public relations skills working a social media specialist and account manager at WebpageFX. As part of her role, she strives to enhance and protect her clients' online reputations by developing social content, improving existing content by examining reporting structures, pitching new campaigns, and performing social audits on perspective clients.

"I manage every part of my client's social presence, including their digital advertising," she notes, "so every day is different, depending on what has popped up overnight that needs immediate attention."

The only Spanish-speaking social media account manager at WebpageFX, Rachel also assists with international social accounts that require Spanish translation or content. Beyond crossing cultures, she also crosses time zones, a sometimes challenging juggle.

"Most of my clients are in different time zones, and they sometimes need things at odd East Coast hours," she explains. "Scheduling calls and in general contacting them takes some time to figure it out (plus keeping track of who is in what time zone, so I don't accidentally call them at 5 am—which I once did)."

Before joining WebpageFX, Rachel completed seven internships, and during her senior year, she secured

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a job as a social media account associate for a virtual communications firm.

She explained, “I gained a lot of experience in my internships, and networked my way through school, which helped get me my first job, and subsequently this one.”



Rachel encourages COMMunity students, “Always be courteous, and follow up with your interviewers. I once interviewed for a job that I was turned down for, only to be offered a job by that same company (without having applied!) because they remembered my passion and I kept in touch afterwards. You never know what you’ll be remembered for—try to make it positive!”

The Power of Simulation: The Inaugural CultureConnect Lecture

Erin Zakin

Digital bodies, futuristic worlds, and technological dependence—just a few topics addressed at the Department of Communication’s inaugural Culture Connect Lecture, held in early November. Featuring reknown science fiction cinema scholar Dr. Nidesh Lawtoo, a professor from John Hopkins University, the lecture drew connections between “The Matrix” and “Avatar”, and, more importantly, highlighted the power of simulation.

Obviously, 21st century communication often relies heavily on technology. Arguably, compared with other students, COMMunity students may “plug in” more often, and technology often makes communication much more efficient. But at what cost?

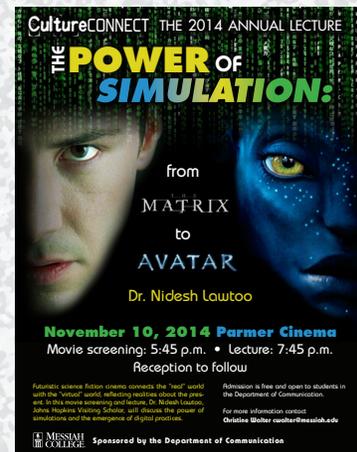
To begin the lecture and exploration, Lawtoo first discussed “The Matrix”, which looks ahead to a futuristic world dominated by computers. While this might seem a bit too sci-fi to be realistic, Lawtoo explained that to a certain degree, the matrix is real. Computers, smart phones, social media, and the Internet provide a constant connection to technology. “The matrix is already here,” he said. “We are in the matrix. The matrix is the virtual world.”

Lawtoo then centered on technology as both a poison and cure. Technology brings significant benefit to society, making life easier and quicker. It can also connect the world. And yet, the “burden” of technology also drains energy from those who use it. Think about playing a video game: playing for several hours on end creates an almost dreamlike state from which the player has to emerge.

Continuing on, Lawtoo next described the almost contradictcory message about technology in “Avatar.” Set on the planet Pandora, the film features the Na’vi people and their deep connection to nature and to each other—much like a network. They also use many technologic terms to describe the way the natural world works, such as “downloading” memories.

Ultimately, Lawtoo noted, it comes down to this: Do individuals have a choice? Most social media includes privacy settings. Facebook users have the ability to set privacy standards and share content to only certain individuals. People can choose the amount of time spent watching TV, or how often they check their email on their phone. But despite the ability to choose, how much control do users really have over technology? Although users would like to believe the power belongs to them, but technology dependence and societal norms may require adjustments or a certain degree of control relinquishment.

Still, Lawtoo noted that technology remains important. As social creatures, humans crave interaction. And when it comes to movies like “Avatar” and “The Matrix”, humans respond. “I think that underneath this layer of organic is a [technological] world we know very well,” said Lawtoo. “We respond to that because we miss connections and we see the possibility of being in touch.”



Faculty Scholars Kept Pace This Fall

Erin Zakin

COMMunity students may have a lot of homework, but they aren't the only busy ones. COMMunity faculty work hard on various side projects and scholarship, earning recognition in their respective fields. Beyond the individual recognition these endeavors garner, faculty scholarship also helps professors enhance their classroom teach, gain a deeper understanding of their areas of interest, and increase the department's and Messiah's brand recognition among other institutions of higher education. Here are a number of faculty projects from this past semester.

Dr. Ed Arke –Media/Broadcasting

- Presented at the [National Student Electronic Media Convention](#) in Seattle
- Co-authoring a revision to Sports Media by Brad Schultz

Dr. Arke serves as advisor to both journalism and media, culture and technology majors. He also advises The Pulse media hub students and activities. The College



Broadcasters Inc. invited Arke to speak for two panels at its convention on October 23-25. His panels included "Student Radio: Adapting to a Converged Media World Roundtable" and "Help your Friendly Neighborhood Musician." Arke also worked as CBI's Convention Elections Coordinator and Convention Feedback Coordinator.

Dr. Fabrizio Cilento –Film

- Book chapter in Pier Pasolini: American Perspectives
- The Bridge magazine will publish an article on his research on JFK in Fall issue

[Dr. Cilento](#) stays busy with research and writing articles. As a native Italian, Cilento specializes in European cinema, but he has current research projects

in Latin American cinema, zombie romantic comedies



(think Warm Bodies), and YouTube comedians/entrepreneurs. Cilento also has ongoing research about the Italian film director Pier Pasolini. The Bridge, Messiah College's magazine, will publish

an article in the Fall issue about one of his articles, "The Ontology of Replay: The Zapruder Video and American Conspiracy Films." This article discusses the Zapruder video and its traumatic visuals that gets retold and repeated in various ways. President Kim Phipps also mentioned Cilento's article during her State of the College Address delivered on Community Day in August.

Dr. David Dixon –Journalism

- Served on three panels at the [National College Media Convention](#) in October

Dr. Dixon traveled to the ACP/CMA Fall National College Media Convention in Philadelphia to present on three panels. The three panels, titled "Freedom From or Freedom For? Religion, News, and Opinion & Getting it Right," "Sex, Drugs and Rockin' the Reporting on Faith-based Campuses," and "Don't Fear the Reaper," covered mostly journalistic topics. Dixon discussed how college newspapers can cover controversial topics and still be faith-oriented, and how to include faith into news reporting.



Professor Krista Imbesi –Film

- Filming documentary, "Our Feet Are Rooted"
- "[Where We Belong](#)" documentary won the Jury Prize at 2014 DIY Film Festival in Los Angeles

[Professor Imbesi](#) has a current ongoing project in collaboration with her husband, Christian, also a filmmaker. "Our Feet Are Rooted" is a documentary about the non-profit Solidarity Uganda and the community in Amuru District, Uganda. The films

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focuses on how Solidarity Uganda works with Ugandan citizens to use non-violent protests and respond to the injustice of Uganda's government. The film is in post-production and should be finished by

next summer. Imbesi's other documentary, "Where We Belong," also about Uganda, explores the relationships between Western and Ugandan workers, adoption, and the lives of orphans in Uganda.

Dr. Nance McCown –Public Relations

- Published an article in PRism journal, Australia's online premiere peer-reviewed public relations journal
- Presented at [Religious Communication Association/National Communication Association conference](#) in November
- Writing chapter for crisis communication book

Dr. McCown, department co-chair, recently published an article titled "Building Leader-Employee Dialogue and Relationships through Internal Public Relations, Leadership Style, and Workplace Spirituality" in PRism journal. Based on her dissertation research, this article considers how organizational leaders can foster effective communication and build relationships with to empower employees and increase productivity and job satisfaction.

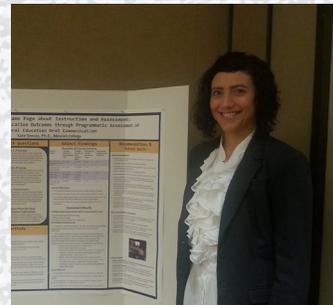


Dr. McCown's RCA presentation in Chicago was titled, "Recognizing the Imago Dei in Employee Publics: A Challenge for Christian Public Relations Scholars, Faculty, and Practitioners." She said, "I'm especially interested in helping organizations think as much about how they treat and empower employees as they do about how to promote brand recognition with consumers and the media. If a company does things 'right' inside the organization, it is more likely to do the same externally." In addition, McCown is working on a book chapter that explores World Vision's controversial hiring crisis that exploded on social media earlier in 2014.

Dr. Kate Simcox –Communication

- Published paper for Basic Communication Course director's conference
- Attending the [Instructional Communication & Research](#) conference in January

Dr. Simcox, the department's other co-chair, focuses many of her efforts on improving and measuring curriculum progress within the department. Her conference coming up in January aims to improve general communication classes for all students. In addition, her recent paper presentation focused on



how students learn and how to know if they come out of a class with improved skills. Simcox said, "Being involved in scholarship helps me give a face to the theories and concepts I'm so passionate about teaching students. It

exposes me to new ideas to teach students about. As someone who teaches theories to students, doing my own research helps keep me sharp in those ways. It helps me to never fail to sympathize with my students when they're doing their own research projects."

Professor Nathan Skulstad –Film

- Screened film at imagineNative Film+Media Arts Festival in Toronto
- Screening film at the Art Gallery of Ontario in December

Professor Skulstad works as a cinematographer for several short films as well as directing his own.

"[The Last Deaths of Joe,](#)" a short film about actor Joe Whitehorse who grows weary of always being cast in stereotypical Indian roles, was an Official Selection at the at imagineNative Film+Media Arts Festival.



The film screened at the TIFF Bell Lightbox Theatre on October 24. In addition, Skulstad's film Imago Dei will be shown at the Art Gallery of Ontario as part of the Depth of Field series.

Lambda Pi Eta Serve at the Community Garden



Lambda Pi Eta members collaborated with Community Garden staff to clean old plants out of beds, rake topsoil, and cover beds with leaves to protect topsoil erosion. Chapter Advisor, Professor Mary Holloway, expressed, “We had a wonderful time learning more about the sustainability goals of the Community Garden while serving their objectives!” The group plans to return this spring to help with preparations for the 2015 garden.



PR Campaign Class Helps Client Celebrate One Million Reasons to Smile

Jodie Howard

December 4 was an anniversary party to remember. Crayons, markers, colorful paper cluttered the tables as hands reached in, grabbing crayons, cutting cards into bear shapes, lettering messages like “sending hugs your way.” Next door, Santa greeted children of all ages, giving them early Christmas presents.

Laughs of confusion and astonishment echoed in the room as Grant Henry ('16) puzzled guests over his card tricks. Katie Price ('15) deftly twisted balloon animals of all shapes and colors, impressing both children and adults. Throughout the night, more than 300 people conversed, enjoyed food, assembled cards and celebrated together. Why? To celebrate 10 years of [Caitlin's Smiles](#) bringing joy to children who need it the most.

One of multiple projects completed by the Fall 2014 PR Campaign students, the anniversary event served non-profit client Caitlin's Smiles. Based in Harrisburg, Pa., the organization provides bags filled with arts and crafts to children with life-threatening illnesses in hospitals across eight states and the District of Columbia. Beyond the event plan and implementation, Dr. Nance McCown's class of five also created a six-piece media kit, handled event media relations, promoted the party through social media, and secured food and financial donations to defray party costs. Throughout the semester, the class also conducted donor, volunteer, and hospital research; created donor and volunteer kits, completed a website and social media analysis, and made recommendations for future client actions.

“This year's PR Campaign team was small but mighty,” said McCown. “They bonded quickly, played to their strengths, and supported each other in a beautiful picture of COMMunity in action. And the amount of work they accomplished still has me shaking my head in amazement. Every Campaign class does fabulous, professional work, but usually we have at least 3-5 more students in the class. This year's



Event Guests enjoy making cards to go into the Bags of Smiles for children in the hospitals.

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team truly outdid itself!”

In its 10-year history, Caitlin’s Smiles has reached a million children with its signature “Bags of Smiles.” The PR Campaign students hope their efforts will help this organization to reach one million more.



The PR Campaign team pose with Santa at 10th anniversary celebration at Caitlin’s Smiles. L-R: Dr. Nance McCown, Katie Johnston, Heather Quirk, Sarah Goldy-Brown, Hayley Cowoski and Jodie Howard.

Congratulations COMMunity December Graduates!

Congratulations to our COMMunity students Mackenzie Alexander, Jessica Kern and Hannah Teklits, who graduate in December. We celebrate with you as you start a new life chapter. We have been blessed to have known you for the years you have been a part of our COMMunity!

COMMUNITY

Coming Soon in the Special January Issue... Our New Film and Media Production Studio

Look for the January issue of Commraderie which will feature our new film and media production studio facilities in lower level Hostetter. After an early-November move, we began holding classes there just before Thanksgiving--a wonderful early Christmas present! Below is a sneak preview.



Our corner-placed, endless floor green screen will allow for in-studio film shoots and special effects.



Our news desk, built with the capability to separate and store if needed, is complete and waiting more “permanent” placement.

COMMunity

A Charlie Brown Thanksgiving!

COMMunity students and faculty gathered in South Side to attend “A Charlie Brown COMMunity Thanksgiving.” Planned by students in Dr. McCown’s event planning class, the event featured Charlie Brown themed snacks (popcorn, toast, and jelly beans), a photo booth, crafts, and a canned food drive. Guests also enjoyed a showing of the classic Peanuts film.



Some guests came to the COMMunity Thanksgiving dressed as their favorite Charlie Brown characters. Pictured: Dr. Nance McCown as Linus, Joel Hoover ('15) as Pigpen, and Steph Rosenberry ('15) as Linus.

Christmas Shenanigans!

As a break from studies, COMMunity students enjoyed Christmas Shenanigans, the last COMMunity event of the semester. Some activities included a photo booth with Santa and Mrs. Claus and a Christmas llama (courtesy of Frosty Llama in Dillsburg), Christmas karaoke, Christmas cookie decorating and therapeutic arts and crafts.



Dr. McCown, Dr. Simcox and Professor Imbesi enjoy a bonding moment with the Christmas llama, Santa (Jake English, '15), Mrs. Claus (Liv Ungurean, '16) and an Elf (Heather Quirk, '15).



Professor Imbesi won the Ugly Sweater contest and proudly holds up her prize, a stocking full of goodies.



During the November COMMunity event, students colored Charlie Brown coloring pages (above) and created a gratitude collage of thankful thoughts (below).



Christmas Karaoke provided engaging entertainment and fun at the December COMMunity event for many students. Pictured: Joel Hoover ('15), Brittney Radford ('15) and Liv Ungurean ('16) singing “Santa Got Run Over By A Reindeer.”

We ❤️ COMMunity