“I’m Creative, I’m Outgoing, I’m Fashionable”
Katie Johnston

Summer 2012 holds opportunities for senior communication studies major and studio art minor, Deborah Tam, as she leaves Grantham to pursue a life of fashion shows, campaigning, marketing, and social networking in the United Kingdom as Jack Wills University Outfitters’ intern.

Tam received a six-week summer internship with this clothing line and a $20,000 scholarship by winning a nationwide contest. To apply, Tam had to create a one-minute video showing her skills and personality, proving why Jack Wills should hire her. Starting with hundreds of applicants, down to the 25 applicants with the most Facebook votes, Jack Wills chose to hire Tam.

Using her graphic design and typography abilities, Tam created a video expressing her fashion, creativity, and collaboration through pictures, short clips, and samples of her studio artwork. (http://www.youtube.com/watch?v=xygDVCP46LE&noredirect=1) Tam says, “I’m creative, I’m outgoing, I’m fashionable, and I showed that. I backed it up. They could see through my video that I was skilled, I had a message, and I was unique. I just put some photography and old stuff that I created together. I didn’t have to make anything new…I didn’t even know art before I came to Messiah…it’s crazy to see how much you learn.”

Tam engaged in social networking to win this scholarship, as she needed Facebook voters. She says, “I learned through my communication classes how important social networking is, and knowing how to communicate effectively.” She will also use social media to promote Jack Wills University Outfitters.

Coming to Messiah strictly interested in graphic design, Tam became a communication major when she realized the impor-
tance of effectively communicating with others, both verbally and through art. She says, “I began thinking about my art, and learning how to communicate my message to others. My art is communication, too.” The video Tam created allowed her to use her art and communication expertise to promote herself and her abilities.

This internship combines Tam’s communication skills through marketing, campaigning, and social media, and her passion for art. She says, “When this offer came up, it’s everything I wanted. It’s fashion, and it’s huge for me and my family. I feel like it’s just the beginning of something…I can’t wait to see where this takes me next.”

The Communication Department is proud of Tam and congratulates her on winning this prestigious opportunity!

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**Public Relations Student Travels ‘Into the City’**

Rachel Scarborough

Applying for the Career Center’s Into the City Baltimore trip was one of the best career choices that I have ever made. Although not every company and organization participating directly applied to my public relations major, I was able to make connections and gain invaluable information from a number of alumni and other professionals, including Ripken Baseball, Kennedy Krieger, and National Conference Services.

By going to these different companies, I was able to receive an insider’s glimpse at what companies look for in interns, long-term employees, and resumes. This was helpful to me in terms of figuring out exactly what I would like to do with my degree and showed me that even if I am unsure of what I want to do, I could still work with one of these companies. Lastly, by meeting these different professionals it opened up possible opportunities for me to intern at one of the various companies this coming summer. Overall, it was a priceless experience and I would recommend every communication major participate in this program at least once before they leave Messiah.

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**Somewhere Over the Sea**

Katie Johnston

Communication students are Italy-bound, as Dr. Fabrizio Cilento leads them on a new May-term trip to experience the country’s delicious aromas, rich culture, couture fashion, and thick accents. Students will interact with local artists, writers, and filmmakers, and become fully immersed in the Florentine/Tuscan lifestyle.

This cross cultural holds particular significance to Dr. Cilento, as he grew up in Italy. He says, “I literally grew up on the street in which we will live! I feel I can deliver insights about Florentine and Italian culture to students that only a local would know…This cross cultural blends together my professional present and my biographical past—my native culture and Messiah College culture.”

While living the Italian lifestyle, students will watch movies from 1945-present to explore “the representation of the Italian cinematic city,” thus better understanding national cinema. Readings, discussions, and screenings investigate Italy after World War II, from its ruined cities to miraculous rebuilding.

Alongside screenings, students will go on excursions to Siena, San Gimignano, Volterra, Verona, Lucca, Venice, Pisa, and Rome, and Florence, and engage in cultural activities such as visits to Florence’s Boboli Gardens, and Uffizi, Accademia, and Bargello art museums.

These three weeks will give students the chance to directly experience the Italian city and lifestyle, while furthering their knowledge of cinema in a unique way. Junior communication major Rolando Vega says, “I am very excited that I have the opportunity to study the field that I love in a country full of beauty and culture that never ceases to amaze.”

A “digital story” will follow this cross-cultural, so that...
Service Trip to Deer Valley Awakens the Spirit
Nick Hemming

Forty-seven years after attending Deer Valley YMCA Camp for the first time, Dr. Ed Arke continues to return; for the past few years, though, he’s brought a crew of Messiah students with him each spring. Senior public relations major Lizzie Bollinger capitalized on the opportunity. “I went to a family camp in York that has since shut its doors, but I wanted to give a little bit back to the experience,” she says. “When Dr. Arke told me we were volunteering at a family camp, I was sold.”

The trip to Fort Hill, Pa., began on the eve of Messiah College Service Day, an annual commitment to “giving a little bit back.” Bollinger and 15 others — including two faculty, one alumnus, 11 other current students, and one “future” student (Dr. Arke’s daughter, Catherine) — joined the fun, taking Wednesday evening to prepare for service and savor the evening together. “We had some down time the night before to play games, and Mafia was the game of choice,” she notes. “Having so many communication majors in one room proved very persuasive.”

For Dr. Arke, Dr. Nance McCown, and their and his team of communication students, Thursday welcomed a more serious tone. Primary projects included sanding and staining picnic tables, leveling ledges of camp sidewalks, clearing walking paths of sticks, raking leaves, and organization program equipment stations.

Through it all, Dr. Arke stayed true to his childhood at Deer Valley. “The reason the project and the camp is so special is because of an unseen spirit that many of us feel when we are there, a sort of intangible that stays with you,” he describes. “I always look forward to a trip to the mountain — it’s a great place to refocus and recharge each visit.”

all viewers can experience the beauty and wonder of Italy as it intersects with cinematic cityscapes. Watch for details on the website and Facebook page.
As the semester draws to a close, COMM students are busily polishing final papers and checking those off the “To Do” list. But for some students, the fruits of their labors turned out to be more than a good grade on a job well done. Senior Caroline Hoffman (public relations) and junior Rachel Shearer (communication minor), along with Department Chair Kate Simcox all presented papers at the recent Eastern Communication Association Conference in Cambridge, Mass.

Focusing on the conference theme, “Transitions,” paper topics varied widely, including:
• “Lies in the Big Bang Theory” - Caroline Hoffman
• “A Rhetorical Analysis of Angels and Demons” - Rachel Shearer
• “The Devil is in Your Diet: The Ideology of Christian Fitness Websites” - Kate Simcox and Caroline Hoffman

“I was so proud to see our students present and engage at an academic conference,” noted Dr. Simcox. “Working with them to edit their Communication Theory papers and helping them better understand the scholarly process was a joy.”

Accompanied by junior Drew Gehman (communication studies), the Comm crew also explored Cambridge, interacted with faculty and student scholars from all along the East Coast, and enjoyed musing together over panel discussions and new insights.

“The ECA conference experience is difficult to put words to,” said senior Caroline Hoffman. “It was phenomenal. Being able to listen to, understand and ask questions during the various panels was exciting and affirmed my education experience at Messiah and the wonderful professors I have had. It made me excited to continue my education after Messiah.”

Join the COMMunity!
Comm students as super heroes? The latest blogs about film and media? PRSSA’s piñata fest? Check out the Comm Department’s latest capers on our Facebook Page, and catch up today!

Caroline and Dr. Simcox discuss presentation plans for the paper they co-authored for the 2012 ECA Conference
Elizabeth

Elizabeth Kraft Bollinger

- Major: Communication
- Concentration: Public Relations
- Hometown: Seven Valleys, Pa.
- Advice: The advice I can offer a freshman or sophomore is to cater your education to your career. When a professor gives you a prompt, find a way to “Kraft” it into a piece that can flow seamlessly into your portfolio, while simultaneously giving you greater domain knowledge in your field.
- Plans: I will be an Adjutant General officer in the Army where I will specialize in crisis management, which, ironically, was my favorite class here at Messiah.

Matthew

Matthew Bookman

- Major: Communication
- Concentration: Film and Digital Media
- Advice: For communication students with a concentration in film, make sure to spend a semester or even two interning with a film company that does the kind of work you see yourself doing in the future. The knowledge and hands on experience you gain from a film internship is invaluable and it’s a great step to becoming involved with the industry.
- Highlights: Messiah offers a lot of great learning experiences. My personal favorite would have to be their partnership with Temple University. It was through this partnership that I was able to spend a semester in Philadelphia and then another semester studying in Los Angeles. This opportunity was once in a lifetime and I am very happy that I did it. I fully recommend to all other film students that you look into the Messiah/Temple Program because it offers such a valuable learning experience that you just can’t get anywhere else.
- Plans: I spent this last semester living in Los Angeles and interning with Lionsgate Entertainment. I worked in their feature film post production office. In the future, I would like to continue working in the film and television industry by doing film/video editing and other types of post production work.

Rose

Rose Campbell

- Major: Communication
- Concentration: Public Relations
- Advice: Take any opportunities to gain experience. Also, take advantage of the flexible schedule that communication majors have. There is plenty of room to fit in a minor, study abroad, or take other classes in that may capture your inter-
Brian Clapp

• Major: Communication
• Concentration: Public Relations
• Hometown: Smithfield, Va.
• Advice: Get to know your professors and fellow communication classmates. The professors want to know you and want to invest in your life, not destroy it with grades, tests, and academic work.
• Highlights: Other than that “spin” is a four letter bad word according to Dr. McCown, take advantage of every opportunity you are passionate about and use the counsel of your professors in those passions.
• Plans: I just landed a job at a Christian Camp in Colorado doing camp marketing and public relations work, as well as leading outdoor activities for camp guests.

Sarah Hawkins

• Major: Broadcasting
• Concentration: Media Studies
• Hometown: Landisville, Pa.
• Advice: I know it sounds horribly cliché, but soak it up. Get involved and you’ll be pleasantly surprised when you get a chance to look back retrospectively and note all of the crazy, ridiculous, and downright bizarre things you did whilst in college.
• Highlights: In the classroom, I became inspired by Dr. Kate Simcox. Even though I technically graduated in December, I’m strongly considering getting my master’s later on thanks to her. Outside of the classroom, I grew the most at Philly Campus.
• Plans: Right now, I’m pursuing a career as an actress, transitioning from working as
a print model the past few years. Since graduating in December, I moved back home, am currently working at Lancaster Arts hoe, and saving up for the big move to NYC this fall.

Caroline Hoffman

- Major: Communication
- Concentration: Public Relations
- Hometown: Clinton, N.J.
- Advice: Take advantage of every opportunity that comes your way, and don’t be afraid to apply for something even if you think you’re not qualified. Messiah has great opportunities to get a wide variety of career-related experience, especially for communication students. When I first applied for the Tracking and Programming Assistant position at the Agape Center, I thought I would never get it or be good at it. It’s a data entry and analysis position, and technology and I don’t always agree. However, I love my job, and I’ve learned how to use database systems and analyze data. That’s a transferable skill. While I didn’t use the same systems at other internships, it helped me learn their systems quickly. Other things I’ve done include amateur design for College Against Cancer, a brief writing stint for the Collaboratory publications, the two positions I’ve held at The Pulse, and co-authoring a paper with Kate Simcox. And don’t forget to have fun! Finding the balance between work, school, and friends can be difficult, but it’s important to set boundaries and stay focused when you need to and relax when you can.
- Highlights: Co-authoring a paper with Kate has definitely been my greatest learning experience. I was flattered when she asked me to work with her and thrilled when I was able to make contributions to the paper. I learned first-hand about the writing and editing process. It also gave me confidence in my abilities and myself in general, and a real drive to finish my semester strong.
- Plans: Right now, I’m finishing up classes and working at the Agape Center and The Pulse. I also just finished co-authoring a paper with Kate Simcox. I’m still waiting to hear back about potential summer plans. I’ve applied for various PR internships and jobs mostly at agencies/firms from New Jersey to California, so where I’ll be over the summer and potentially for the foreseeable future is still very much up in the air. My goal for the near future is to work at a PR firm preferably in NYC or out west. If I don’t have a paid job, I plan to take some time off and travel to New Zealand, grow a garden, take classes at a community college, and return as a volunteer intern to an organization I’ve worked with previously.

Ashley Hughes

- Major: Broadcasting
- Advice: I would tell first- and second-year students to get involved in the department as much as they can. Take advantage of groups such as PRSSA, the campus radio station, Swinging Bridge and The PULSE. Also, get to know the faculty within our department. I truly believe that our department has some of the most caring professors at Messiah. Also, try to complete at least one internship. This is essential within our field of study! During my time at Messiah I completed two different internships and I feel that they prepared me for life after graduation far more than any class could.
- Highlights: I think that my greatest learning experience at Messiah was when I
studied abroad in England the Spring of my junior year. I learned so much about myself and grew in my confidence and independence while I studied and traveled around Europe. I also had a lot of fun!

• Plans: Right now I am currently looking for jobs in both Central PA and the Philly area where I am from. As of now I am not certain which direction I am going to go but I feel confident that Messiah has prepared me to obtain a job within the field I want to pursue.

June

• Major: Communication
• Concentration: Film and Digital Media
• Hometown: Middletown, Del.
• Advice: My advice to fellow filmmakers would be to become close to the people in your class as soon as you can and go to the film society meetings—they’re a blast! Make movies as much as you can, even if you haven’t had all the “right classes” yet because even though they’ll more than likely be terrible, you’ll learn from your mistakes. For everyone in general, take online classes in the summer. It’s worth getting them out of the way, and do your best to study abroad and have a great internship. Internships at the end of your senior year are something to be seriously considered because then if your employer wants to hire you at the end, you’ll be able to accept since you are graduating.
• Highlights: I greatly appreciate the practical filmmaking tricks from Professor Perkins-Buzo and the fascinating theoretical concepts concerning media posed by Dr. Cilento. But I would say my greatest learning experiences at Messiah are things that God has taught me through classes, chapels, fellow students, and my own weaknesses. I think that by seeking to put God and his will first in my life, I have been able to learn much more and function better than I ever could have if my education had been my primary goal.
• Plans: I have been networking a lot and putting my information out there especially in the film/television/media realm, but honestly my next step isn’t crystal clear. I know that I may not be able to get my dream job right off the bat, but I am confident that my education at Messiah has prepared me well for maintaining a job.

Jenna

• Major: Broadcasting
• Hometown: Easton, Pa.
• Advice: Internships are one of the most valuable opportunities to learning outside the classroom. You will not regret having several internships to put on your resume when applying for jobs your senior year!
• Highlights: One of my greatest learning experiences at Messiah was my J-Term trip to Ghana, Africa. Going abroad not only allows for you to learn and enjoy other cultures, but it also broadens your perspective to a world beyond yourself.
• Plans: I am currently applying and interviewing for jobs in which I can use my communication education. I want to one day use my skills in communication/media/broadcasting to work for an organization that responds to the most suffering people of our world.
Leigh McCauley

• Major: Communication
• Concentration: Communication Studies
• Hometown: Hershey, Pa.
• Advice: The best advice I can give is to intern with a diverse type of communication organizations. You don’t fully understand the field until you have a personal experience in it.
• Highlights: My greatest learning experience was the speech I gave at an event for Ford Motors, with the CEO Allan Mullaly. I was speaking on behalf on a non-profit I represented at the time, one of my greatest memories as a public speaker, I am so blessed to be apart of this department.
• Plans: My future plans are still unfolding. I will continue to build my business Leighkm photography and seek full time work within account management.

Heather Nero

• Major: Communication
• Concentration: Public Relations
• Hometown: Ithaca, N.Y.
• Advice: Do as many internships as possible! The best way to learn is to get first-hand experience.
• Highlights: My greatest learning experience at Messiah was to take risks. Don’t limit yourself when it comes to creativity and open opportunities. Textbooks don’t teach you everything.
• Plans: I graduated in December 2011 and am a Content Strategist for andCulture. I have no intention of leaving any time soon!

Evan Pittsley

• Major: Communication
• Concentration: Public Relations
• Hometown: Middleboro, Mass.
• Advice: Get involved early and often to gain the most experience before graduating college!
• Plans: I graduated in December and am currently looking for a job in public relations. I also consult in marketing/pr and campaign management. In the near future I hope to work in a corporate headquarters PR dept. and consulting on the side.
• Highlights: My greatest learning experience was applying the theories and lessons I learned in the classroom to a political campaign. I not only learned more about the application of what we were learning but how important public relations really is toward making a difference.
Rebecca Rinker

- Major: Communication
- Concentration: Film and Digital Media
- Advice: In Intro to Comm, you have to create a portfolio and resume. Keep it and update it as you time goes on and you gain experience, because you’ll actually want to use it when you graduate to show employers what you have done. (You’ll have to do it in Senior Seminar anyways... If you hang on to your original, you won’t be scrambling to put everything together in a few years!)
- Highlights: My greatest learning experiences were every time I was on a film set, especially my senior thesis project. Nothing can teach you better than hands-on experience, and so much I’ve learned about film production cannot be learned from a book or in a lecture.
- Plans: I actually finished up classes at Messiah in December, and I’ve been freelancing in film, video, and photography for a few months, mostly doing makeup for shoots and screenwriting. I’m doing an internship with Rutan Productions in New Cumberland until August. I’m hoping to move to LA sometime next fall or winter to do script editing and consulting and eventually I want be a producer in indie or television movies.

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Evan Scott

- Major: Communication
- Concentration: Film and Digital Media
- Advice: The single most important thing you can do to get a job is research an internship at a company that creates something that you could devote 60-80 hours a week to, in a large city where you can see yourself living when they offer you a job post internship. Good internships want to give credit, so do it while you’re in school. The people you meet while at that company will help find you work once you get out of school. Those people are infinitely more valuable than any good resume or job interview because these people already know you, have seen you work hard, and will recommend you—and that is how you find work. Most other routes are time wasted. In media, people get other people jobs.
- Highlights: The best learning experiences I had were in my study programs in Nashville and LA. I was working with industry professionals on real projects. In Nashville I toured studios and met producers. In LA I worked on big budget commercial and music video sets, which allowed me to observe and learn the language and roles on film sets. I’ve worked on commercials for Apple, Starbucks, Volkswagen, Miller Lite, Chevrolet, Motts, and Craftsman, and music videos for OK Go, The Fray, Steve Aoki, Blood Orange, and Electric Guest.
- Plans: I finished in December and have already moved to LA to work in production. I will continue on the path towards being a cinematographer. I currently shoot low/no budget short films and music videos, and work as a Production Assistant on big budget work.
• Major: Communication
• Concentration: Public Relations
• Hometown: Bethlehem, Pa.
• Advice: I would encourage underclassmen to get involved early. Find a club or group that interests you and take leadership. The Communication Department offers a lot of opportunities that are great for hands-on related experience and resume building.
• Highlights: I had a lot of great learning experiences. I would say the best learning experience I had within the classroom was being part of PR Campaign my senior year. It combined all I learned the first three years of college and gave me the opportunity to put it into practice with a real client. It was very difficult at times, but the end result of our project made the journey worth it. The best learning experience outside the classroom was my time spent on the softball field. I am a four-year captain and starter. With those roles, I learned a lot about being an effective leader for my sport and other life situations.
• Plans: After graduation, I hope to land a job preferably in the field of event coordinating. I also hope to get married and coach softball.

Lauren Seneca

Hannah

• Major: Communication
• Concentration: Communication Studies
• Hometown: Chambersburg, Pa.
• Advice: Take a risk when it comes to internships and opportunities. what’s the worst that can happen? And start to look at jobs early.
• Highlights: My PR classes were very helpful as far as organization and how to present information to the public in the best way possible. Outside of the classroom, just getting to know my professors was very beneficial. They have a lot of experience and advice.
• Plans: Not sure yet, either doing public relations for an organization or working in Disabilities Ministry in a church back home.

Hannah Starr

Deborah

• Major: Communication
• Minor: Communication Studies
• Hometown: Hamilton, Mass.
• Advice: It’s more than okay to be creative. It will give you an edge, and thinking outside of the box is the thing that will make you stand out.

Deborah Tam
• Highlights: I started to notice a difference in my classrooms when I started to take risks with my projects, and to express myself. I began to interact with my professors and my classmates more effectively. Once I started to care more, I would sit in a lab for hours just working on a project, and I just felt so great after creating something. It was the most rewarding thing; even if I had negative feedback, I still felt proud of myself. Outside of the classroom, I learned most by doing things for myself such as creating my blog, working on my design, graphic designing, and having my own experiences.
• Plans: I plan to intern with Jack Wills at the UK for six weeks throughout the summer. From there on, I’m not sure...but I know that it will be the beginning of an amazing career.

Christopher

Christopher Vasaturo

• Major: Communication
• Concentration: Film and Digital Media
• Hometown: Morgantown, Pa.
• Advice: I know that some of the courses you will take might seem like they will be very important. However most all of them will turn out to have some benefits. Try to find something that you really appreciate in each of your major classes and be able to use and apply it to whatever specific brand of communications your most interested in/have a concentration in.
• Highlights: Being a film concentration, I’d have to say my most important learning experience came from the class, “The Art and Science of Story.” I had always thought I’d enjoy writing for film, and it was in this class that I was able to confirm that I really did have a passion for writing screenplays. Outside of the classroom I learned so much through my experience on the track team. This experience helped me learn discipline, time management, but most importantly I feel my team and team members helped me grow in my faith in ways I never expected from a sport.
• Plans: After graduation I am planning on getting a job within the local film industry of the Harrisburg area. I have applied to a few places and am still waiting for responses.

Elisabeth

Elisabeth Warren

• Major: Communication
• Concentration: Public Relations
• Hometown: Salisbury, Md.
• Advice: Take advantage of as many opportunities as possible. I can’t tell you how much those experiences help during job interviews; they enable you to have specific examples of all your skills in action that prove your abilities. The comm professors provide such amazing opportunities, and I know they can be overwhelming, but just go for it! Also, invest in...
the comm professors - they are some of the most amazing people in this world and they care about you so much!

- Highlights: Conducting primary research about global nonprofits’ use of story, leading PRSSA and its campaigns, holding internships with CURE International and Suasion Marketing and Communications, and creating a campaign from start to finish for Forgotten Voices International during PR Campaign.
- Plans: I finished in December and currently work for Invisible Children as a regional representative (a.k.a. Roadie), speaking to schools, colleges, and churches throughout the U.S. and Canada (and I LOVE my job!). Next June, I’ll be getting married to the love of my life and looking for a nonprofit PR job in Port Orange, Fla.

Congratulations Class of 2012!

A Thanks From the Editors

As the spring semester comes to a close, we would like to extend a sincere thank you to our readers and contributors for supporting commraderie. Throughout the year, we learned to appreciate all the concentrations within the Communication Department by digging deeper, asking questions, and interacting with students and faculty. We excitedly anticipate opportunities to cultivate our public relations skills through a variety of tasks this summer, and in the following year.

During the summer of 2012, Nick will spend three weeks living in Philadelphia, PA, serving as a resident assistant during the Philadelphia Campus May-term trip. He will return to Grantham in July to write for the Bridge, Messiah’s alumni publication. Next fall, Nick will spend four months living outside of San Ignacio, Belize, studying sustainability in the warmth of the Caribbean.

This summer, Brittney Radford looks forward to interning at her home church in New Stanton, Pa., and using her developing public relations skills to help plan events in a real-world environment. She eagerly awaits using her gifts in public relations for the glory of God. When she returns to Messiah in the fall, she plans to resume her position as editor of Commraderie, and Chief Media Officer for PRSSA.

Next fall, Katie Johnston will assume the officer of Public Relations position for Acclamation Dance Ministry. She feels privileged to use her public relations skills to share her passion for Acclamation. Katie plans to recommence with her job as editor of Commraderie, begin her position as Historian for PRSSA, and begin her position as a Student Ambassador, where she will promote Messiah College through Open Houses and interaction with prospective students.

“We would like to give a very special thank you to Nick Hemming for all his work for Commraderie and the Communication department. We will miss his “punchy” writing, kind heart, strong work ethic, and fun-loving spirit as he studies abroad in Belize next fall.” - Nance, Katie, and Brittney