



MediaConnection

MASS COMMUNICATIONS DEPARTMENT NEWSLETTER

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WRKC Wins Four 1st Place Awards



Pictured above are Janelle Marshall, Ashlee Jacobs, and Sarah Scinto, holding First Place trophies from the Intercollegiate Broadcasting Systems Awards conference. Susan Henry, pictured at far right, is the general manager of WRKC.

By Jackson Filyo

King's College radio station WRKC was the recipient of four first place and seven finalist awards at the Intercollegiate Broadcasting Systems Awards in

Manhattan earlier this month.

News director, Ashlee Jacobs, won first place in the category of News Feature for her piece titled "Spoonman," as well

See WRKC page 2

Jacobs Wins Best Paper at RIT Conference



Ashlee Jacobs

Ashlee Jacobs, a junior Mass Communications major, was awarded one of the four top paper awards at the 2013 Rochester Institute of Technology's Conference for Undergraduate Research in Communication on April 16, 2013. Ashlee's paper, titled "The 'Cesspool Culture of Corruption': A Textual Analysis of Newspaper Coverage of a Local

Scandal," was written for Dr. Ray Gamache's Politics and the Media class in the fall semester 2012.

"Receiving this best paper award as a junior is a tremendous honor," Gamache said. "The paper was well written and very deserving of the award."

Three other Mass Communications majors, Brittney Frey, Julia Valenti, and Meghan Wernimont, also attended the conference and presented their research, "Product Placement and Consumer Recall in Television Shows." The research paper was written for Dr. Schmude's Research Methods class.

The Conference for Undergraduate


Research in Communication, which began in 2004 as a small gathering of communication students from western New York, has grown into a vibrant regional conference. Sponsored by the Department of Communication and held annually at Rochester Institute of Technology (RIT), the conference has drawn nearly 250 undergraduate scholars from colleges and universities in New York, Pennsylvania, Massachusetts and Virginia.

All accepted papers are published in a handsome paperback, which is available for purchase online.

Senior Spotlight: Paul Ofcharsky



Mass Communications students and King's College staff bid Paul Ofcharsky farewell as he graduates and leaves four years of dedication behind at WRKC radio station.

 [Click here to listen live](#) on your interactive PDF to Paul Ofcharsky with sports coverage on WRKC Radio.

**Congratulations to
all 2013
Mass
Communications
Graduates
and
Christopher
Sedon**

**2013 Recipient
of the
Fr. Murgas Award**

WRKC Wins First Place Awards

Cont'd. from page 1

as the category of Community News for "An Infamous Anniversary: Lee One Year Later," a recap of last year's local flood devastation. Sarah Scinto, the station manager of WRKC, won first place in Campus News for her piece titled "Veteran's Day: A Family Affair." Janelle Marshallick won first place in Public Affairs for her documentary titled "Tracey's Hope." Jacobs said she was proud of the work she put in, "I wanted it to be perfect. I spent days on it, hours on end, making sure every little piece was ok."

Jacobs, who is in her first year as news director, had been eyeing the "Spoonman" story well before putting it together.

"I knew who he was from seeing him around town," Jacobs said. "I had a general interest in what he was doing and what he was all about."

Amidst all of the success, Sue Henry, who has been the general manager of WRKC for 15 years, refused to take credit for the accomplishments of the station. Instead, she modestly passed the recognition onto the students.

"The students run the radio station, I just make sure that they run it correctly," Henry said.

While Henry may be eager to pass the

glory onto the students, those who work in the station are well aware of the contributions she makes to the production.

"She's great," Jacobs said. "She gives us her all. She spends a lot of time and puts in a lot of effort and deals with a lot from us. None of this would be possible without her."

Among all of her accolades, Henry encourages a unique style of college broadcasting that sets WRKC apart from other stations.

"(When reevaluating the approach for the station) we decided we would not use

***"The students run the
radio station, I just
make sure that they
run it correctly."***

any national news," Henry said. "All of our news would be generated right here, whether it be in the Wyoming Valley or on our campus."

Despite the sense of satisfaction and accomplishment,

the members of WRKC are looking forward to progress and building the station for the future.

The seniors on the staff this year have put a lot of work in," Jacobs said. "They do a lot to keep it going and I just hope I can do the same next year."

WRKC is successfully striving to provide efficient and informative news as well as set the foundation for the students' future.

"I hope (the students) succeed beyond their wildest imagination," Henry said.

MediaConnection Contributors

Student Contributors

Alexandra Bolinski
Steph Burke
Tori DeGiosio
Thaddeus Dziedzic
Jackson Filyo
Kati Sudnick
Casey Walasky

Mass Communications Faculty

Mr. Michael Berry
Dr. James P. Dolhon
Dr. Raymond Gamache
Ms. Karen Mercincavage
Dr. Michelle Schmude
Dr. Scott Weiland

Faculty Coordinators


Dr. Raymond Gamache
Ms. Karen Mercincavage



*Dr. Ray Gamache and student volunteers monitor the action taking place on the court.
Photo Credit: Thaddeus Dziedzic*

Mass Communications Joins Athletics Dept. to Web Stream King's Basketball Games

Mass Communications students and faculty members spent this basketball season working to stream video of the games live via the Internet. Students used cameras to monitor play, Tweet updates and broadcast the action.

 [Listen live here](#) on your interactive PDF to an interview by Thad Dziedzic on sports streaming with Dr. Scott Weiland and Dr. Raymond Gamache.

Gamache Publishes Book and European Book Launch

A manuscript by Dr. Ray Gamache, assistant professor of journalism in the Mass Communication Department at King's College, titled "Gareth Jones: Eyewitness to the Holodomor," has been accepted for publication by Welsh Academic Press. The book will be available in the U.S. in August.

The book provides insight on Gareth Jones, now recognized as one of the first journalists to reveal the horror of the Holodomor, the Soviet Government-induced famine in the early 1930s, which killed millions of Ukrainians.

Gamache will begin a European book launch at several June events, including Arts Centre Cinema on the campus of the University of Wales, Norwegian Church in Cardiff Bay, and Shevchenko Library and Archive in London.

A noted historian on journalist Gareth Jones, Gamache will be featured in an upcoming Welsh documentary about Jones's life as part of series on Welsh journalists, which will be broadcasted on the BBC in Wales.

Gamache received his doctorate from the University of Maryland-College Park, and his bachelor's and master's degree in English from West Virginia University. Prior to coming to King's, Ray taught at liberal arts colleges in Minnesota and New Hampshire for more than twenty years. He began working in journalism for his hometown newspaper, the "Nashua Telegraph," while in high school.

Gamache is the author of "A History of Sports Highlights: Replayed Plays from Edison to ESPN," and "The Water Is Wide: Notre Dame College's Journey, 1976-2000." He also edited "Under the Bridge: Stories and Poems by Manchester's Homeless" and "The Living Fire: Selected Poetry of Leo E. O'Neil, 1973-1997."

He has published journal articles in "American Journalism," the "Journal of Sports Media," "Studies in Symbolic Interaction" and "West Virginia Philological Papers." He is a member of the American Journalism Historians

Association and the North American Society for the Sociology of Sport.

King's College is a Catholic College sponsored by the Congregation of Holy Cross.



Weiland Sees Positive Evolution of Department



Students participate in a televised panel discussion for “Pop Culture Junkies.” Pictured from left to right: Casey Waslasky, Tessa Markewicz, Emily Sepela and Joey Monaghan.

By Alexandra Bolinski

“Naturally for me, speaking in front of people and being in front of a camera doesn’t scare me. Having that ability is what got me interested.”

Scott Weiland, assistant professor of mass communications at King’s College, showed this precise quality as he excitedly spoke about his life at King’s and what it was like in the mass communications field.

Weiland graduated from King’s in 1996 and has since worked in multiple institutions, taught online courses, and has played many leadership roles in several organizations. So what made him come back to King’s College?

“It’s about great education and the positive assets that King’s College has, but for me it means more than that,” Weiland said.

Weiland had three great uncles who were Holy Cross priests, so coming back to the school was an easy choice since it was “in his blood.”

However, King’s College is not the same as it was when Weiland graduated. In fact, there are new professors and heads of departments that caused much to change at the school.

“With new people, there come different ways of thinking and different ways

of doing,” Weiland said. “The evolution of the department has been positive.”

When he attended the school, it was completely different. There were only about 50 students in the mass communications major, many of whom were seniors, and it was difficult to get a good internship. Finding and keeping a job wasn’t the easiest and for Weiland it was a tough battle.

“Toughest time for me was probably the first time I lost my job in mass communications,” Weiland said. “You learn a lot about yourself when you’re faced with that type of adversity.”

“To be a mass communications major, be a student of technology.”

From this experience, Weiland was able to gain a good perspective on his line of work and how certain decisions regarding others’ lives require a lot of consideration. This vast amount of knowledge that he possesses allows for some great advice to be offered to future

mass communications majors.

“To be a mass communications major, be a student of technology,” Weiland said.

Weiland noted that a student in this major should watch television and read a lot of news in order to understand and learn about different media forms. He mentioned that students should be well-rounded in their educations and to do everything to the best of their abilities.

Being well-rounded in such a field has its benefits, but is it even possible to do this while still maintaining a balanced life?

“It’s not easy when you’re engaging in a civic life, but I think it is a very important piece that is often overlooked,” Weiland said. “Giving back to a community is probably one of the best things that you can do for a community that has given you so much.”

Weiland called attention to how there may not always be time to volunteer for an event or it may not be an opportune moment to do so; however, being active in the community is something he strongly encourages.

This balanced life is precisely what Weiland tries to develop within his own

Cont’d. on page 5

Weiland

Cont'd. from page 4

family with his wife, Sunny, and son, Scott Alexander. He uses lessons learned from his role models, his parents.

"They helped me develop social interaction skills, which I now value greatly and try to emulate with my own family now," Weiland said.

His parents were very encouraging and often made him engage in social interactions at a young age, which he now credits to his success in mass communications.

These interactions helped Weiland prepare for future social interactions where networking was involved.

"Networking is one of the ways that students who are graduating this year are going to get jobs," Weiland said. "This isn't about meeting someone and knowing their name. It's about developing a relationship with these people."

Weiland strongly advocated networking, noting that it was a very important aspect of mass communications. Students that actively network and successfully form relationships can be in a better position to get a job or internship than those that do not.

With this, Weiland is always willing to lend a hand when needed in order to get a student closer to his or her aspirations.

"Any time that I helped prepare a student to get a job or an internship is a time that I celebrated it as a positive achievement," Weiland said.

Being able to help students and advance their educations and careers is something that Weiland values a lot. However, students help him achieve his own goals, as well, at King's College.

"Here on campus I would really like to see KCTV explode into what I know it could be in terms of a broadcast medium," Weiland said.

In order for this to happen, though, students need to get involved and develop skills along with KCTV as it grows.

One day, Weiland may see his goals come true in a place where he has given so much to so many.

Students Launch TV Shows

May 10, 2013 – Students from the King's College Mass Communications Department launched two television shows this spring, marking a new era in television student productions.

"Pop Culture Junkies," a student panel show reflecting on current events and trends from around the globe, is spearheaded by executive producer and junior Casey Waslasky and "King's Kourt," a professional and amateur sports talk show was led by senior Richard Lopez were produced in the King's College High Definition Television (HDTV) studio. Both shows are being broadcast by King's College Television (KCTV) on the web as well as on campus.

"We are thrilled to see student leaders from our Department of Mass Communications step forward for these important projects," stated Scott J. Weiland, assistant professor. "Casey and Richard developed these shows

from conception to broadcast, scripting, storyboarding, identifying talent, recruiting production teams, and much more. We are glad to see these shows are thriving, and since each show launched their pilot episodes, many other students have stepped forward with concepts for KCTV shows."

Both productions utilized the KCTV HDTV studio, which is a state-of-the-art broadcast facility on campus, broadcasting in 1920 X 1080 high definition. According to Dr. Weiland, "students have access to a facility that is second-to-none. We are thrilled to have such a terrific learning environment for our broadcast students to take advantage of."

For more information, or to view either television program visit kings.edu. Students who are interested in producing a television program or participating on a program can contact Dr. Weiland at scottweiland@kings.edu.

The Crown: New Look on the Web

By Thaddeus Dziedzic

Establishing *The Crown* in the digital age was our goal for the 2012-2013 academic year. We slowly built up our online presence through constant updating of the site, exclusive content and this spring, the addition of multimedia.

Through the web, we were able to deliver fresh content as it was happening and not be limited to the print product, which has been released weekly and bi-weekly this year. Getting this content to the students is a struggle we've attempted to identify and consistently added boxes, links and headlines driving people to the web.

Expanding our social media

presence through Facebook and Twitter also allowed for quick content delivery and also gave us the opportunity to interact with some of our readers. Going into the future, the web presence of *The Crown* will continue to be strong and the exclusive content will expand.

Living in a digital society, where everyone wants content delivered now, has provided many unique challenges, but also great opportunities. With our young and vibrant staff, we have accepted that challenge and opportunity and we look to the exciting prospect of the future where the possibilities are unlimited for the web.

Visit *The Crown* by clicking here <http://crown.kings.edu/>.

The Many Hats of Anne Thompson

By Casey Waslasky

Covering the election of Pope Francis may seem like an enormous feat for some, but for Anne Thompson, it was just another, exciting day at NBC News. Thompson, who is the Chief Environmental Affairs Correspondent for NBC News, was tapped as the commencement speaker for the 2013 King's College graduation. Within her field of work, Thompson has covered events such as the Gulf oil spill, the Columbine school shooting, and the election of Pope Francis, among others. Thompson had some time to sit and chat with soon-to-be graduates, and students from each level of academia about her life and time at the various platforms for which she reports, such as "NBC Nightly News," "Today," MSNBC, and NBCNews.com.

Raised and educated in Europe, Thompson went to school in Belgium, where she received her high school diploma from the International School of Brussels. From there, she traveled back over to America where she then received a Bachelor of Arts degree in American studies from the University of Notre Dame. After attending college in Indiana, she started her broadcast career at WNDU-TV in South Bend, IN., as a general reporter. From there, Thompson has traveled to places such as St. Louis, MO., Detroit, MI., and Boston, MA., before landing at NBC News.

While chatting with Thompson during our luncheon, it seemed as though persistence was a crucial ingredient to her proverbial, job recipe. After sending in multiple resumes, she finally got a call from NBC News in 1997 and joined as a National correspondent, reporting on a variety of stories like the death of John F. Kennedy Jr. While at NBC News, she has covered the presidential campaigns of Democratic hopeful Senator Bill Bradley and Republican hopeful Senator John McCain. Thompson has also covered the birth of the McCaughey septuplets, the school shooting in Paducah, KY., and the attack on the World Trade Center.



Pictured above with commencement speaker, NBC news correspondent, Anne Thompson, are Megan Mundy, Liz Demko, Anne Thompson, Christopher Sweeney, Molly Dahl, and Meghan Wernimont.

However, it was not only at NBC News where she began to receive national recognition. Before she landed her current job, she was honored with seven Emmy Awards for a variety of stories while at WDIV-TV, the NBC affiliate in Detroit, MI. Among those stories for which she won her Emmys, were a profile of Kirk Kerkorian and his attempted takeover of Chrysler, a series on two serial killers in the Detroit area, and a report on the near riots that broke out following the Detroit Pistons' championship win in 1990. When speaking on the riots, Thompson made a candid statement stating that during that coverage, she and her photographer escaped major injuries having been in the midst of the riot.

***"I want you to look
at your diploma and
have faith."***

As the Chief Environmental Affairs correspondent for NBC News, Thompson has clearly covered a variety of stories, and was now able to add commencement speaker to her lengthy resume. While speaking to the graduating class of 2013,

Thompson spoke of how important it was to instill the sense of faith King's College has provided to them. "I want you to look at your diploma and have faith. That diploma is the result of your parents' belief in you. It is the result of Father Connerton's belief in all those years ago that this school was the right thing to do, so have faith." Thompson also made it a point to make sure that those graduates left with a sense of faith in themselves. "So when you leave King's today and you take with you your diploma, and perhaps the after-effects of last night's senior-alumni gathering, and the knowledge of which fork to use, remember you go from the outside in, you also take the power of faith."

As a decorated journalist, Thompson has had the opportunity to cover events in history that many of us bring up in conversation at the water cooler, or perhaps even watch Thompson deliver on the "Today" show. With so many accolades, including the prestigious Gerald Loeb Award, and being apart of the "Nightly News" team that won the Alfred I. DuPont-Columbia Journalism Award and the Emmy Award for coverage of Hurricane Katrina, Thompson has managed continue to provide integrity and purpose within her work, and most importantly, a love for news.

Mass Communications Students Present at Eastern Communications Association (ECA) Conference



Three King's College Mass Communications students (center, left to right), Tessa Markiewicz, Melissa Benjamin, and Brandi George, participate in a panel discussion on "Viewers Perception and Awareness Associated with Differing Television News Formats" at ECA in April.

The Eastern Communications Undergraduate Research Conference is an extremely competitive conference for undergraduate students to have their research accepted to. In late January 2013, Brandi George, Tessa Markiewicz, and Melissa Benjamin received word that their research paper, Viewer Perceptions and Awareness Associated with Different Television News Formats, completed in COMM 493 Research Methods for Mass Communications was accepted for the April 2013 Eastern Communications Undergraduate Research Conference held in Pittsburgh, Pennsylvania.

On April 27, 2013, the three students presented their research findings to a packed room of fellow undergraduate students and faculty members representing colleges and universities from the northeastern side of the United States. "I thought ECA was a really great experience for any Communication professional and I really do believe the level of work we do in Research Methods is way beyond

what is normally expected from undergrads. In that respect, I feel that having that knowledge (and the experience of ECA) puts me and other King's students ahead of those from other schools. I wish we actually got to compete based on our presentations though - it'd make the conference even more exciting!" according to Brandi George.

Accompanied by Dr. Michelle Schmude, Tessa, Brandi, and Melissa also attended various conference sessions on topics such as advertising campaigns, social media strategies, political communications, Occupy Wall Street, and many others. The students were also invited to attend a special luncheon recognizing the top undergraduate research papers where they heard the important findings.



The Department of Mass Communications in conjunction with the Office of Academic Affairs annually supports student scholars wishing to present their undergraduate research at conferences. Markiewicz stated, "Having the opportunity to participate in the ECA conference was a wonderful experience. It was exciting presenting our work as well as hearing other presentations. With the presentations being so diverse in context, we were really able to learn more about many topics from advertising to politics. I am truly thankful I was able to attend the ECA conference."

Student Works Exhibited at the Widmann Gallery

As part of the 25th Annual King's College Student Exhibit, the Mass Communications Department displayed student works from April 15 - May 19, 2013. Wall displays included graphic design, Web design, advertising, and photography; while computer displays showcased student TV shows, PSAs and animations. The event was coordinated by Karen Mercincavage, Associate Technical Professor and students of the Mass Communications department.

Watch live here by clicking on the url below in your interactive PDF or visit on the Web:

http://www.youtube.com/watch?v=DZ_3inp7_Ac



Pictured above are Nathali Mejia, describing her class project, a die-cut mailer for Sephora, in an interview with Rosemaureen Bulger.

Advertising and Visual Communications Students Attend NEPA CreateAThon

By Katie Sudnick

As part of the professional development portion of Dr. Schmude's Copyright and Ad Design for Traditional Media course, Jessica Krzywicki, Stephanie Novak, and I attended NEPA CreateAThon, a cause that aims to assist

local nonprofit businesses with all of their design and creative needs within a 24-hour period. Nationally, CreateAThon has completed \$15 million worth of free designing and brand consulting for nonprofits all across the country, and it was amazing to help out in any way possible.

During our short time with the CreateAThon team led by John Dawe and Jim Luft, Jessica, Stephanie and I conducted research on duck derby promotions for an event to be held this summer, and designed some basic stationary work for the Family Service Association of NEPA. Though the experience was short, it was great to put our skills to use for a

deserving cause.

To see how work completed in the classroom can be directly applied to real life was an invaluable opportunity and unique to the CreateAThon experience. In an internship, there is a large learning process that must be completed before working on substantial projects, but since CreateAThon needed people experienced with the Adobe Creative Suite, Stephanie, Jess and I were able to work immediately on these projects.

After my time with CreateAThon, I have decided that I will continue to be a part of the event every year. I would highly encourage any student wanting a real world experience either before or after doing an internship to join this creative team and help local businesses shine.

“To see how work completed in the classroom can be directly applied to real life was an invaluable experience that seemed unique to the CreateAThon experience.”

Students Attend Advertising Week, New York City

Approximately 29 Mass Communications students attended Advertising Week in New York City on October 1, 2012. Students attended panel discussions, interactive sessions, and seminars on current trends and forecasts in advertising on traditional and electronic media. Cutting edge marketing technology used in advertising was on display all week in The Times Center.

Students attended sessions hosted by representatives from Adidas, Razorfish, ESPN, Fast Compnay, Bloomberg and Mashable. Topics included storybuilding, creativity, Radio as the “next star”, TV on the Web, and Mobile: ROI.



Seniors Paul Ofcharsky, Celia Rader, Meghan Wernimont and Megan Mundy pose for a Facebook promotion for the 2012 Advertising Week, New York City.

2013 National Honor Society Inductees: Psi Epsilon Chapter of Lambda Pi Eta



On March 19, 2013, 17 students were inducted into the Mass Communications Department's national honor society, Psi Epsilon Chapter of Lambda Pi Eta. Pictured above are the recent inductees of the Mass Communications national honor society. Left to right, first row: Leslie Miller; Danielle Kean; Shannon McCarthy; Kati Sudnick, President; Tori DeGiosio, Secretary; Ashlee Jacobs; Kelsey James; and Megan Lange. Second row: Michelle Schmude, department

chairperson and co-adviser; Molly Dahl, Past President; Emily Sepela; Brian Dankulich; Richard Lopez; Christopher Sweeney; Casey Waslasky, Vice President; Meghan Wernimont, Past Vice-President; Megan Mundy, Past Secretary; and Ms. Karen Mercincavage, Associate Technical Professor and co-adviser. Absent from photo: Joseph Goss, Erich Granahan, Sarah Scinto and Michael Torbik.

Practicum Students Travel to CBS Radio

1010 WINS' Brian Carey and Ivan Lee Host Tour and Discussion

By Tori DeGiosio

On April 30, thirteen students from the Mass Communications Practicum class traveled to New York City for a tour of the CBS Radio studio and the opportunity to meet some of the professionals who work there.

Students had the chance to meet and speak with Ivan Lee, Assistant News Director at the studios, and Brian Carey, Afternoon Drive News Anchor and alumni from King's College. Both Ivan Lee and Brian Carey spoke to students about what it's like to work at an all news radio station, in a fast-paced environment, and also answered many students' questions. Erin Carr, a junior mass communications major with a focus in advertising, said that she learned a lot from the discussion session with Ivan Lee and Brian Carey. "If there was anything from Ivan and Brian that really resonated with me, it would be put yourself out there, market yourself, get your foot in the door and start small and work your way up," said Erin.

Not only did students get to speak



Students attending 1010 WINS are (first row: left to right) Cara Medwick and Tyler Tynes, Tori DeGiosio, Adam McGahee, and Maritza Arias. (Second row: left to right) Katie Sudnick, Erich Granahan, Stephanie Gorney, Erin Carr, Casey Waslasky, Karen Mercincavage, Associate Technical Professor, Joseph Wescoat, Christopher Goy, and Dany Calcano.

with two professional workers at the studio, they also had the opportunity to tour the 1010 Wins radio station. Seeing

professionals at work and the work environment was what interested many students, including sophomore Dany Calcano, to take the trip to New York City. "Visiting an actual news radio station was something I have never done before," said Dany, who is a mass communications student with a focus in visual communications. "It gave me an opportunity to see how a news radio station works and how people run it."

Kathleen Marple also let students sit in on part of her afternoon newscast. This provided students with the opportunity to see how a radio newscast operates and to experience the fast-paced work environment of CBS Radio. Casey Waslasky, a sophomore mass communications major with a focus in broadcast, spoke highly of this experience saying "It was fascinating to see how she was able to manage to get everything on air at the precise time, and still had time to chat with us!"



Students talk with Brian Carey (far right), Afternoon Drive News Anchor and King's College alumnus.

State of the Mass Communications Department

In a rapidly growing world it is important to have a broad understanding of media and its effects on society. That was the message Dr. Michelle Schmude recently gave during her state of the mass communication department presentation, surrounded by students with various questions.

At King's, students majoring in mass communication will be able to think and do meaning the courses they take will be both theoretical and hands-on in nature. The core curriculum within the mass communications major provides students with the theoretical background of the communications field. Students can take classes in advertising, broadcasting, journalism, and visual communications to advance their theoretical knowledge and participate in hands-on instruction. Within these track classes, students will be involved with clubs and activities that are directly related to their major such as the InHouse Design Club, WRKC Radio, The Crown, and KCTV making them more marketable after graduation. The Department of Mass Communications believes it is beneficial for students to have knowledge in all of the tracks. It is the mass communications' goal to help undergraduates realize their full potential through tangible experiences inside the classroom.

"And you may ask yourself, why do we embed these experiences in classes? Sometimes students will go out and actively seek out these experiences for themselves. Other times students will not; therefore, the department has really taken a proactive approach to embed these experiences within the classroom."

Schmude brought up the competitive nature of the mass communications industry and how important it is to have a varied background by taking classes in all four tracks. As an incoming student, it may seem unnecessary and tedious to take course work that does not seem pertinent to a student's specific interests but it will be beneficial in the long run.

"And you may say, 'Well I am not interested in that' and as professionals in the field we're going to say you are going to thank us when you graduate because you are an expert in the one area and have skills in other areas of mass communications. With the convergence of media, you really need to be a jack-of-all-trades, meaning you need to know many aspects

of the communications field to be successful in the market place," Schmude said. "So that is what we try to do in our classes here and within the mass communication curriculum."

Undergraduates should also become involved in clubs, activities, and community service outside of their discipline in order to expand their knowledge into other areas. Schmude stressed the importance of community service which King's is a leader in. "During a student's first day on campus, they participate in service work. It is my hope that each of you will continue to volunteer and help those in need. Volunteering in the community made me more of a compassionate person and I think that definitely goes hand in hand with what we are trying to teach you here at King's College," Schmude stated.

"I really do enjoy mass communications because I have so many different options"

Cara Medwick

Schmude is an example of how positively college activities affect a student, and many should take note from her experiences in order to become a successful worker and member of the community. Schmude is a very busy woman who can balance work, classes, and a family life, each just as important. "I am really big on making a to-do-list and sticking to the things that have to be accomplished. Time management skills are essential when you have to accomplish many goals," Schmude said.

Organization is a valuable skill for a student to practice during their time at school. She gave other valuable tips such as how to establish and maintain a positive online presence with Facebook or Twitter, both very popular forms of media. "I would say for personal branding your online presence can benefit you and can also be detrimental to your future career. You need to be aware of your actions on social media and how those actions are perceived by others," Schmude stated. "As a junior or senior looking for an internship, Facebook or

Twitter or any other social media platform can either make a positive or negative impact based on how one 'brands' themselves. Companies do look at the social media activities of potential interns or employees," Schmude said.

Many future students may see areas of media, such as journalism, as a dying career, but it is changing. "Going back to journalism, the field is evolving, and I believe that in terms of traditional positions within this career field, they are on the decline," Schmude said. However, these careers have evolved into online journalists and bloggers, who have a multimedia perspective." Once again it is important to be involved and up to date.

The department is here to help students succeed academically. Lambda Pi Eta, the Mass Communications honor society, recognizes those students who have demonstrated academic success while at King's and in the mass communications major. Students who have a 3.0 overall grade point average with a minimum of 60 college credits, a 3.2 grade point average with a minimum of 12 credits in mass communications courses, and are in the top 30 percent of the class are invited to become members of the honor society. Schmude stated, "Attaining membership in Lambda Pi Eta is an accomplishment the students and their parents should be extremely proud of."

Cara Medwick, a mass communications major, is a prime example of everything Schmude spoke about. "I really do enjoy mass communications because I have so many different options," Medwick said. "For example, I came in wanting to be a journalist, but I got involved in designing and I can do both while still working towards a career." Medwick proves that the direction the department is going in, applies to the students' needs and wants from the major.

Schmude said the relationship between faculty members is the reason for the department's ability to run efficiently. "I love working in the Department of Mass Communications because I am surrounded by wonderful faculty members and exceptional students," Schmude said.

"The compassion shared by the members of this department is what makes mass communications such a sought after major at King's College."



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Mass Communications Department
King's College
133 North River Street
Wilkes-Barre, PA 18711

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Persistence Pays Off: Getting an Interview with Joan Rivers

By Casey Waslasky

"Hi Joan, how are you today?"

"I am great Casey, how are you?"

Yes, those were the first two lines of the conversation I had with pop culture icon, Joan Rivers. Rivers, who is known for her personality, fame and comedic abilities, was traveling to Reading, Pennsylvania to perform her show, "My Life in Show Business: 135 Years and Counting." While on her way, I managed to snag an over-the-phone interview with her to not only talk about the show, which she was performing in Wilkes-Barre the next day, but also to touch upon her life as a whole and the various projects she is involved in.

Talking with Rivers was the easy part, however, trying to get that interview, that was a whole other story. I knew that Rivers was making her way to Wilkes-Barre in April, so all I had

to do was find someone to get in contact to get that interview. Naturally, I called the Kirby who said that all interview slots were full. Word to the wise, never take no for an answer. So, when I spoke with the woman from the Kirby I stated that if anything were to come up, to please let me know. After I was told the slots had been filled at the Kirby, I went into the deep, deep pages of Google, like after page two, and tried to find any information I could that would lead me to Joan. With some investigating skills and a phone call or two, I was on the phone with her publicist who said "Let me see what I could do."

An hour or two went by...this all occurring the day before she arrived in Wilkes-Barre, and I received a call from her publicist who said "Joan is on

the phone, want to speak to her now?"

Clearly, you can assume what my answer was, and from there, Rivers couldn't have been more gracious. Speaking on everything from her work on Fashion Police and her new web series, In Bed with Joan, to casual conversation, Rivers had given me an opportunity that I knew those interviewing at the Kirby Center would not receive.



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The conversation, which lasted roughly 25 minutes, was one of the easiest and nerve-wracking I have ever done. However, speaking with Rivers was like speaking to a friend: casual, generous, and most importantly, funny.