



MEDIAconnection Newsletter
 Mass Communications Department
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The MEDIAconnection

Mass Communications STUDENT NEWSLETTER

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King's Students Attend Advertising Week in New York City



Members of both the Mass Communications department and Marketing department took part in Advertising Week in New York City for the second year in a row.

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RADIO continued...



Paul Trycinski hosts his own indie rock show on WRKC from 8-10 p.m. on Mondays.

management, and journalism," she stated." Students will write PSAs, promos, and produce news stories.

Not only is the class material expanding, WRKC itself is growing too. "We want to expand our broadcasting signal to reach more people in the community," said Henry. WRKC is growing to reach Hazleton, and possibly the southern end of Scranton. King's is proud to include the elderly, visually impaired, and Hispanic communities as part of their audience.

CHAIR continued...

academic departments through joint projects and activities such as seminars.

As the communications industries converge due to digital media technologies, Dr. Bareiss hopes that students will gain a competitive edge by learning to produce messages across the wide range of communication technologies available in the department. For instance, the campus has a functional television studio few students are familiar with, which had been used as storage space but was cleaned out and used by the King's theatre department. Dr. Bareiss hopes both departments can make great utilization of this asset.

Dr. Bareiss has a passion for the analysis of film, as well as other media,



Dr. Warren Bareiss sees a bright future for the Mass Communications department.

sometimes contributing his work to the Hazleton Standard-Speaker. He is currently co-authoring an analysis of the film 2001: A Space Odyssey, and his most recent publication is a journal article about the "Beat" generation and folk music of the 1950s, to be published this January.

Words from the Editor:

King's Communications Department Helping Students Adapt to Changing Industry

The media industry is one of the most volatile, constantly changing business mediums in the world. Since the advent of the Internet and swift evolution of technology, change has become the norm in media. With recent rough economic times, this has led to newspapers, television shows and websites changing their looks, their features and their presentation on an almost daily basis. Change is essential to market to a public whose attention span is decreasing in length at an almost equally brisk rate. If they don't adjust, they close.

The field of communications is more comparable to a drought-ridden Serengeti than an auspicious and healthy rolling plain. It appears only the strongest will survive in an environment more cutthroat than ever, and cost-cutting measures have put jobs at a premium.

The Mass Communications department at King's College has done an admirable job taking on these apparent challenges. With the appointment of a new chairperson, Dr. Warren Bareiss, and a clear goal in mind, the professors within the department are working to mould students into all-around well-rounded individuals who will be assets to potential employers by their time of graduation or prepared for graduate school.

With a quick perusal through the course catalog, one can now see the abundance of communications courses offered by an often short-handed staff. Dr. Bareiss, Dr. Jayne Klenner-Moore and Ms. Karen Mercincavage and are the only full-time professors in the department, but each additional professor

brings their own specializations: Eric Compton, Catherine Donnelly, Sue Henry, William Keating, Pete Phillips, Ned Rowan, Michelle Schmude, Judith Sedlak, Richard Shiptoski, Becky Sinke, Mark LaMura and various others each contribute in their strongest fields. Each student is required exposure to computer applications, graphics, writing, law, ethics and of course senior seminar while they advance on a certain track. Oftentimes, the lower-level courses can influence a track one decides to embark on, and many of the track courses have overlap and offer multiple benefits; for example, a course in the visual communications track, Fundamentals of Image Manipulation, instructs in the usage of Photoshop, which can be applied to an advertising track class such as Copywriting and Ad Design. Both courses require similar skill, but each requires a unique application of them.

Students are given a choice to specialize in a certain field, but now more than ever, they are expected to be able to perform multiple and varying tasks at a job. As a sports intern for a local newspaper, the Hazleton Standard-Speaker, I assist in writing game and feature stories, editing stories, laying out pages for print and preparing information for the web. I also have enough knowledge of image editing and page design software to create effects, tables and styles, for example, to improve the look and feel of the section.

While at King's, I have taken elective classes in Sports Communications, Multimedia Applications, Digital Video Basics and Introduction to Photography. While some of my abilities are basic, they have made me into a well-rounded employee.

These sorts of skills are desirable by employers – and why shouldn't they be? They can now often pay one person to work in place of what used to be three!

Possibly the most important requirement of King's Communications department is its internship requirement. Each student must complete at least three credits worth, or 180 hours, of an internship. King's has great standing in the Wilkes-Barre/Scranton metropolitan area regarding placements, and while most students stay local to complete their internships along with studies, others – such as Jessica Woodin – have broadened it and obtained jobs at companies such as MTV in New York City. King's communications interns are frequently asked back to their internship sites due not only to their knowledge, hard work but also thanks to their and versatility.

Each student you will read about in this newsletter has accomplished something great to be proud of – whether it be at an internship site, with a local company or a special event. Much of this can be attributed to the commendable preparation by the department and its desire to educate students and provide "hands on" experience and gain valuable experience in a variety of different situations, which best prepare them for eventual entry into the wild world of communications.



By Ian Kollar

King's Junior Passionate About Pierogi Internship



By Erika Samuels

With the cutthroat competition in the race to land a job after graduation today, undergraduates must find a way to set themselves apart from the crowd and get experience early to prove their worth as a professional. King's junior Elle Butler had the determination to make sure she did just that. As a marketing intern at Mrs. T's Pierogies this past summer, Elle was tossed into the heart of a well-known company with the responsibility of satisfying its customers. Elle attributes her ability to adapt to her new environment quickly to her education at King's. "A liberal arts education is empowering because it makes you well-rounded," she said. "When you have such broad knowledge, you can easily adapt to any situation."

An important part of the application process was writing a resume emphasizing her strengths. Elle used King's Career

Planning Center to help perfect her resume, and highly recommends frequent visits to anyone looking for an internship. The interview process included a series of several two-hour meetings with public relations and marketing professionals to discuss Elle's qualifications and review her portfolio. "It was a long and nerve-racking process, but was definitely worth the interview experience in the end," she said.

The 57-year-old Mrs. T's company produces 84% of the nation's pierogies. Located in Shenandoah, just five minutes away from Elle's house, the company sponsors various events and hosts a community picnic each year. "Mrs. T's has a great relationship with the people of Shenandoah. Pierogies are a staple of the community," she said. They are sold at every church bazaar and block party, and are the pride and joy of our small town."

Some perks Elle enjoyed during her internship included a tour of the entire facility, free clothing and office supplies, and

free pierogies every week during sensory taste testing. But the perks did not come without hard work. "They constantly challenged me and expected my best effort in every task I undertook," Butler said.

Her tasks included presenting projects to executive teams and sales brokers and interacting with numerous employees. "This internship has definitely broadened my horizons and introduced me to the real world work environment," Butler said. "Experiential learning is so different than learning from textbooks or lectures. It

is hands-on experience, forcing you to learn, adapt, and grow."

While Elle never felt completely

overwhelmed, she did have to make sacrifices. "As my internship was similar to a full-time job, I was often extremely tired," she revealed. "Also, because it was during the summer, I had to make sacrifices, such as miss out on beach trips and other activities with my friends."

Elle made sure to celebrate National Pierogi Day. "I cooked up a nice box of Potato and Four Cheese Pierogies for dinner, the best kind, for my roommates and me. While I can't deep fry them here at school, I bake them in the oven for the same crispy effect."

Elle's experience left her with advice for students considering an internship in the future. "Look for something you would enjoy," she said. "It is easier to accomplish something when you are passionate about it."

Mrs. T's may be a good option for others looking for experience. "I know my advisors at King's and my supervisors at Mrs. T's formed a great business relationship throughout my internship, and I know Mrs. T's hopes to see some more King's students apply in the future," Butler said. "I would highly recommend Mrs. T's as an internship site for anyone who is willing to learn and desires a challenge. I worked hard throughout my 13 weeks, but I learned more than I could have ever imagined."

"A liberal arts education is empowering because it makes you well-rounded."



Junior Elle Butler appears on WNEP-16 as she completed her internship with Mrs. T's Pierogies.

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De-SERVE-ing Design



By Kelly Gibbons

Each year hundreds of King's College students volunteer their time as part of the college's commitment to community service. Leanne Mazurick, director of the Office of Volunteer Services (OVS), coordinates four service trips per year. CitySERVE, a requirement for freshman orientation, began in 1999, the first year Father Tom O'Hara was president of the college. This year, over 500 new students joined faculty and staff instructors and student volunteer leaders to work at 16 sites throughout Luzerne County.

SERVE stands for Students Engaged in Reflective Volunteer Experience. "The goal of [CitySERVE] is to introduce incoming students to the mission of service at King's while also introducing them to the local community and the many ways they can volunteer and give back while they are students at King's," Mazurick said. At Saint Vincent DePaul Soup Kitchen, the volunteers helped prepare school backpacks for needy children in the local community. Other sites included the Arts YOUiverse, Wyoming Valley Habitat for Humanity and the Commission on Economic Opportunity (CEO) food bank. There they worked on various projects designated by the organization and helped with things like interior house renovations and packing food boxes for low-income families.

In addition to CitySERVE, each year Mazurick and her OVS staff organize FallSERVE, WinterSERVE and SpringSERVE as well to offer alternative break service trips to students. The number of trips over break varies from year to year, with OVS staff usually planning one to three trips for each break. This year, Mazurick and student coordinator Jeff Bowlby are taking 11 students to the Romero

Center Ministries in Camden, New Jersey for FallSERVE. At the urban retreat and social justice education center, the service group will learn about the Camden area and its problems such as poverty and the homeless. "We are sent out to their various ministry sites," Mazurick explained. "We'll go in groups to places like soup kitchens and homeless shelters."

As a way to identify the volunteers, each SERVE participant wears a t-shirt designed specifically for the trip. According to Mazurick, Karen Mercincavage, the assistant technical professor of mass communications, has been instrumental in



Shown are previous Winter Serve and City Serve logo designs for T-shirts.

helping with this project. "She has been wonderful to work with and has helped us make each year of CitySERVE a success with her assistance with the t-shirts," she said. "This year for CitySERVE, I said 'wouldn't it be cool to do a skyline on the shirts?' She just went with it. They turned out great!" As a way to get mass communications students involved in the project, Ms. Mercincavage has also held logo design competitions with her classes with the OVS staff chose the winning design. At times, Mazurick asks students participating in a SERVE trip to design the logo or finds a mass communications student through a SERVE participant.

This year, Catie Belardo, a senior mass communications student, designed the FallSERVE t-shirt. "When [Jeff Bowlby] told me that Leanne was looking for a student to do the logo, I said I would love to take up the job!" Mazurick was looking for an autumn theme, so Catie

chose a leaf pattern in fall colors for her design. The design work is a good addition to her portfolio that she will use as she pursues graduate schools or a career in graphic design and advertising when she graduates.

Kathleen Dorsey, another senior mass communications student, designed last year's WinterSERVE logo. She chose a warm weather theme with a cactus and a bright orange sun to fit with the trips locations, Laredo, Texas and Phoenix, Arizona. Her favorite part of creating the design was tying it in to the volunteer work with a meaningful quote from Mother Teresa that she integrated into the design: "In this life we cannot do great things. We can only do small things with great love." Kathleen hopes to have opportunities in the future to do more logo design work because, as she says, "it's fun to create logos...you can be really creative with a basic t-shirt."

Mazurick said that it is great to collaborate with the mass communications department on the t-shirt logo projects, and she definitely plans to continue seeking students for the work.

With the strong commitment to community service at King's College, there are always volunteer opportunities for interested students. Mazurick encourages students to contact OVS to find out what is available. "SERVE trips and volunteering in general is a wonderful way to use your gifts and talents in the community to help an agency or people in need," she said. "But it doesn't end there, not only is it rewarding to give back to others but what you get back from volunteering is often more rewarding as well as life changing!"

"To quote Gandhi, 'The best way to find yourself, is to lose yourself in the service of others.' I couldn't agree more with that quote and I would encourage every student at King's to take some time to live our mission by 'educating your heart' through service to others."

AD WEEK continued...

it. Toyota promotes their cars on the game to reach a wide audience and hopes to obtain customers in the process.

Another event, the Betawave Attention Convention, focused on retaining consumer's attention to ads, especially on the Internet. Most people are inclined to click through ads because they have become so saturated with them. The CEO of Betawave, Matt Freeman, talks about his company, which has a goal of helping other companies catch the attention of its consumers. His philosophy is that, "attention is the invisible obvious," but getting that attention is easier said than done.

Attendees of the Attention Convention seminar were treated to the experienced words of Peter Guber and Brett Ratner. Guber is the producer of such films as "Rain Man" and "Batman" and is also the chairman of his own company, Mandalay Entertainment. Brett is the director of the action films "Rush Hour" and "X Men: The Last Stand" and the TV series "Prison Break". Brett also directed music videos for Madonna and Mariah Carey. Their interesting experiences in the Hollywood film and music businesses gave insight into how brands can use the entertainment business to better reach consumers. A major part of making the public want

to buy your product that is placed in a film, Guber stated, is that its, "authenticity must shine through," while also trying to, aim at the heart of the public. Their advertising advice made it clear that the audience's attention is valuable and brief.

During the second half of the Attention Convention, students got to listen to executives of companies like PepsiCo, Kraft Foods, and Starcom Mediavest. Frank Cooper, the CMO of PepsiCo, had advice to create a, "cross-functional team from the beginning," so the product will be a success. The SVP of Marketing and Communications at Kraft Foods, Dana Anderson, told the audience to remember that "when a product fails, you learn," and continued with, "you can't live and die by numbers."

The last event attended by many students was the Brandweek Digital Leadership Conversation where executives from Kodak, AOL, AT&T, Facebook, and



Mass Communications students and professor Karen Mercincavage enjoy their time at the Times Center during Advertising Week.

Google talked about advertising and sales. Students learned how these companies are dealing with new ways to advertise on the Web. They discussed the ways their companies have changed with technology and succeeded. To know how to adapt well is a valuable concept for King's students to learn from the executives. The mass communications and marketing students learned a lot of advertising information from these executives that they can use when trying to begin their careers in this industry.

WRKC Reaches Out to the Community



By Julia Dearden

As a mass communications major, experience in the field is a necessity. The King's College radio station, WRKC, is working towards that opportunity for its students as well as reaching out to the Wyoming Valley community. King's College has recently become the recipient of a federal grant of \$181,000 to expand the signal of WRKC-FM further south and to enhance its Mass Communications curriculum. This grant will allow King's to better reach the elderly, visually-impaired, the

growing Hispanic population, students, and the general public through WRKC-FM. Funds will be directed toward curriculum development whereby students can focus on cutting-edge communication theory and use the radio station as a laboratory to apply their classroom experience.

WRKC (88.5 FM) has been on the air for 41 years and has been benefiting both King's and the community surrounding it. "The Radio Home Visitor" has been produced by Father Tom Carten for 36 years and is the oldest radio reading service in the United States. It is a daily companion to those who are blind or homebound as well as the senior citizens of Luzerne County.

Susan Henry, grant co-director and local WILK-FM radio host, is the station manager for WRKC and has been involved

since she was a student at King's. With her enthusiasm, Henry wants to teach students more by expanding lessons on radio. "We hope students who take classes with the inclusion of a radio component have a better understanding of a viable industry," Henry said.

To get students more interested in learning about radio management, writing, promotions and radio communications theories, the mass communications department is expanding its curriculum. Karen Mercincavage, grant co-director and assistant technical professor in the department, is in charge of helping to broaden the course material. "We want to incorporate more projects and assignments in radio production, broadcast

King's Student Interviews at Pocono Raceway



By Kim Sharkey

King's student Demi Mamola had a chance to write about Pocono Raceway. This experience helped her learn some new things about racing as she met racers, as well as, associates from news stations.

Mamola, a sophomore, saw a behind-the-scenes view of Pocono Raceway. She received a media pass to interview drivers and to go in the pit where the racers keep their cars. She was placed in the media writing room and wrote stories throughout the day about the race and her experience. She learned about this opportunity thanks to one of her professors, Ms. Mercincavage. She was the only student from King's that took the initiative to get this experience.

This experience was a two-day, non-paying job. She didn't know what to expect when she accepted the job that took place over a weekend in August. "I was very nervous," she said when asked about her first day on the job. She was there for two days from 6 a.m. to 4 p.m. Mamola only lives 15 minutes from the raceway so the commute wasn't bad. Her day started out

by waking up at 5 a.m. to get ready. By 6 a.m. she had to go to the credential office to get her passes. After she picked up her passes, she then had to go to the VIP office, through several gates and security just to park her car. When she arrived, she

headed straight to the media newsroom. In that room, some televisions were displaying different stations' newscasts.

"We watched all the different channels and took notes on what they were saying about the race," Mamola stated. "After taking notes, I began to write a news story out of them for the morning premiere of the race." After she wrote her story, she received a "hot pass," which allows a writer to go anywhere needed for the rest of their story.

Mamola got one-on-one contact with the racers down in the pit, the part that is in the center of the raceway where all the race cars and their crews are. "After I got my hot pass, I went straight to the pit and interviewed racers about how they prep themselves for the big race," she said. "Each racer had a different response:

one said he listens to his iPod for an hour before the race, and another said he likes to be left alone to clear his mind before the race."

She met associates from ESPN while she was there. "Working at ESPN is my goal in my career," Mamola explained. "It was defiantly a privilege to have some type of contact with workers from where I hopefully will be working one day."

Mamola had previous experience with writing about race cars, yet she learned more during this experience. Other college students attended the Pocono race, writing news stories about the day. The main majors of the college students that attended were journalism and videography.

She hopes one day to be a journalist or reporter for ESPN. She loves sports and hopes to work with ESPN, stationed in Connecticut. "This experience has definitely helped me get my foot in the door with my career."

Mamola has already contacted the Pocono Raceway to work the event again next summer.



Photo courtesy of Demi Mamola.

New Mass Comm. Chair Building a Better Student



By Jared Pieck

Of all the colleges in all the towns in all the world, he walks into King's.

Dr. Warren Bareiss was appointed the new chairperson of King's Mass

Communications Department over the summer. He currently teaches two courses, "Ethics and the Media" and "Writing for Mass Communications." Dr. Bareiss' academic pursuits have led him across seven states, with degrees from Bucks

County Community College (Associate of Art); the University of New Mexico (BA, Anthropology), the University of Pennsylvania (MA, Mass Communications), and his PhD in Mass Communications from the University of Indiana. Prior to acquiring the chair position at King's, he taught media effects, film, speech, and other classes at Penn State's Hazleton campus.

Dr. Bareiss intends to bring new focus to the department. "A number of chairs have come and gone through the department for the past several years," he stated. "Therefore, fragments of unfinished ideas and programs remain throughout our catalogue, leaving some courses inactive." He stresses only three full-time and several

part-time professors are expected to cover over 40 courses. Dr. Bareiss is working with the faculty to identify overlapping content so unnecessary courses will be merged or cut.

Once operations are streamlined, Dr. Bareiss has several ideas for new courses to foster students' variety of professional skills. In addition to more field trips, he is hoping to introduce courses on film, web animation, the effects of social networking websites on society and other subjects. Likewise, he hopes to further integrate the department into college life by strengthening the connection with other

See CHAIR page 8

King's Senior Gets Opportunity of a Lifetime

At 6 a.m., most college seniors are in a deep sleep. Jessica Woodin, however, a senior at King's, is already awake, dressed and on a bus to New York City. She is, by her official title, shows intern, for the website of one of the most popular cable television stations in the country, MTV.

This lifestyle comes with a lot of responsibility due to the fact that she is also taking three classes a day every Monday, Wednesday, and Friday. As part of her job, she creates highlight episodes for MTV.com, writes episode summaries, pulls time codes and assists the production team. Her favorite assignment to work on so far was to create a celebrity birthday calendar for the MTV.com department. This assignment allowed her to show the company what she is capable of doing with the talent that she possesses. And while there are days that are packed with exciting things to do, there are days that involve a lot of paperwork and errand running, too.

Although she has yet to meet any celebrities, Woodin has been given some great "freebies," such as free t-shirts, tote bags, lunches and an offer to attend the Video Music Awards on Sunday, September 13. The VMAs are MTV's popular awards show. The job is coveted, of course,

but the commute is not. As the only intern in her department that lives outside of New York, Woodin spends six hours on the bus each day to work only eight hours. The early schedule is difficult, as well. However, she says she copes with her hectic life by taking things easy on her days off and "by taking lots of naps."

Getting the job was a long process, as well. "I applied at MTV in February to be a summer intern," Woodin said, "since my house in Connecticut is pretty close to the city." However, MTV did not contact her until the middle of August. Although she applied at MTV, she was asked which three stations of the many owned by Viacom she would like to work. Other stations

in the Viacom family include: Nickelodeon, CMT, Spike TV, VH1, and Comedy Central. "MTV was my first choice, of course, then VH1, then Comedy Central," she said.

Woodin was interviewed by phone twice and corresponded by e-mail. When she was finally offered the position through an email, she knew it would be a difficult job, but she simply could not turn down such an amazing opportunity.

Working at such a high-profile company has already been quite an interesting experience for her, as the working atmosphere has been very different from the atmospheres of her previous internships at local companies, Ideaworks, Inc., and

Solid Cactus. MTV is much more relaxed. Her supervisor, a man named Brandon, arrives at work around 11 a.m. each day wearing cargo

shorts and t-shirts instead of the traditional suit or office attire. This is not uncommon for an MTV employee, Woodin says. "My co-workers are laid-back, friendly, young, diverse, and passionate about their careers," she noted.

One of the most difficult parts of Woodin's experience, however, is learning how to actually navigate the building. "The building is so big, I'm on the 17th floor out of 50 and I still get lost from time to time," she joked. There are multiple elevators, each of which travels to a different set of floors. Finding her floor was almost as difficult as talking security into letting her in the building on her first day when she had no credentials. "The



Jess Woodin enjoys a lunch break in Central Park.

security guards stared me down," she recalled. "My supervisor wouldn't answer his phone to confirm my arrival."

Once she arrives on her floor, however, Woodin is greeted with a beautiful view of the Hudson River. The view is a reminder that the trouble is worth the effort.

All in all, Woodin is glad she accepted the position at MTV. When asked for advice for others who are considering applying to a dream internship that seems out of reach, she advises, "You should always try, even if you think something is impossible, because you never know who will find your resume."

Woodin hopes to someday pursue a career in graphic design for advertising or the web when she graduates in May, and has stated that she has considered moving to New York in order to begin her career — hopefully with the company that gave her such a fantastic opportunity.



By Christine Henry



By Gary Galvin