

Students Present and Win Top Poster at RIT

Four senior Mass Communications students presented their research in a poster session on April 15 at the 2015 RIT (Rochester Institute of Technology) Conference for Undergraduate Research in Communication. Dany Calcano, Tori DeGiosio, Lexi Bolinski and Maritza Arias represented their teams' research projects from their Fall 2014 Research Methods class with Ms. Karen Mercincavage, Associate Technical Professor, Mass Communications Dept.

Bolinski and Arias presented College Students' Behavior on Various Audio Formats of Music and received one of two awards for Top Poster. Arias and Bolinski were part of a research team with recent graduate, Christopher Goy, and senior, Anthony Tallarido. Their study focused on how students acquire their music. Calcano and DeGiosio presented their research done in a group with recent graduate Casey Waslasky

entitled, 'Talkin' 'Bout My Generation: Comparing Generations X and Y's News Gathering Habits, on the differences between these generations in where they first access news stories (e.g., texts, tweets, blogs, online news websites, print, etc.) Dr. Rudy Pugliese, RIT Graduate Director and Professor, Communication Media and Technologies, stated, "It was a crowded field in the poster session this year, and the posters were truly exceptional."

The Department of Communication



Left to right: Tori DeGiosio, Dany Calcano, Maritza Arias, and Lexi Bolinski present at RIT.

sponsors the RIT Conference for Undergraduate Research in Communication has drawn nearly 250 undergraduate scholars from colleges and universities across the country.

The Success and Inspiration of Eric Steltzer



Eric Steltzer
Courtesy of WAND 17

By Kristina Atienza

The world of journalism has seen rapid evolution in the past couple of years, but luckily for young aspiring journalists, there is inspiration to be found in the successful journeys made by alumni like Eric Steltzer. Steltzer is currently a news anchor for WAND, the NBC news affiliate in

Illinois, and enjoys success in his career with an award from the Associated Press as well as his addition to the Mass Communications Advisory Board. Even with all his personal success, he looks forward to being able to help the Mass Communications department grow even stronger.

Steltzer recently received an award from the Associated Press' Illinois Chapter for Best Investigative Report 2014 on April 25, 2015. He completed a two-part series on panhandling to shed light on the issue. "The goal as to show that not everyone was who they say they

are and address concerns people had of being ripped off," Steltzer said. "It was very important to us that we made sure money raised by doing this went directly to helping the homeless – while showing the city how big of an issue this really was."

Steltzer played a big part in the Mass Communications department during his time at King's. Not only was he involved with the college's newspaper, The Crown, as managing editor, but he was also the very first President of the Lambda Pi

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**Congratulations
to our
2015
Mass
Communications
Graduates
&
Tori DeGiosio
Recipient
of the
Fr. Murgas Award**

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Ms. Karen Mercincavage
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Tori DeGiosio

THE GLOBAL LANDSCAPES CONFERENCE: Students Show Their Passions Through Research

By: Francesco Barongi

Tori DeGiosio, a senior Mass Communications student at King's College, recently presented her research on how the media portrays women in the media during political elections at the annual Global Landscapes Conference at King's College.

The Global Landscapes Conference is an event held by the McGowan School of Business at King's College each year to present academic research to interested students and faculty. DeGiosio presented a paper entitled "Hair and Makeup Kerfuffles: A Textual Analysis of the Media Portrayals of Female Politicians in the 2008 Elections," that she wrote as a sophomore for the class "Politics and the Media" taught by Dr. Ray Gamache. Her topic focused specifically on how differently the media portrayed Hillary Clinton and Sarah Palin during the election.

"From the four stereotypes: mother, pet, sex object, and iron maiden, there was crossover with only one. They were both labeled as pets which led researchers to believe that the media was generally portraying women in a negative way," DeGiosio said. As a Mass Communications major, this was troubling for DeGiosio. Once she realized the outcome of the study, her passion for the topic began to manifest.

DeGiosio believes that the Global Landscapes Conference is a great experience for not only Mass Communications students to attend, but for all college students. "It gives you an opportunity to speak in front of other people and really show what you learn from doing your research. It also gives you great experience with public speaking and adds a lot to your resume,"



Student Tori DeGiosio

DeGiosio said.

Not only were there topics about Mass Communications, but students also presented research on the Great Recession of 2008, the Brain Drain in Africa, humanitarian rights, and many more issues that are faced worldwide.

DeGiosio presented on a panel with three other students and each student had a question and answer session after their presentation. DeGiosio believes that this gives students an opportunity to meet different academic professionals that can open many doors in the future.

DeGiosio said that if she could give one piece of advice to a student participating in the Global Landscapes Conference it would be, "Be confident and be yourself. This event is something that gives you a chance to show people what your interests are and you're then able to help yourself and others connect with the topic. Who knows the impact that you can make on the world by just sharing your passions."

Communication Classes Assist Non-Profit

By: Dr. Scott Weiland

Students from two Mass Communications classes at King's College partnered with Luzerne-Wyoming Counties Mental Health & Developmental Services this spring to provide media and communications management and leadership for the organization.

Students in COMM 365 (Media Management) utilized John Kotter's *Eight State Process of Creating Major Change* framework to identify major changes that could positively impact the organization. In addition, students in COMM 360 (Storytelling and Reporting) partnered with Luzerne-Wyoming Mental Health & Developmental Services to produce a video Public Service Announcement for the organization.



Shown in first row, from left is Bill Bolan, Ph.D., Shoval Center; Justin Binkowski, Brian Alifano, Gregory Adams, and Adam McGahee. Second row, from left, is Sarah Cease; Fran Moriarty, Luzerne-Wyoming Counties MH&DS; Mary Jo Shisko, Luzerne Intermediate Unit #18; Tara Vallet, Luzerne-Wyoming Counties MH&DS; Magen Harleman, Nat'l Alliance on Mental

Illness Wilkes-Barre Chapter; Mike Zimmerman, Family Service Association; Patricia Roper, Community Counseling Services; and Maritza Arias. Pictured in third row, from left, is Charles Bromberg, Nicholas Rotondo, Michael Palmer, Vittoria DeGiosio, Eryn Harvey, James Wesser, and Scott J. Weiland, Ph.D., Chair, Department of Mass Communications

Faculty Spotlight: Mr. Michael Berry



Mr. Michael Berry

By: Katie Truillo

Mr. Michael Berry, professor at King's College for over 21 years, has had the opportunity this Spring Semester, to teach Core 100 "Superheroes and Comic Books."

Superheroes have been a constant feature in American pop culture. Berry's goals for this course were to teach students how to critically think and critically read. "It is important to have material that students are interested in; they will be more motivated to read," Berry said.

Mr. Berry's interest in superheroes and comic books spawned from a Captain America comic book from the 1970s. "The villain in the story used the word 'Cretan' and I had no idea what the word was until I looked it up in the dictionary," Berry said. "Well that lesson about how I learned something from that comic book really stuck with me. I always had a love for comic books and superheroes. So I thought, why not develop a course on that?"

The course looks at the superhero, their origin, their stories, and what makes them different than an ordinary hero. The objective is to examine the struggles that the superheroes have and see how that applies to everyday situations.

Berry also discussed how issues addressed in these comic books, television series, and movies can be related to current events. Economic issues, gender equality and other

topics in today's society are all embedded within the story lines of the Avengers series, Thor, Iron Man, the Batman trilogy, Spiderman and more.

Berry also discussed how metaphors of events that happen in daily life are often found in comic books, citing the Avengers as an example of very different people who get along as a metaphor for immigrants in the U.S. The alien-like Thor, the green-colored Hulk, the patriotic Captain America, the technological Iron Man and more combine into a virtual melting pot, creating a cohesive team. Berry related this to the immigration issues that the U.S. currently faces.

Berry's students had the opportunity to present their papers at the Women's Conference held at King's College this year. Students discussed how female superheroes are portrayed. One of Berry's students studying biology looked at super heroines Raven, Wasp, and Hawk Girl and compared their super powers to their namesakes. Another student studied costumes of super heroines and whether the costumes were appropriate.

This assignment was quite the challenge, Berry said, but he complimented his students saying they all did a terrific job! This class has helped his students to enhance their abilities in order to express themselves, construct arguments, and have the opportunity to form their own positions. Berry's love for superheroes and comic books is not only something to be viewed as a form of entertainment, but it is also a way for one to look at life and compare it with the issues that the superheroes face.

WRKC Recognized Nationally at IBS Awards

By: Jessica Mulligan

The Intercollegiate Broadcasting System Awards and Conference recognized six members of WRKC, past and present students, for their programming and stories contributing to college radio.

Current students Eryn Harvey, Dan Lynch, Kristina Atienza, Therese Roughsedge, and Jessica Mulligan were nominated for awards in addition to alumnus Marcus Mewborn (Class of 2014). WRKC General Manager Sue Henry submitted the works and facilitated the trip to the conference in New York City.

The conference was held on March 8th and 9th, 2015 at Hotel Pennsylvania on 33rd and 7th. Beginning on Friday morning, the hotel hosted colleges and universities from across the United States and around the world to celebrate work in broadcasting.

Vendors promoted radio-centered



Student Dan Lynch receives award.

tech- nologies experts in the field, professors, and professional who work in public radio presented presentations at the conference. The conferences also featured small group discussions catered to different leadership positions in college radio stations.

Junior Eryn Harvey, Program Director for WRKC, original news story, “Squirrel Tales,” earned her a nomination in the category of Best News Feature Story. The story featured interviews with staff and faculty who have encountered squirrels as well as the sounds of the creatures themselves.

WRKC Sports Director Dan Lynch

received a nomination in the fourth category of the awards ceremony. His story on Stephanie Jalon, a Paralympian, who currently attends King’s College as a freshman, earned him a nomination for Best Campus News. Lynch is a junior mass communications major.

Kristina Atienza, a junior mass communications major, received a nomination for Best Community News Coverage. Her story titled, “Frein Fact Finder,” also earned her a finalist spot. She currently serves as the News Director for WRKC, coordinating news stories and overseeing broadcasts on Mondays, Wednesdays, and Fridays at 5 o’clock.

WRKC Music Director and current sophomore Therese Roughsedge received a nomination for Most Innovative Programming. Her program, Music Monday, airs every Monday and features new artists and their music as an introduction to new sounds for the listener.

Jessica Mulligan’s documentary earned a coveted nomination in the Best Documentary category. Her half-hour piece, “Reboot: The Evan Higgin’s Story,” told the history of Evan Higgin, a King’s College Class of 2014 graduate. Beginning at his near fatal car accident and following through to his miraculous recovery and success in college, the documentary featured seven interviews. Sophomore Mulligan is the current Station Manager.

Alumnus Marcus Mewborn, former WRKC Sports Director received a nomination for his story, “Standing on Purpose.” The story was a powerful recap of an event held on campus on Martin Luther King Day in 2014. It was categorized as a Best News Spot, and he placed as a finalist in his category as well.

All six students received blue



Therese Roughsedge, Jessica Mulligan, General Manager Sue Henry, Eryn Harvey, Daniel Lynch, and Kristina Atienza.

finalist trophies with plaques describing their specific category and achievement. These trophies are proudly displayed in the front window of WRKC’s broadcast room along with trophies from past years of competition, contributing to the strong legacy of WRKC.

These nominations recognized the WRKC radio station and its individual staff members as placing in the top five to seven percent in the nation for ranking of college or university radio stations. King’s College’s radio station is located in the bottom floor of the Sheehy-Farmer Campus Center, directly adjacent to Connorton’s. As their slogan reads, “Heard of us now?”



WRKC General Manager, Sue Henry, and students pose for a picture in New York City at the Intercollegiate Broadcasting System Awards and Conference

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Eta, the Mass Communications Honor Society. It isn't surprising to see that he has joined the advisory board to be a part of the network of alumni and professionals that ensure that the department's curriculum best suits the needs and interests of current students to prepare them for graduate school or future careers.

"Whether students want to become reporters/anchors on TV, radio or even take their skills to the internet, the field is constantly changing and evolving," he shared. "I think as a team, we will help guide the department in such a manner to make sure students are ready for the ever changing world of media. The board is a diverse team of people in fields across the media spectrum. I hope we do a good job address that while helping instill fundamental journalistic principles."

Steltzer's own journalistic

capabilities have grown since his time at King's as a Mass Communications major with a political science minor. He worked with various news outlets such as Wilkes-Barre's WBRE Eyewitness News, Indiana's ABC 57 News and North Dakota's KUMV before his current job with WAND. He has covered various different stories during his career as a reporter; including interviews with members of Congress as well as reporting on national news stories such as the Manti Te'o fake girlfriend hoax, anchoring the weekend newscast after a tornado struck an Indiana town and his coverage of the Minot Flood.

Steltzer encourages students to read and write to be able to stand out more. "I think quality writing can separate you from the pack," he explained. "Write, read and then write some more. Embrace

creativity and don't confine yourself to other people's expectations. Read a lot. Read stories about people and issues you agree with and ones you do not. It will help your writing, open your mind and make you a better journalist."

He also emphasized the importance of respect in the world of journalism. "Too often in the field, reporters get a sense of entitlement when it comes to getting information," Steltzer said. "People you meet in the field are people too, and that someone who just lost a child or family member should not be approached as just some 'source.' You are there to tell a story; one affecting your community and one that could be life changing for the person or people at focus. Respect that, earn their trust and don't lose your basic humanistic characteristics."

2015 Students Inducted into National Honor Society



Pictured left to right (First row) are: Ms. Karen Mercincavage, Associate Technical Professor and Advisor, Mass Communications; Alexandra Bolinski; Kathryn Truillo; Kristina Atienza; Brianne Tolicka; Eryn Harvey; Jessica Mulligan; Caryn Wielgopolski; and Dr. James P.

Dolhon, Professor, Speech and Mass Communications. (Second row): Leah Laneski; Matthew Lukachinsky; Daniel Lynch; Matthew Dickson; Sarah Cease; and Dr. Scott Weiland, Chairperson and Assistant Professor, Mass Communications.

Fourteen students were inducted into the Psi Epsilon Chapter of Lambda Pi Eta, the Mass Communications Department's national honor society, on March 26, 2015. Lambda Pi Eta (LPH) is the National Communication Association's official honor society at four-year colleges and universities. As an accredited member of the Association

of College Honor Societies (ACHS), Lambda Pi Eta has active chapters worldwide. Lambda Pi Eta recognizes, fosters, and rewards outstanding scholastic achievement while stimulating interest in the communication discipline. Students strive to become active participants in the field of mass communications on many levels.

Harvey Reporting from Courtroom Number Four



Student Eryn Harvey

By: Eryn Harvey

Jumpy, anxious, and nervous are just a few of the many emotions that I was experiencing as I waited for the verdict of the 12-year Hugo

Selenski case to finally come to a close. There were eight Sheriff Deputies in the courtroom, and I was seated in the front row behind accused murderer, Hugo Selenski, who sat alongside his family at the time the verdict was read. The trial had been going on for more than two weeks. Most of the reporters had been at

the Luzerne County Courthouse for more than 10 hours that day.

I never attended a trial before, and I was the only college-student reporter working at the Luzerne County Courthouse that day. I was surprised that upon entering courtroom number four in the courthouse, you and your belongings had to be searched, even though you already were searched before entering the courthouse. Officials search you for a second time before you are allowed to enter the courtroom because it was such a high profile case. Most days the trial ran for about two or two and a half hours and then there was an hour break for lunch. Court would then resume until about four or four thirty, and then it was time to go home for the day. Once the judge dismissed for the day, the media would head down to the basement of the Courthouse

to watch Selenski walk out.

I never knew what to expect while attending the trial, especially when the verdict was read. Selenski was found guilty on eight out of 10 charges and the trial was over for the day. Once this verdict was read, I stood in the back of the courtroom with WILK free-lance reporter Karel Zubris. It was interesting to just stand back and watch the family's reactions, and watch what they were doing.

I know most people are sick of hearing about the Selenski trial, but I learned a lot about reporting at the trial. If I'm asked to cover a trial in the future I am now confident that I can do so successfully, because I have previous experience, which most college students do not have. I look forward to always learning more.

Widmann Gallery Displays Student Works

The Mass Communications Department displayed student works from April 27 - May 29, 2015. Student 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.

Participating students included Brian Alifano – audio (radio); Lexi Bolinski – website and typography project; Frank Barongi – print ad and logo designs; Ryan Boornazian – book cover; Taylor Brainard – two-page magazine spread; Dany Calcano – posters; Raul Cruz-Canalez – print ad; Brianna DiMaggio – print ad and two-page magazine spread; Jennifer Fabian – two-page magazine spread; Erin Harvey – Audio (radio) and photography; Kyle Heiser – Citizen's Voice article, sports audio (radio) and video; Matt Lukachinsky – CD cover and video; Anthony Tallarido – audio files (radio); Michael Pannicia – logo; Christina Orlando – two-page magazine spread; Cheyenne Tarselli - event poster; Jeff Waugh - photography; Caryn Wielgopolski – book cover; and Emily Winters – logo.



Mass Communications students proudly displayed their work in the Widmann Gallery at the end of the semester.



Students Present Qualitative Research Studies



From left: Mass Communications senior students Matthew Madison, Kyle Heiser, Kaitlyn Dunbar, Jeffrey Waugh, and Adam McGahee. Photo: Courtesy of Dr. Scott J. Weiland

Students from Dr. Scott J. Weiland’s Research Methods in Mass Communications class completed presentations of their qualitative research. Topics included: “Perceptions of Hip-Hop and Urban Culture through the Media,” “What’s Real about Reality Television,” and “An Investigation of the Perceptions of Dinosaurs in the Mass Media.”

InHouse Design Club: New Officers



Caryn
Wielgopolski

Kristin
Atienza



Sean
Krutsick

The InHouse Design Club recently appointed new officers: Caryn Wielgopolski, President; Kristina Atienza; Vice President and Sean Krutsick; Treasurer/Secretary.

The In House Design Club is a campus activity founded by Mass Communication students to utilize students’ creative print and Web design skills as a professional service to the King’s College community, including student clubs, activities, faculty and staff. The Design Club brings students of similar interests, from any major, together to learn, share knowledge, enhance design and technological skills, and build relationships. Student members grow professionally, intellectually, and personally as they gain more design experience and personal involvement on campus. The Design Club is committed to giving back to the King’s College community, showing responsibility and commitment.

Congratulations to our 2015 Mass Communications Graduates!

MAJORS

Brian Alifano
Maritza Arias

With a minor in Spanish

Justin Binkowski
Alexandra Bolinski

With a minor in Marketing

Monika Budzilowicz
Dany Calcano

With a minor in Marketing

Ryan Civello
Vittoria DeGiosio

With a second major in Political Science

Kaitlyn Dunbar
Chris Goy

Justin Gonzalez
Matthew Lukachinsky
Matthew Madison
Santina Marseco
Trevor Marszalek

With a minor in Marketing

Adam McGahee
Cara Medwick

With a second major in Theatre

Anthony Tallarido
Tyler Tynes
Casey Waslasky
Emily Winters

With a second major in History

MINORS

Taylor Brainard
Major in Marketing
Matthew Dickson
Major in Marketing

Alexander Rossi
Major in Psychology (B.A.)
Stephen Shovel
Major in Marketing

Mass Communications Department Exceeds Assurance of Learning Goals

The Department of Mass Communications held its spring Assurance of Learning day during which members of the department team analyzed the results of its Assessment Plan, noting that the learning goals in the plan were exceeded or met. Key areas of improvement were also identified.

“The Mass Communications program at King’s College is being thoroughly assessed,” stated Dr. Scott J. Weiland, Chair. “We are pleased with our progress, and through our closing-the-loop discussions we’ve identified areas of improvement that we are aggressively addressing. Key actions will be taken to apply the results of the assessment and closing the loop discussion to improve teaching and learning.”

The mission of the Department of Mass Communications is to empower students with thinking, research, and production skills needed to successfully

compete in academic and industrial marketplaces while also using those skills in ways that promote an ethical and equitable society in keeping with the mission of King’s College. As such, students will learn to think critically and analytically when producing and receiving mediated messages through an innovative curriculum. They will learn a wide range of technical applications, and--equally important--learn to be flexible in dealing with perpetual technological change by being constantly challenged in a learning environment that offers state-of-the-art technological resources. Students will learn fluency in basic skills--notably writing, presenting concepts, and conducting research--that are universal in receiving, understanding, and producing self-reflective ideas for all types of audiences and industrial settings. These concepts will be presented within a framework that instills an understanding of

and appreciation for the history of mass media, their present configurations and practices, and ethical components of the industry, all of which will inform and suggest future growth and possibilities of the field and subscribe to the mission of King’s College.

The Department of Mass Communications offers students a balance of practical and theory-based courses to help them develop successful careers, understand media literacy, use media in ways that are informed by a well-rounded understanding of media’s power and potential, and adapt to an ever-changing world.

The Mass Communications Assurance of Learning plan will be made available for viewing via www.kings.edu. For immediate access or for more information contact Dr. Weiland at scottweiland@kings.edu.



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