

## WRKC Recognized Nationally at IBS Awards



*WRKC staff in New York City with awards from the Intercollegiate Broadcasting System. Foreground, Eryn Harvey, program director; second row, Chris Natale, news reporter/anchor and Sue Henry, general manager; third row, Jessica Mulligan, news reporter/anchor and Nick Rotondo, news director; fourth row, Kristina Atienza, station manager and Therese Roughsedge, music director.*

WRKC was chosen as first place winner over finalists from Western Illinois University, Cerritos University, University of Redlands, DePaul University, SUNY Fredonia, and Hope College.

Station Manager Kristina Atienza was a finalist in the “Best Campus News” category for her piece, “Lessons from the Dead,” about the opening of the Gross Anatomy Lab at King’s on the Square.

Since 2011, WRKC has received 34 finalist trophies in the IBS contest. Atienza was also named a finalist in The Society for Professional Journalists “Mark of Excellence” Contest, Region One, in the category of feature story for her piece, “Rolling with the Radicals,” a profile of Wilkes-Barre’s female roller derby team. She was recognized at an awards ceremony held at Southern Connecticut State University in New Haven.

WRKC’s “News at 5” is a two-time recipient of the first place award for best newcast in the country. Students are responsible for news, features and sports content for the show, which airs live

**See WRKC page 8**

## Seniors Present at Global Landscapes Conference

Eleven Mass Communications seniors recently presented their research in a poster session at the The Global Landscapes Conference in April. The conference is an annual event coordinated by the McGowan School of Business at King’s College, under Dr. Bindu Vyas, to present research in various disciplines to interested students, faculty and academics.

Three groups displayed and discussed findings from their quantitative research and four groups presented their qualitative study findings. Students and topics with a quantitative research method included: Leah Laneski, Kelsey Pugh, and

Caryn Wielgopolski, “Advertising on Facebook: Product or Promotion;” Hayley Greenwood and Katie Truillo, “Alcohol Usage Among College Students: Pressure, Escape or Social;” and Daniel Lynch and Jaren Peterson, “Texting Over Talking: College Students’ Preferences in Communication.”

Students who presented with topics employing a qualitative research method included: Kristina Atienza, Eryn Harvey and Brielle Warren, “Emotional Effects of Binge Watching Netflix on College Students;” and Sarah Cease and Sean Krutsick, “Musical Listening Habits and Driving Ability.”



*Left to right: Kelsey Pugh, Caryn Wielgopolski, and Leah Laneski present their study, “Advertising on Facebook: Product or Promotion.”*

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***Congratulations to  
Caryn  
Wielgopolski***



***2016 Recipient  
of the  
Fr. Murgas Award***

**MediaConnection  
Contributors**

**Faculty**

Mr. Michael Berry  
Dr. James P. Dolhon  
Dr. Karen Mercincavage  
Dr. Scott J. Weiland

**Adjunct Faculty**

Ms. Susan Henry  
Ms. Jeannine Luby

**Student Writers**

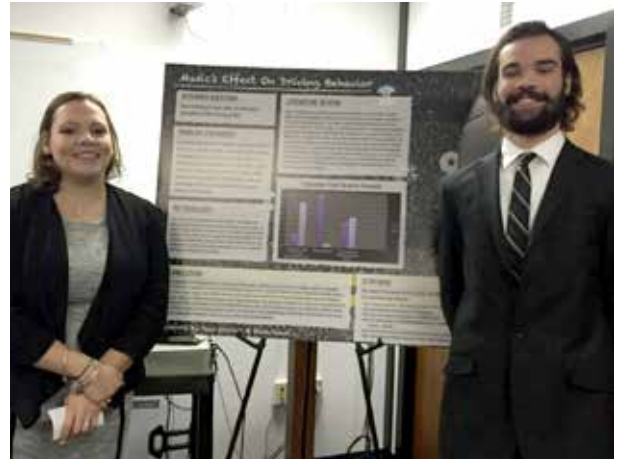
Kristina Atienza  
Eryn Harvey  
Dan Stokes

**Research Methods Poster Session**

Fifteen students presented their academic research in mass communications at the fall 2015 poster session. As a capstone course for Mass Communications majors, all seniors conduct qualitative or quantitative research studies and present their findings in a poster session.

For this senior-level assessment course in Mass Communications, students work in a team environment with a concentration on the various themes that comprise a general study of mass media's impact on the quality of human society. Students apply communication theory and published research. Their contributions to the discipline of mass communications include a deeper understanding of media and human communication in areas including, but not limited to, advertising, broadcasting, journalism, health and technology.

Courses are taught by Dr. Scott J. Weiland, chair, and Dr. Karen Mercincavage.



*Left to right: Sarah Cease and Sean Krutsick present their findings on "Musical Listening Habits and Driving Ability".*



*Left to right: Dr. Scott J. Weiland, chair of Mass Communications, and Susan Henry, adjunct, discuss Charlie Bromberg's topic, "Do Individuals Alter Their Television Viewing Habits to Utilize Video on Demand?"*



*A partial overview of the poster session shows (from left to right): Students Jaren Peterson and Daniel Lynch with Neal Bukeavich, Associate Vice President of Academic Affairs and Dean of Faculty; and (center to right) students Katie Truillo and Hayley Greenwood speaking to Dr. James P. Dolhon, Speech Communication and Mass Communications; and Dr. Bill Lutes, Criminal Justice and Sociology.*



## 2016 Students Inducted into Lambda Pi Eta National Honor Society



*Pictured left to right (First row) are: Dr. Karen Mercincavage, Advisor and Associate Technical Professor, Mass Communications; Nicholas Rotondo, Hayley Greenwood, Rachele Canazaro, Ryan Boornazian, Kelsey Pugh, Cheyenne Tarselli, Therese Roughsedge, and Michael Hoskins. Standing left to right:*

*Dr. James P. Dolhon, Professor of Speech Communication and Mass Communications; Mr. Michael Berry, Assistant Technical Professor, Speech Communication and Mass Communications; John Dini, Christopher Natale, Gregory Adams, and Dr. Scott J. Weiland, Chairperson and Assistant Professor, Mass Communications. Absent from photo: Francesco Barongi.*

Twelve students were inducted into the Psi Epsilon Chapter of Lambda Pi Eta, the Mass Communications Department's national honor society, on March 17, 2016. 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.

New officers are: Cheyenne Tarselli, President; Chris Natale, Vice President; and John Dini, Treasurer/Secretary.

## InHouse Design Club Announces New Officers

The InHouse Design Club recently appointed new officers: Christopher Natale and Rachel Vitale, President, co-presidents; Samantha Bucher, Secretary; Treasurer, Madison Ziemba.

The InHouse 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.



**Chris Natale**  
Co-president



**Rachel Vitale**  
Co-president



**Samantha Bucher**  
Secretary



**Madison Ziemba**  
Treasurer

## Mass Communications Student Reporters Assigned to Presidential Candidates' Rallies

Three Mass Communications students recently had the opportunity to attend public speaking sessions for appearances by Hillary Clinton, Bernie Sanders and Donald Trump. Susan Henry, general manager for

WRKC, assigns reporters, equipped with press passes, to the conferences. In the following articles, seniors Eryn Harvey and Kristina Atienza, write about the candidates' speeches and their experiences as members of the media at

rallies for Hillary Clinton and Bernie Sanders, respectively (See pages 4 and 5). Junior, Dan Stokes, reports on his journalistic opportunity at Donald Trump's rally at Mohegan Sun Arena (See page 6).

### “Electric for Her” – Clinton Visits Scranton



By Eryn Harvey

Democratic Presidential candidate Hillary Rodham Clinton made a stop at Dunmore High School in April to deliver her stump speech. Clinton's father was born in Scranton, and the Rodham family has a cottage on Lake Winola. Scranton has even been referred to as “Clinton Country” because of the former Secretary of States deep roots in Northeastern Pennsylvania. Despite being nearly 45 minutes late, when Clinton took the stage she told her supporters she “stopped in Scranton on her way here, I always feel so much at home, I stopped at Casa Bella restaurant.”

Clinton touched upon a variety of topics from healthcare to rail service. “I agree with Congressman Cartwright we need passenger rail service from Northeastern Pennsylvania,” said Clinton. Congressman Matt Cartwright has been trying to make it his mission to restore an 88 mile railway that would run from Scranton to New York City, and is

estimated to cost \$551 million.

Clinton also made it clear that she wants to raise the minimum wage. “You have 150,000 Pennsylvanians working for \$7.25 an hour, and thousands more working on what's called “the tip wage”. If you are in certain jobs like waitressing, or bartending you can be paid as little in our country as \$2.13 an hour. I'll tell you what, that is just a disgrace,” said Clinton.

Amara Azzarelli supports Clinton because of her stance on equal pay for women. “I can tell you as a woman who works in a very male dominated industry it's extremely important. I'm lucky

enough to work for a company that respects me and what I'm valued and I want to vote for a president who feels the same way.”

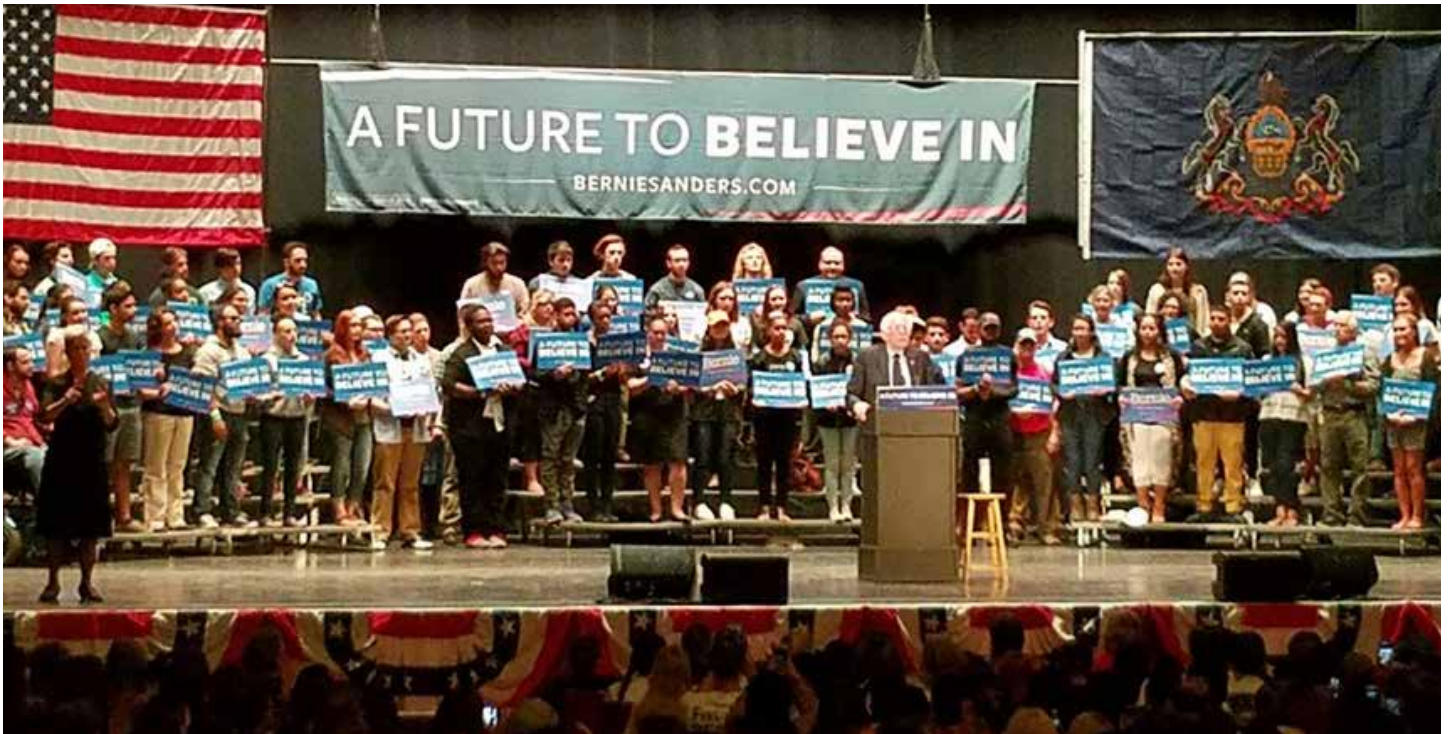
Clinton spoke for about an hour and she even stayed an extra fifteen minutes after to take pictures and interact with her supporters.

Covering an event like this was really something, especially Hillary Clinton. Clinton has been a first lady, a United States Senator representing New York, and Secretary of State. When she walked I was star struck at first, because of her impressive resume, but snapped out of it and put my reporter face on.



Democratic Presidential Candidate Hillary Clinton addresses students and public at Dunmore High School.





Democratic Presidential Candidate Senator Bernie Sanders Rallies Crowd at the Scranton Cultural Center.

## Transforming an Event Into An Experience Observing Sanders as a Member of the Press



By Kristina Atienza

One of the best parts of Mass Communications at King's is the stressed importance of getting hands-on experience that can help students be the best prepared for their respective careers. As WRKC Station Manager, I had the opportunity to be a part of the press at the Senator Bernie Sanders' campaign stop in Scranton.

Sanders made a stop at the Scranton Cultural Center to address his supporters to try to gather their support before the Pennsylvania Primary elections. Thousands of supporters were waiting around the block hours before the presidential candidate took the stages.

Senator Sanders was consistent with the presence he had established online and through the press. He didn't just talk at the audience, it seemed that he had

truly interacted with the audience in the conversation for why he is the best choice for the Democratic Nominee. He seemed to be a genuine figure who actually cared about what he was talking about instead of another person who could have just been reading off notecards.

Getting the chance to sit with the press provided me not only with a better understanding of what it means to be a member of the media. Press members are able to make the event into something more than just any story. The media can see the story beyond just what is being said. They can get the story of those in attendance, capture the atmosphere of the event and completely transforming a simple visit into something much more.

College provides students with a chance to better prepare themselves for the future. Having this opportunity allowed me to understand what my future in

journalism can be like and made me even more excited for the future ahead.





# A “Sports Guy’s” View on Political Event Stokes Attends Trump Rally at Mohegan Sun Arena



By Dan Stokes

As a King’s College broadcast and social media track student and a journalism track student, I listen intently as my professors tell us that if there is an opportunity to network or perfect your craft, then by all means, go for it.

Someone once told me, “There is always a story; you just need to go out there and find it.” I certainly found it on April 25, 2016. I have never been one for politics and I consider myself more of a sports guy. However, I just couldn’t pass up this opportunity to attend a political event in this presidential election year. Donald Trump rallied at the Mohegan Sun Arena at Casey Plaza, Wilkes-Barre, PA, in hopes of persuading voters for the Republican nomination.

That Monday afternoon, I received my press credentials for WRKC (the best college radio station ever). After obtaining the pass, I ran to WRKC and hurried to the arena with Susan Henry, our general manager. We were in for a long day.

The doors opened at four o’clock. Because I carried press credentials, I was allowed access prior to admission of the general public. It felt great! I showed the usher my press pass and entered the press

pen. Little did I know that I, Dan Stokes, college radio reporter, would be mingling with the likes of professional on-air personalities from not only the local news affiliates, but also major networks such as CNN and FOX. While standing in the press pen, I watched in awe as the arena quickly filled with an energetic public.

Donald Trump breezed in an hour late and the arena erupted. I’ve never witnessed a crowd get that loud – even at New York sporting events. Trump talked about his opposing candidates and spoke about some of his policies but not in depth as some people I interviewed claimed.

After leaving the rally and replaying the invigorating sound of Trump’s speech to the people of NEPA, I had the framework of a great radio news story. My story aired that Wednesday on WRKC. It was one more story to build my portfolio.

Attending presidential candidate Trump’s rally was a humbling experience. I can’t thank the professors of the Mass Communications department enough for encouraging the students to excel and seize the

opportunities in front of them. If that was Dan Stokes six months ago, I probably wouldn’t have attended. Thanks to the professors in our major and my fellow students for instilling the confidence and skills to challenge myself with new career-building opportunities and experiences. I can’t wait to pay it forward to the next wave of Mass Communications students.



Republican Presidential Candidate Donald Trump speaks to crowd at Mohegan Sun Arena.

# Student Visual Works Displayed in Widmann Gallery

The Mass Communications Department displayed more than 30 original student works from May 2 - May 27, 2016 in the campus Widmann Gallery. The display included graphic design, Web design, advertising, video, audio, and photography. The event was coordinated by Dr. Karen Mercincavage, Associate Technical Professor, and students of the Mass Communications Department: Chris Natale, Patrick Corcoran and Robert Sudnick.



Photo by Leah Laneski



Two-page magazine spread designed by Amber Matinas.

# Senior Spotlights



**Kristina Atienza**  
*Masters Degree*  
 Broadcast Journalism  
 Boston University, MA



**Sarah Cease**  
*Masters Degree*  
 Communication Arts  
 Marywood University  
 Scranton, PA



**Raul Cruz-Canales**  
*Masters Degree*  
 Georgetown University  
 Washington, DC



**Hayley Greenwood**  
*Digital Communications*  
*Research Co-op*  
 Center for Injury Research  
 and Prevention (CIRP) at  
 The Children's Hospital  
 of Philadelphia, PA



**Eryn Harvey**  
*News Reporter*  
 WYLN 35 TV  
 Hazleton, PA



**Leah Laneski**  
*Sponsorship Coordinator*  
 Live Nation,  
 Scranton, PA  
 Freelance Graphic  
 Designer



**Caryn Wielgopolski**  
*Graphic Designer*  
 Advertising Outsourcing  
 Services  
 Wilkes-Barre, PA  
 Nawrocki Imports, PA

# Congratulations to Our Mass Communications Graduates!



*Pictured above are Mass Communications faculty and graduates prior to the graduation ceremony. First row, left to right: Dr. Karen Mercincavage, Associate Technical Professor; Kelsey Pugh; Caryn Wielgopolski, Eryn Harvey, Kristina Atienza and Dr. Scott J. Weiland, chair and Assistant Professor. Second row, left to right: Sarah Cease, Sean Krutsick, Jaren Peterson, Katie Truillo, Raul Cruz-Canales, Tyler Mejasic, Brielle Warren and Charles Bromberg. Absent at the time of photo: Leah Laneski, Hayley Greenwood, and Daniel Lynch.*



*Eryn Harvey, Sarah Cease, Caryn Wielgopolski, Kristina Atienza, and Charles Bromberg.*



*Raul Cruz-Canales and King's College print shop manager, Andrew Bowen.*



## WRKC Recognized Nationally continued from p. 1

on Mondays, Wednesdays and Fridays during the fall and spring semesters.

“Our students have an outstanding track record of competing and winning in these national contests, year after year,” commented Sue Henry, WRKC general manager. “Their stories are well developed and on par with any college or university in the country.”

WRKC operates 365 days a year and can be heard on 88.5 FM. The station is on the TuneIn radio app and accessible via the King’s website at <http://wrkc.kings.edu/list/current.html>. Students have the opportunity to host radio shows and there are management opportunities available within the ranks of the station each year.



*Kristina Atienza, station manager, with the two awards WRKC won from the Intercollegiate Broadcasting System in March.*

## 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 learn to think critically and analytically when producing and receiving mediated messages through an innovative curriculum. They 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 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 are 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](http://www.kings.edu). For immediate access or for more information contact Dr. Weiland at [scottweiland@kings.edu](mailto:scottweiland@kings.edu).