

Students, Station Earn National Broadcasting Awards

Five staff members of WRKC (88.5 FM), the College's radio station, received two first place and three finalist trophies at the Intercollegiate Broadcasting System Awards held recently in New York City. The station and its staff members competed with schools across the country for the accolades. The station won a finalist award for Best College Radio Station for colleges and universities with fewer than 10,000 students.

First place winners were Samantha Bucher for Best Logo (WRKC 50th anniversary) and Dan Stokes, class of 2018, for Best Sports Update.

Additional finalist trophies were earned by Scarlett Spager, news director, for Best Spot News; Katie Pugh, former station manager, for Best Community News Coverage; and Lauren Gallagher, station manager, for Best News Interview.



Pictured from left: Katherine Pugh; Sue Henry, station manager; Lauren Gallagher, Samantha Bucher, and Scarlett Spager. Absent from photo is Daniel Stokes.

WRKC is celebrating its 50th anniversary in 2019 and is the oldest non-commercial radio station in Wyoming Valley. The station is home to the oldest over the air radio reading service in the

country, "The Radio Home Visitor," serving the blind, visually impaired and homebound every day. The service began in 1974.



Senior Cheyenne Huffman

Student's Story Published in "Chicken Soup for the Soul" Book Series

An essay by senior Cheyenne Huffman was selected for inclusion in the latest edition of the popular *Chicken Soup for the Soul* book series.

The essay, *In My Genes*, was selected from among worldwide submissions to be included in the latest volume of the series, *Chicken Soup for the Soul: Mom Knows Best: 101 stories of Love, Gratitude and Wisdom*. The book was released in March.

Huffman's essay is included in the "Role Model" section of the book, one of 10 themes highlighted in the book. Huffman's essay deals with a Christmas tradition her mother started for family members to gather loose change and buy something for a local non-profit during each holiday season. The essay dealt specifically with a donation of a coffee maker and supplies which was made in 2017 to Ruth's Place Women's Shelter.

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Student's Inspirational Soul Story

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A mass communications major with a journalism track, Huffman was encouraged to submit her work for publication by Professor Jennifer Yonkoski, a member of the English Department. Her aunt enjoyed the book series, so Huffman reviewed the website, saw the theme of the upcoming edition, and submitted her story last summer. The submission had to be approved by two different panels and final confirmation of the essay's inclusion in the book was received in December.

Huffman is a staff member of The Crown and Scop. She is a member of the King's chapter of Lambda Pi Eta, a national honor society for mass communications students and participates in the Social Justice Leadership Project.

She is a volunteer for the Catherine McAuley House in Plymouth, assists organizations helping homeless veterans, and designs shirts and bracelets for breast cancer fundraisers.



Communications Department

Faculty

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

Part-time/Adjunct Faculty

Ms. Cathy Donnelly
Ms. Susan Henry
Ms. Jeannine Luby

Newsletter Coordinator/Designer
Dr. Karen Mercincavage



Dunmore High School Students tour and observe classes in the Communications Department.

Dunmore High School Group Participate in Communications' Youth Leadership Program

A group of students from Dunmore High School recently visited the Mass Communications Department as part of the Youth Leadership Program. Michelle A. Summers, (not pictured) was their faculty leader and advisor. One of the students, Madilyn Cianci, (back row, third from right) wrote the following article for the school's newspaper, *The Crimson Courier*:

This March, the students of the Dunmore High School Newspaper Club were given the opportunity to travel to King's College for a Mass Communications Youth Leadership Program and participate in classes on photo editing and mass communication. The students and I can all agree that this trip has not only given us an insight to what college life is like, but our experience at King's has taught us ways to better our club.

During our visit, I was able to build a stronger bond with the members of our club. In the photo editing class,

we worked alongside college students and came together to edit the picture in Photoshop. Personally, I have never had experience with it, but now I can use it to edit pictures for our newspaper!

In our Mass Communications course, we were able to watch students give presentations on places where they can take internships. Students had to find internships in our area, in other states, and internationally. The fields of work ranged from local advertising businesses to big time music festivals. I enjoyed this because I was surprised to see how broad your horizons are with a degree in Mass Communications.

While we were taking the classes, if any one of the Dunmore students had a difficult time understanding something, the students and teachers were more than happy to help us. We completed our visit with an incredible tour around campus. Overall, we had a great time there and I cannot wait to go on the trip again during my senior year.

SUMMER 2020 Faculty-Led Short-Term Study Abroad – England and Ireland: Multinational Marketing and Communications



Dr. Karen Mercincavage, Associate Technical Professor, Mass Communications, and Dr. JC Blewitt, Assistant Professor, Management, will be leading students on a 3-credit study abroad program to Dublin, Ireland, and London, England, from May 25-June 6, 2020.

The goal of the program is for students to better understand the international market environments in which businesses operate with an emphasis on the role of environmental and cultural differences.

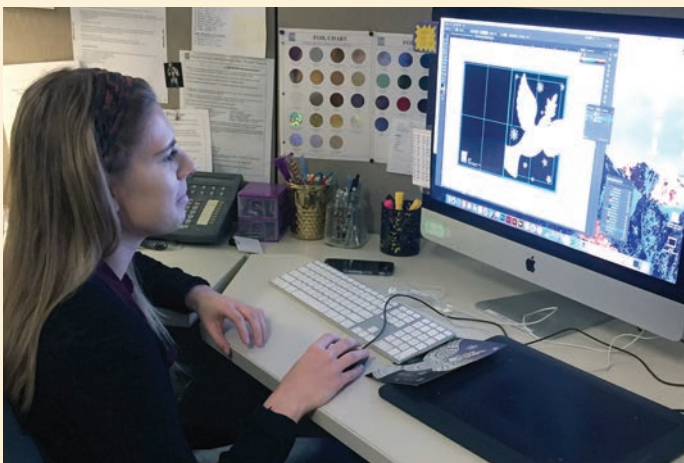
This course will expose students to the global nature of business, to the

creative and design elements of marketing, and to a bucket-list destination of culture and history. Prior to and during travel abroad, students will work on a project of creating and developing an implementation plan for a selected marketing strategy catered for a business featured on the trip. This report will be shared with the firm for which it was prepared. Students will leave this course empowered with the experience of creating a plan for a multinational enterprise and expanding their professional network.

For more information on applying for this study abroad program, contact the Study Abroad Office: Margaret Kowalsky, Director, margaretkowalsky@kings.edu or Renata Evan, Coordinator, Short-Term Faculty-Led Study Abroad, renataevan@kings.edu

Student Spotlight:

Kayley Carey Pursues Career Through Part-Time Work



Kayley Carey works on a product design in Adobe Illustrator at CSS.

For senior, Kayley Carey, part-time work resulted in an internship, immeasurable experience in graphic design, and a sizeable professional design portfolio of work for retailers, such as Target and JoAnn Fabrics.

Throughout her junior and senior year at King's College, Carey worked as a part-time graphic designer for CSS Industries, Moosic, PA, a market leader in creative craft, seasonal and gift products. Because Carey followed the Visual and Brand Communications track in mass communications, this position was a perfect complement to provide her with professional experience and solid foundational skills for a career in graphic design. Carey is moving to the west coast where she will continue her freelance work while maintaining a full-time position as a professional designer and social media content producer.

Team Places Third in Direct Marketing Competition



Pictured from left to right are: Vanessa Yao, Alyssa Christian, Eryn Rackham, and Nicole Berger.

Four students enrolled in a Principles of Advertising class in the Marketing Department, taught by Dr. Amy Parsons, recently competed in the Direct Marketing Association of Washington Education Foundation's Collegiate Maxi Challenge in Arlington, Virginia. The team earned the Bronze Award (\$200) for its marketing plan for the Jane Goodall Institute.

Mass communications majors often choose Marketing as a minor, and marketing majors choose mass communications as a minor or concentration. Many of our students find that the combination of media communications and a business background provide broader career opportunities. Of the four recipients, Vanessa Yao, Germantown, MD, and Eryn Rackham, Nanticoke, PA, are mass communications majors with a marketing minor.

Senior Students Present Research at Poster Session



Seniors presenting research are pictured left to right (First row): Kerri Carbaugh, Allison Detwiler, Cheyenne Huffman, Christopher Wallenburg, John Flynn, Joseph Bailey, Samuel Zavada, and Eryn Rackham. (Second row): Nicole Ciprich, Lauren Gallagher, Courtney

Pisano, Alicia Balliet, Dr. Scott J. Weiland, Chairperson and Associate Professor, Patrick Corcoran, Samantha Bucher, Kathryn Higinbotham, Kayley Carey, Karlee Kioske, Vanessa Yao, Nicholas Leon, Rosa Lebron, Kayla Kruchinsky, and Jamie Rosencrans.

Students presented their academic research in mass communications at the fall 2018 poster session. As a capstone course for Mass Communications majors, all seniors conducted qualitative research studies and presented their findings in a poster session.

For this senior-level assessment course in Mass Communications, taught by Dr. Scott J. Weiland, students worked 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 included a deeper understanding of media and human communication in areas including, but not limited to, advertising, broadcasting, journalism, and social media.

2019 Students Inducted into National Honor Society

Eight students were inducted on Thursday, March 14, 2019 into the Psi Epsilon Chapter of Lambda Pi Eta, the Mass Communications Department's national honor society.

Lambda Pi Eta (LPH) is the National Communication Association's official honor society at four-year colleges and universities. Students must meet stringent requirements to be eligible. The Mass Communications Department has had its official chapter of Lambda Pi Eta since 2008.

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.



Pictured left to right, first row: Robert Sudnick; Dr. Karen Mercincavage, Associate Technical Professor; Courtney Pisano; Amy Higgins; Caleb Cooley. Second row: Kaitlyn Kochanski; Cheyenne Huffman. Third row: Kerri Carbaugh; and Samuel Zavada. Fourth row: Dr. Scott J. Weiland, Chairperson and Associate Technical Professor; and Mr. Michael Berry, Associate Technical Professor.

Six Students Earn Mass Communications Awards of Excellence

Each year, the Mass Communications Department nominates and awards students who excel in areas of leadership and specific tracks of the major. The awards presented this year were:

- *Excellence in Broadcast and Social Media* – Lauren Gallagher
- *Emerging Leader Award in Mass Communications* – Scarlett Spager
- *Excellence in Visual and Brand Communications* – Kayley Carey
- *Excellence in Oral Communications* – Kerri Carbaugh
- *Excellence in Video Game Design* – Robert Sudnick
- *Excellence in Journalism* – Patrick Corcoran.

The awards were presented on March 14, 2019, after the Lambda Pi Eta national honor society induction ceremony.



Pictured Left to right: Lauren Gallagher, Scarlett Spager, Kayley Carey; Second Row: Kerri Carbaugh; Robert Sudnick; and Patrick Corcoran. Third Row: Dr. Scott J. Weiland, Chairperson and Associate Professor, Mass Communications Department.

Writing Class Completes Service Learning Project for *Dinners for Kids*

Cathy Donnelly's Communications 131 Intro to Writing for Mass Media class carried out a big Service Learning Project for their partner, an organization called Dinners for Kids.

Based out of Ollie's Restaurant in Kingston, Dinners for Kids fills the gap between government sponsored breakfasts and lunches, to deliver balanced, nutritious dinners to families in need. Currently there are over 10,000 children, just in Luzerne County,

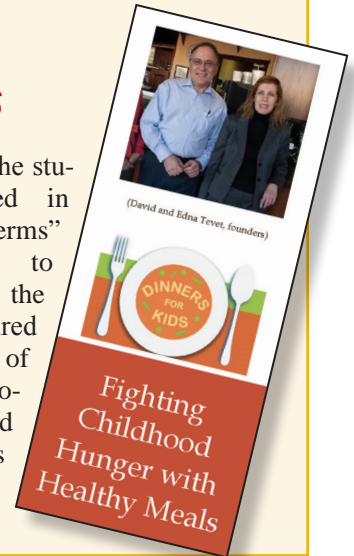
who are food insecure. Dinners for Kids serves up close to 200 meals, six days a week, to local families.

The Communications writing class developed the following marketing tools, to help spread the word, increase donations, and raise awareness about Dinners for Kids:

- Donor letter
- Brochure
- Radio PSA
- Twitter Page
- Press Release

King's was able to help a community

partner, and the students learned in "real-life terms" about how to write for the media! Pictured is the cover of the trifold brochure created by the class for Dinners for Kids.



Speech Class Continues Anti-Cyberbullying Campaign

Professor Jeannine Luby initiated an anti-cyberbullying service learning project in the Fall Semester of 2018 with her social media class and opted to continue the cause to fight cyberbullying with her Spring 2019 Core 115 Effective Oral Communications students.

Initially, Ms. Luby and her Social Media class met in the Fall with students of a seventh grade computer class at Wyoming Valley West Middle School to learn about their experiences with cyberbullying. The consensus was that most students have been using social media since age 10 or 11 and have experienced or witnessed cases of cyberbullying. The middle school students also said they notice adults being mean to one another online, including some of their parents who for the most part, were not talking to their kids about cyberbullying. In response, Ms. Luby's students created content for a "Click Away" Cyberbullying Facebook page and an account on Instagram.

Considering that the problem of cyberbullying among young people and adults is not going away, Ms. Luby and her Spring Semester Core 115 students addressed the topic through persuasive messaging. Core 115 students traveled to

Wyoming Valley West Middle School to meet with a different set of seventh graders and the results were similar to those discovered in the fall: students are being cyberbullied; some of the cyberbullying leads to face-to-face bullying and stu-



Oral Communications students discuss cyberbullying with Wyoming Valley West Middle School seventh-grade students.

dents do not feel as though educators and parents are doing enough to help them.

Ms. Luby's students chose which audience to address through a Public Service Announcement (PSA) video with a clearly stated message. Students made video messages that were posted to the Click Away Facebook page for the public to view. About half the class addressed students with tips and advice on how to deal with cyberbullying or how to help

a friend, and the other half addressed parents or educators, encouraging them to learn more about cyberbullying and get more involved to help young people deal with this issue. Some students also encouraged adults to model better behavior online so that children learn how to have civil and kind online conversations.

Seventh-grade students at Wyoming Valley West Middle School watched all of the PSA videos with their teacher, had discussions about each one and provided feedback, along with grades of "A" or "B" that were shared with Ms. Luby to incorporate into the students' grades.

The final piece of this project was a persuasive speech students delivered in class at King's that developed the ideas introduced in the PSA videos, with a clearly defined audience, solid research and a compelling call to action.

Ms. Luby said, "Sometimes students are skeptical about how much impact they can have on social issues but I always tell them that all it takes is one person to hear their message and to feel better or make a better choice...and that can affect many other lives. I know the work of my students has already made a difference because the students enrolled in the seventh grade computer class at Wyoming Valley West have had more conversations about cyberbullying because of the Click Away campaign. That is an important step to making bigger changes."

Achievement Plus Students Recognized



Pictured left to right: Karlee Kioske, Mass Communications major and Marketing minor; Max Rodriguez, Economics and Finance, double major; and Math minor; Ellen Kuzma, Exercise Science major and Psychology minor; and Kristen Reap, Education major.

The Achievement Plus Program honored four graduating seniors for their academic achievement and/or service to the program and the College. Mass Communications student, Karlee Kioske, is from Kingston, PA.

The students exemplify what it means to be a participant in the Achievement Plus Program: their dedication and commitment to prioritizing academic and career goals; college and/or community engagement; service to others.

The Crown Awards Scholarships

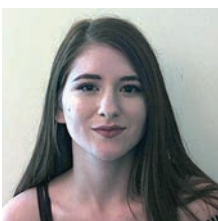
The Crown newspaper staff and advisers would like to thank our graduating officers, Samuel Zavada, Editor-in-Chief and Mass Communications major;



Allison Moyer,
Editor-in-Chief



Jessica Einterz,
Assistant
Editor-in-Chief



Aubrey Scavone,
Layout and
Managing Editor



Scarlett Spager,
Web Manager

Samantha Bucher, Layout and Managing Editor and Mass Communications major; and Jill Patton, Web Manager and Professional Writing, English major.

The new officers and scholarship recipients of *The Crown* are: Allison Moyer, Editor-in-Chief; Jessica Einterz, Assistant Editor-in-Chief; Aubrey Scavone, Layout and Managing Editor; and Scarlett Spager, Web Manager.

The Crown also acknowledges and welcomes new staff members Melanie Carbery, News/Features Manager; Chris Boucher, Entertainment Manager; and Ryan Coloma, Sports Manager.

The Crown is a campus activity open to all majors and seeks content contributors. Advisers are Dr. Karen Mercincavage, Associate Technical Professor, Mass Communications Dept.; and Dr. Noreen O'Connor, Associate Professor, English Dept. For more information, contact crown@kings.edu.

Congratulations to Samantha Bucher 2019 Recipient of the Fr. Murgas Award



Since freshman year, Mass Communications major, Samantha Bucher, of Royersford, PA, took advantage of many resources at King's College to provide her with a strong academic and experiential background, paving the way for a successful career path.

"Sam," as most people know her, is not only talented, motivated and fiercely driven, but has exceptional time management skills. She is a member of the Lambda Pi Eta National Honor Society, recipient of the S. Idris Ley Memorial Award for the Highest Academic Achievement, and recipient of the Father Murgas Memorial Award for Communications. Sam was an officer of *The Scop*, Layout and Managing Editor of *The Crown*, staff member at WRKC, and has her own part-time Etsy business, creating and selling pop figures.

Sam consistently put forth her best efforts with any project. She recently interned as a graphic designer for Coal Creative and will continue with employment for them upon graduation.

Detwiler Wins Yearbook Cover Design Competition



Allison Detwiler

During the Fall semester of 2018, Dr. Karen Mercincavage's COMM 344, Computer Illustration class, worked with *The Regis* yearbook staff and Kathy Barber, Campus Activities and yearbook coordinator, to design possible covers for the 2019 yearbook.

Senior, Allison Detwiler's cover was selected from her peers' highly competitive works as the design to work with for the upcoming King's College 2019 *Regis* yearbook. As in professional business, Allison's cover went through a series of revisions based on the needs and opinions of the *Regis* staff. "This was a good experience for Allison, as she learned that client revisions are a natural part of the design process and should never be taken personally," stated Mercincavage.

Detwiler, from Larksville, PA, is a senior Mass Communications major at King's College and recently interned as a graphic designer at LSEO, a digital marketing agency,

located in Wilkes-Barre.

During her time at LSEO, Detwiler learned more about digital marketing and graphic design using tools she learned in the classroom. In her downtime, Detwiler enjoys traveling and spending time with family and friends, and can usually be found with a cup of coffee in hand. She has been hired to work for LSEO upon graduation.



Carbaugh Inducted Into Three National Honor Societies

Kerri Carbaugh, senior Mass Communications student and magna cum laude graduate is from York, PA, and was one of 44 King's College students and two faculty member recently inducted to King's College's chapter of Delta Epsilon Sigma, the national honor society of colleges and universities with a Catholic tradition.

The national organization was founded in 1939 and the King's chapter was established in 1964. Candidates for membership must have a record of "outstanding" academic accomplishment, a demonstrated commitment to service, and have completed at least 50 percent of their course work for a bachelor's degree with a minimum grade point average of 3.6.

Carbaugh is also a member of the Psi Epsilon chapter of the Lambda Pi Eta National Honor Society and the Aquinas Society.



Kerri Carbaugh

Yao Receives Commitment and Excellence Award

At this year's student leadership dinner, senior and Mass Communications cum laude graduate, Vanessa Yao, received an award for her commitment to inclusiveness and diversity excellence as President of MIC (Multicultural and International Club), Vice President of the monarch dancers, class representative for the class of 2019, and an orientation coordinator. Vanessa was the President of MIC for the past four years.

MIC promotes cultural awareness and the fellowship of all students at King's College. MIC host entertaining educational and social programs throughout the year that are typically open to all students. Some of the notable programs held in the past are Fashion Show, trip to the Holocaust Museum (Baltimore, MD), Fine Dining Cuisines, and Community Service at the McGlynn Learning Center. Any King's College student can join MIC, which meets once every three weeks.

In addition to Yao's work with campus activities, she remained focused on her career path by gaining practical experience and applying her design and writing skills with various internships, including one in China.



Vanessa Yao

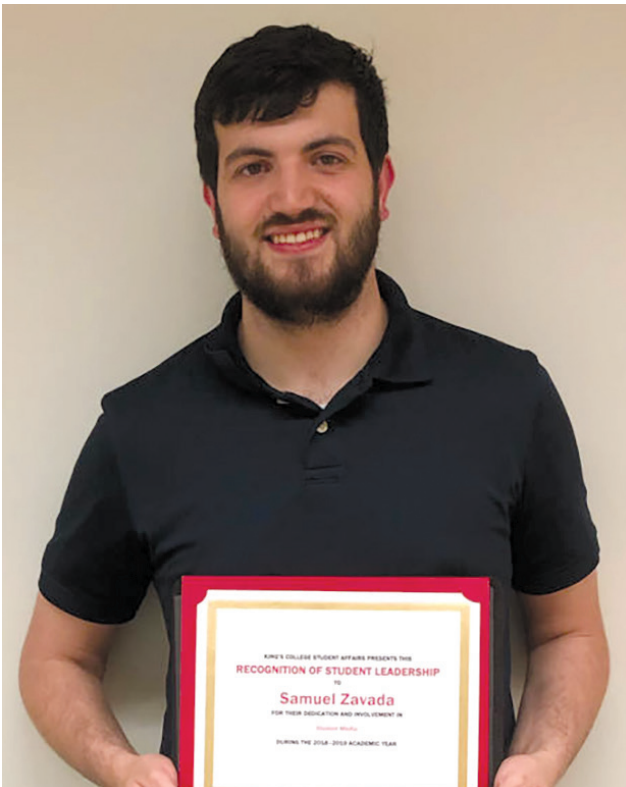
Zavada Earns Student Leadership Award

Senior Mass Communications student, Samuel Zavada, and magna cum laude graduate, was recently recognized for his leadership involvement in campus activities. "Sam" is from Mountain Top, PA. He was presented with the Recognition of Student Leadership award for his active participation as the Music Director of WRKC radio, and his commitment to the *The Crown* newspaper, as Editor-in-Chief.

Zavada served as Editor-in-Chief of *The Crown* for the past two years. During his time as editor in 2018, *The Crown* won first place in the 2018 Scholastic Newspaper Awards for the American Scholastic Press Association for colleges and universities with a population of 1701-2500 students.

Zavada is a member of the mass communications national honor society, Psi Epsilon Chapter of Lambda Pi Eta, and a recent inductee of the Aquinas Society.

The Broadcast and Social Media track of the Mass Communications major was Zavada's primary academic interest. He was a Media Relations intern for the Wilkes-Barre/Scranton Penguins during the Fall 2018 semester. Sam is an ambitious graduate seeking work in the film industry to apply his acquired knowledge, practical experience, writing, and video/audio recording and editing skills.



Samuel Zavada

Mass Communications Graduates of 2019



Pictured left to right (first row): Kerri Carbaugh, Vanessa Yao, Nicole Ciprich, John Flynn, Samuel Zavada, and Patrick Corcoran. Second row standing: Nicholas Leon, Samantha Bucher, Jamie Rosencrans, Eryn Rackham, Lauren Gallagher, Courtney Pisano, Kathryn Higinbothom, Karlee Kioske, Kayley Carey, Allison Detwiler, and Alicia Balliet. Absent from photo: Joseph Bailey, Matthew Barbosa, and Rosa Lebron.

Gallagher Displays Creativity with Graduation Cap Design

Graduating mass communications senior, Lauren Gallagher, magna cum laude, from Hanover Township, PA, had fun while displaying her technical skills and creativity by designing a cap depicting angels for three of her professors, Dr. Karen Mercincavage, Associate Technical Professor; Dr. Scott J. Weiland, Chairperson and Associate Professor; and Ms. Susan Henry, WRKC general station manager and adjunct faculty. We wish Lauren and all our seniors the best as they enter into their new career paths.



Graduation 2019

Left to right:
Fr. Ryan, President;
Lou Holtz,
Commencement
Speaker, former
football player, Notre
Dame coach and
analyst; and Tom
Smith, Chairman,
Board of Directors.



Left to right:
Dr. Karen Mercincavage,
Nicholas Leon, and Dr. James P. Dolhon.



Left to right (first row): Samantha Bucher,
Nicole Ciprich, Vanessa Yao, and John
Flynn. Second Row: Jamie Rosencrans,
Lauren Gallagher, Courtney Pisano,
Kathryn Higinbothom, Karlee Kioske, and
Kayley Carey. Third Row: Samuel Zavada,
Kerri Carbaugh and Eryn Rackham.



Senior
Robert Sudnick listens
with amusement as 2019 graduate Patrick
Corcoran takes a break to ponder life's next chapter. 😊

Student Media Works Displayed in Widmann Gallery

The Mass Communications Department displayed more than 40 original student works from May 10 through May 20, 2019 in the campus Widmann Gallery for the Annual Media Communications Exhibit. The display included graphic design and videography accessed on computers. The event was coordinated by Dr. Karen Mercincavage, Associate Technical Professor. Pictured are: a two-page magazine layout by Breanna Jacinto, and a print ad by Rebekah Araujo.



Mass Communications Department Exceeds Assurance of Learning Goals

The Department of Mass Communications held its fall and spring Assurance of Learning days 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. For immediate access or for more information contact Dr. Weiland at scott-weiland@kings.edu.