

Students Network with MLB Media Professionals

By Allison Detwiler

Fourteen King's College students, along with Dr. Karen Mercincavage, Associate Technical Professor, and Ms. Jeannine Luby, part-time faculty, Mass Communications, attended the Phillies' College Series Art and Design Night on Monday, September 25, where they went behind the scenes to see how professionals use their design talents in the sports world. This experience gave students the chance to gain advice from Phillies and MLB professionals who use their graphic design skills for the Philadelphia Phillies.

Starting off with a meet and greet, students were encouraged to speak with the many professionals in the room, including members of the Phillies' graphic design team, video production, and community outreach program. Among these media professionals was



Students pose with World Series trophy at the Phillies' panel sessions. Pictured left to right (row 1): Anastasia Araviakis, Brianna Dimaggio, former MLB player Gary "Sarge" Matthews, and Katy Higinbotham.

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King's Receives Best Buy Foundation Grant Funds Allocated to Local High School Outreach Program



Pictured Left to right: Scott J. Weiland, Ph.D., chair of the King's Department of Mass Communications; Father Ryan; Sullick; Jillian Yuhas, hiring coordinator of the Wilkes-Barre Township Best Buy; and, Jeffrey Baka, home theater supervisor, Wilkes-Barre Township Best Buy.

Father John Ryan, C.S.C., second from left, receives a check for \$10,000 from Charles Sullick, general manager of the Best Buy Store in Wilkes-Barre Township.

The Mass Communications Department at King's received a grant from the Best Buy Foundation that will be used to purchase equipment for an outreach program for juniors and seniors at Coughlin, GAR, and Meyers High School.

The program will utilize video game design software, video production equipment, and web streaming services purchased through the grant as well as existing radio and television studios to educate students regarding 21st century technology skills.

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former Phillies' player and commentator Gary "Sarge" Matthews, who has experience on and off the field. Students were also welcome to meet members of AIGA Philadelphia, a professional organization for designers, to learn about the group

and network with other designers.

The meet and greet was shortly followed by an informative Q and A with a panel hosted by the Phillies' Director of Public Affairs, Scott Palmer. On the panel were Manager of Graphic Design,

Melissa Maani; Manager of Video Production, Sean Rainey and Director of Graphic Production, Tina Urban, who all spoke about the work done for the Phillies' organization. Accompanying them was Andy Shenk, Manager of Marketing Production for MLB.com. The panel speakers addressed their roles in media and answered questions giving insight into the difficulties in their perspective fields. Students were able to also hear how media and mass communications have changed so vastly over the years and how each professional learned how to adapt to the advancements in technology and social media.

Before the game against the Washington Nationals that evening, Phillies pitcher Ben Lively, made an appearance in the media room to discuss his career and education prior to becoming a Major League athlete.

After the panel, students had the opportunity to attend the Phillies vs. Nationals game for their Beatles-themed Night. A cover band of the 60s rock group performed several times throughout the game, each of them resembling a different member of the band. The Nationals took the win with a score of 3-1 over the Phillies.

Even with the loss, the King's students experienced a very informative and eventful night that should help them in their future careers.

Click the speaker icon to the right to play an audio file produced by John Flynn on the Art & Design Night trip.



Students enjoy a Phillies game after networking and attending the panel sessions. Pictured left to right (row 1): Dr. Karen Mercincavage, Associate Technical Professor; Ms. Jeannine Luby, Part-time Faculty; Alyssa Christian, Brianna Dimaggio, Anastasia Araviakis, and Katy Higinbothom. (Row 2): Kenneth Price, Nathan Holtzinger, Alicia Balliet, Allison Detwiler, Kerri Carbaugh, and Samuel Zavada. (Row 3): John Flynn, Vanessa Yao, Eryn Rackham, and Sean Grassi.

MediaConnection Contributors

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

Student Contributors

Allison Detwiler
John Flynn
Katy Higinbothom
Samuel Zavada



Visit <https://youtu.be/1ahZTaMLu9A> to see the video created by student Katy Higinbothom, which encapsulates the student Phillies' College Theme Series trip.



Panelists with the Phillie Phanatic included (left to right):Melissa Maani, Manager, Graphic Design, The Phillies; Sean Rainey, Manager, Video Production, The Phillies; Tina Urban, Director, Graphic Production, The Phillies; and Andy Shen, Manager, Marketing Production, MLB Advanced Media;



Gary "Sarge" Matthews with Anastasia Araviakis as she admires a Phillies' World Series ring.

Art and Design Night



John Flynn proudly shows off a Phillies' World Series ring..



Networking with one of the Phillies' professional communicators are (second from left to right): Eryn Rackham, Kaitlyn Emmert, and Vanessa Yao.



Sean Grassi interviews Gary Matthews as he admires a Phillies' World Series trophy.

Senior Students Present Research at Poster Session

Students presented their academic research in mass communications at the fall 2016 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 were taught by Dr. Scott J. Weiland, chair, and Dr. Karen Mercincavage, Associate technical professor.



Student Katy Pugh listens as Nick Rotundo and Brian Horn explain their research.



Students discuss their research with professors from Mass Communications, Business and Marketing.



Seniors presenting research are pictured left to right (First row): Brian Horn, Adam Cooper; Cheyenne Tarselli, Rachel Canazaro, Nicholas Rotundo. (Second row): Ryan Boornazian, Christopher Natale, Gregory

Adams, Michael Palmer, John Dini, Andrew Fisher, Therese Roughsedge, James Wesser, Michael Hoskins, Frank Barongi, and Rachel Vitale.

2017 Students Inducted into National Honor Society

Ten students were inducted into the Psi Epsilon Chapter of Lambda Pi Eta, the Mass Communications Department's national honor society, on March 21, 2017. Dorothy Monforte was appointed as the new chapter president. 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.



Pictured left to right (row 1): Dr. Scott J. Weiland, Chairperson and Assistant Technical Professor; Dr. Karen Mercincavage, Associate Technical Professor and Advisor; Kimberly Gorney; Alicia Barber; Madison Ziemba; Elizabeth O'Brien; Michael Palmer; Brian Horn; Owen Vaughn; Dorothy Monforte; Rachel Vitale, Mr. Michael Berry, Associate

Technical Professor; Speech Communication and Mass Communications; Dr. James P. Dolhon, Professor; Speech Communication and Mass Communications. Standing (Row 2): Christopher Natale, Cheyenne Tarselli, and John Dini. Absent from photo: James Wesser.

Five 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: Award for Excellence in Visual and Brand Communications – Joshua Bailey; Award for Excellence in Journalism – Samuel Zavada; Award for Excellence in Broadcast and Social Media – Christopher Natale; Award for Excellence in Oral Communications – Madison Ziemba; and Emerging Leader Award in Mass Communications – Katie Pugh.



Left to right: Joshua Bailey; Samuel Zavada, Christopher Natale, Madison Ziemba, and Katy Pugh.

Student Spotlight: Brian Horn Interns at WKRZ 98.5



Senior, Brian Horn, prepares for a career in broadcasting as an intern at WKRZ FM 98.5.

Senior, Brian Horn, recently interned with FM radio 98.5 KRZ's hit morning show, *Rocky & Lissa*. Horn began his internship by sitting in on the production of the daily show and observing its key elements, including talent, scripts, controls, and sound engineering and how the dynamics worked together for a successful show.

"It has been a unique experience interning for *Rocky & Lissa*," stated Horn. The staff of *Rocky & Lissa*, a show known for its sense of humor, nicknamed Horn "Foofy". Along with adorning him with a silly name, the staff dressed him up like a pregnant Beyonce, sent him out to do random acts of kindness, and deliver Valentine's Day goods to those in need of love.

Although Horn gained behind the scenes experience with editing and selecting clips for the show, he was often on the air, playing a supporting role to *Rocky & Lissa*. Additionally, he worked with the Promotions Department to assemble awarded prizes for listeners, prepare for upcoming events and assist with remotes. Horn said his primary goal as an intern at 98.5 KRZ was to make this experience the best possible internship in order to prepare him for a future career in broadcasting.

Study Abroad: Senior Sam Zavada Travels to Spain

My study abroad trip was filled with many experiences. While it was fun to tell the complete story of everything that happened when I first returned home, I typically let curious others initiate the conversation. People often ask the same questions about the weather, the drinking age, and the Spanish government. Many follow up their questions with statements that might imply something negative or sinister about the United States, such as, "You must have wanted to stay there!" What I really haven't heard from anyone, though, is curiosity over what I was even doing in Spain when it came to study time. I'll admit, the workload in Spain was definitely not the most enjoyable part of the Spain trip - not even close. But the title of this trip was "Travel Writing in Spain," and, while I didn't seem to be answering anyone's questions regarding coursework requirements for study abroad, studying and writing were exactly what I did.

However, the work took a backseat many times to the pleasures of sightseeing and the Spanish night life. Yet, travel writing did give me the unique opportunity to evaluate what I learned from the trip and hone my skills as a writer. I chose very broad topics like "places" and "people" to let my ideas run wild. The resulting works were not technically my strongest, but I believe I was honest.



Junior, Sam Zavada, at the Plaza de Espana in Seville, Spain, which was built in 1928.

I never wanted to hold back my perceptions. I also wanted to sound rightfully awestruck by the intense pace we lived by every afternoon. It was a balance of feelings that was odd to experience, yet unbelievably saturated in writing material.

Perhaps I learned more about my writing voice. There was a slight whine about my writing before Spain. Now, I think there's a confidence shown in my writing. Due to the study abroad

experience, I am not only more confident in what I'm typing, but also a more keenly observant guy or budding professional. My writing became a distinct mouthpiece for an over-arching personal theme of having a stress-free experience with the Spain study abroad trip. I'm grateful for learning more about a European culture and country, in addition to writing experience and earning credits for the "Travel Writing in Spain."

Faculty News:

Professor Luby Serves as MC at 2017 NEPA Blog Con

Jeannine M. Luby, a part-time faculty member in the Mass Communications Department, served as MC for the 2017 NEPA Blog Con event on October 14. The founders of NEPA BlogCon: Michelle Hryvnak, Mandy Boyle and Karla Porter announced at this year's event that it would be the last for this area's only annual blogging and social media conference. The founders have been encouraged by attendance at the event each year and are grateful for the support through the years but say they are ready to shift their focus to something new for the region. For those who missed the BlogCon, be sure to check out NEPABlogCon on Facebook for videos of the speakers' presentations.



Ms. Jeannine Luby

Ms. Luby, a member of the Mass Communications Department at King's College for four years, will bring some levity to the morning sessions of the Blog Con in her role as MC, sharing humor from a writer's perspective and as owner of Laugh to Live!, her business through which she does corporate speaking, comedy and stress-relieving workshops using laughter yoga. Ms. Luby will also be selling copies of her two self-published books: *He's Not Prince Charming When...* and her children's book, *Wartz and All at the blog event*.

Visit NEPABlogCon.com for information on the event and JeannineLuby.com for more on Ms. Luby. Watch the presentations that took place at NEPA BlogCon: <https://www.facebook.com/NEPABlogCon/>

Professor Berry and Student Chris Natale Coauthor Book Chapter

Associate Technical Professor Michael R. Berry and mass communications major Christopher Natale (class of 2017) recently coauthored a chapter in the book, *Deadpool and Philosophy: My Common Sense is Tingling*, published by Open Court Press. The title of the chapter is "Wade Wilson Fights like a Girl". The chapter focuses on how the movie *Deadpool* subverts common stereotypes of women in the superhero genre.



Mr. Michael Berry



Mr. Christopher Natale

Specifically, the title character treats women, not merely as women who need to be rescued or as a sexual object, but rather he treats woman as real human beings who deserve respect. The book was published in 2017.

Congratulations to Rachel Vitale



2017 Recipient of the Fr. Murgas Award

Graduation 2017



Left to right: Rachel Vitale, Dr. Karen Mercincavage, Dr. James P. Dolhon.

Student Visual Works Displayed in Widmann Gallery

The Mass Communications Department displayed more than 30 original student works from May 8 through May 26, 2017 in the campus Widmann Gallery for the Annual Media Communications Exhibit. The display included graphic design,

Web design, advertising, video, audio (sports, clubs and news), and photography. The event was coordinated by Dr. Karen Mercincavage, Associate Technical Professor.



Advertisement designed by sophomore, Sean Stackhouse.



Photography by Rachel Vitale.



Advertisement designed by sophomore, Joshua Bailey.

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. For immediate access or for more information contact Dr. Weiland at scottweiland@kings.edu.