

## Communications, CS, and CIS Promote Technology Programs

The three departments of Mass Communications, Computer Science (CS) and Computer and Information Systems (CIS) are collaborating to promote awareness of the power of their technology and technology degrees, to potential and incoming King's students. The three technology majors are housed in the McGowan Building.

King's College offers students the option to earn a technology degree in Mass Communications, Computer & Information Systems, and Computer Science, that evolves along with technology, ensuring that these skills and knowledge are the most current to land students a job in their desired field.

Although Mass Communications has four tracks that students can specialize in including; Broadcasting and Social Media, Journalism, Visual and Brand Communications, and Video Game Design, the Video Game Design

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## WRKC Radio Students Earn Local and National Awards

WRKC Radio has received numerous awards and nominations for the past academic year of 2020-2021, including a community award from The Peace and Justice Center, a campus award from the King's College Student Government, and eight nominations from the national Intercollegiate Broadcasting System. WRKC is a campus activity, open to students of all majors. However, many Mass Communications students join for the professional experience, camaraderie, and fun.

Although it was a trying year, WRKC continued its operations during the pandemic without interruption, including the daily airing of "The Radio Home Visitor," its public service program catering to the blind, visually impaired and home bound of Wyoming Valley.

The Peace and Justice Center awarded "The Radio Home Visitor" with the 2021 David Frey Community Service for Peace Award. In their letter, the center wrote, "The Steering Committee has long been impressed with the work done by The Radio Home Visitor to provide a reliable, long-standing reading program for the visually impaired and home bound in our community. We want to honor the memory of Fr. Tom Carten, CSC, who founded and ran the program for so many years, as well as the ongoing work you have done to modernize and continue the program in its current form. Your work is a positive model for all in our community."

See **Awards** page 2



WRKC students at the IBS Awards in New York City in early 2020. Pictured from left: Sue Henry, Station Manager; Thomas Cuthbert, Sports Director; Scarlett Spager, former Station Manager; and Issa Dahdal, News Director.

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## WRKC

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WRKC radio staff members also received the “Community Impact Award” from the King’s Student Government. The award was in recognition of the student who created “The Radio Home Visitor,” Father Tom Carten, and the countless students who have volunteered their time to read on the show and make it air each day.

The Intercollegiate Broadcasting System nominated WRKC for the following awards:

- Best Community Volunteer Program Personality: “The Beatles Fab Four Hour,” John Lennon 80th Birthday Show
- Most Innovative/Creative Program: “WRKC Halloween Spooktacular” (WRKC staff, with generous support from Dave Reynolds and the King’s Theatre Department)
- Best Sports Update: Thomas Cuthbert, WRKC Sports Director
- Best Campus News Coverage: “King’s President Explains COVID Plan,” Issa Dahdal, WRKC News Director
- Best Political News Coverage: “Jill Biden Campaign Stop,” Scarlett Spager, WRKC Station Manager
- Best Spot News: “The King’s/Ginsburg Connection,” Issa Dahdal, WRKC News Director
- Best College Radio Station Under 10,000 Students: WRKC (staff)

It was a particularly challenging year for WRKC and this type of recognition shows its strength during adversity.

## *Congratulations to **Evan Collins** 2021 Recipient of the Fr. Murgas Award*

Evan Collins is a recent Mass Communications graduate with a minor in Marketing. He was awarded the Fr. Murgas Award due to his excellent GPA, contributions to the Mass Communications Department, and pursuit of relative internships and practical work experience.

Collins is extremely passionate about pursuing a career in a field of communications, particularly in a writing or content creation role. His academic performance and relative experience, working in a newsroom setting, has provided him with the skills to write for any audience. His main interests are sports, news, technology/video games and social media.



## **Students Earn Mass Communications Awards of Excellence**

The Mass Communications Awards of Excellence were presented to Mass Communications students who excelled in areas of leadership and specific tracks of the major during the academic year of 2020-2021. Each award carries various criteria for student status and club participation along with solid academic performance.

The Award for Excellence in Oral Communications honors a Mass Communications student who has demonstrated exceptional abilities in the area of oral communication and was bestowed to Scarlett Spager.

The Award for Excellence in Broadcast & Social Media honors a Mass Communications student who has demonstrated leadership in the areas of broadcast and/or social media. Justin LeCadre was the recipient of this award.

The Award for Excellence in Journalism honors a Mass Communications student who has demonstrated leadership in the area of Journalism. The award was granted to Scarlett Spager.

The Award for Excellence in Video Game Design honors a Mass Communications student who has demonstrated leadership in the area of video game design. Mitchell Warnick earned the 2021 award.

The Award for Excellence in Visual and Brand Communications honors a Mass Communications student who has demonstrated leadership in the areas of visual and/or brand communications, and was presented to Rebekah Araujo.

The awards were presented virtually March 11, 2021, after the Lambda Pi Eta national honor society induction ceremony.



### **Mass 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

#### **Newsletter Coordinator/Designer**

Dr. Karen Mercincavage

## The Crown Awards 2021 Scholarships to Staff

The Crown newspaper staff and advisers would like to thank our graduating officers and welcome our returning Editor-in-Chief, Scarlett Spager, and our incoming officers.

We wish the best to our outgoing officers and are grateful for the hard work while on staff. Our outgoing officers are: Assistant Editor-in-Chief – Emily Eckhart, Professional Writing Major and Mass Communications minor; Advertising Manager – Emily Viteritti, Mass Communications minor; Web Editor – Rebekah Araujo, Mass Communications major.

The new officers and scholarship recipients of *The Crown* are: Scarlett Spager, Editor-in-Chief (second term); Michael Ecker, Assistant Editor-in-Chief; Breanna Jacinto, Layout Editor; Hannah Lisowski, Web Editor; and Melissa Klecker, Advertising Manager.

Advisers are Dr. Karen Mercincavage, Associate Technical Professor, Mass Communications Department; and Dr. Noreen O'Connor, Associate Professor, English Department. For more information, contact crown@kings.edu.

*The Crown* is a campus activity open to all majors and welcomes content from all students. To submit an article, please contact the staff at crown@kings.edu.



Scarlett Spager, Editor-in-Chief  
Mass Communications



Michael Ecker, Asst. Editor-in-Chief  
Professional Writing



Breanna Jacinto, Layout Editor  
Mass Communications



Melissa Klecker, Advtg. Manager  
Mass Communications



Hannah Lisowski, Web Editor  
Medical Studies

## The Crown Students Earn Awards from the Society for Collegiate Journalists

The Society for Collegiate Journalists bestowed two awards and an Honorable Mention to *The Crown* newspaper for the past academic year. The awards include:

- **Column or Commentary Award - Third Place:** "The 2020 Christian Vote," by Ashlynn Rader.
- **Photo Essay (Print Only) - Third Place:** Visual Tour of Wilkes-Barre, by Scarlett Spager, Editor-in-Chief.
- **Editorial Page (Print Only) - Honorable Mention:** "Crown Endorses Biden," by The Crown Staff.

The Crown editors include: Scarlett Spager, Editor-in-Chief; Emily Eckhart, Assistant Editor-in-Chief; Emily Viteritti, Advertising Manager; Breanna Jacinto, Layout Editor; and Rebekah Araujo, Web Editor. Although Mass Communications majors and Professional Writing majors are highly encouraged to join, *The Crown* is a campus activity that welcomes student contributors from all majors.



## Senior Spotlight

# Eckhart Graduates with Fond Memories and Experience

By: Breanna Jacinto

For *The Crown*, we've had the great opportunity to work with a lot of people from various graduation years. Emily Eckhart, a senior and the Assistant Editor-in-Chief, has been an integral part of its success.

Emily Eckhart is a senior Professional Writing major with a minor in Mass Communications, and the former Assistant Editor-In-Chief of *The Crown*.

She has been a member of *The Crown*, Sigma Tau Delta International English Honor Society and Communities of Hope through the Shoval Center.

When it was time to pick the college she would spend four years at, King's College was the one for her because it had the English degree that she wanted to pursue.

"I liked how small King's was, and the class sizes. You know everybody by name, and that is important to me," said Eckhart.

**"I have had so many opportunities open up to me during my time at King's, and I tried to take advantage of all of them."**

At big universities and colleges, sometimes the students can be seen as numbers, but not at King's. She's been able to thrive as well as she has because of the professor's genuine interest in their students and have always wanted them to be the best version of themselves.

Because of King's, Eckhart had various opportunities in the career field that she's interested in. Eckhart had various internships throughout her four years. She had an internships with *The Citizens' Voice*, and was also a career planning intern for Ruth's Place through the Shoval Center.

"I have had so many opportunities open up to me during my time at King's,

and I tried to take advantage of all of them," said Eckhart.

Being a part of the English program, Eckhart knew she would need to take classes about literature. Her favorite class was Shakespeare with Dr. Meghan Lloyd.

"I didn't realize how much I didn't know about Shakespeare, and Dr. Lloyd made the class really fun," said Eckhart.

Throughout her four years at King's, Eckhart has made some unforgettable memories. She enjoyed going to the Shakespeare plays put on by the Theatre, Dr. Mercincavage's design classes, and something that she's incredibly proud of, her first piece of writing that she's ever published.

As Assistant Editor-in-Chief for *The Crown*, Eckhart had many responsibilities. She was in charge of editing articles, assisting in layout and wrote pieces for multiple issues. A piece that she's most enjoyed writing about is her piece about "Women Power the Vote."

"I found the lecture that I wrote about to be really interesting and it contained so much information about women's history that I didn't know beforehand. It was really awesome to be able to write a piece about women's history in voting during a presidential election year," said Eckhart.

As much as she loves writing, there were some challenging pieces that she came across.

Eckhart wrote a piece on Election Day, which needed to be done on the day of the election. She explained that it wasn't challenging based on the information or topic that was writing about, but it became complicated due to COVID-19.

"It was hard to find people who voted and to get quotes from in such a short time period," said Eckhart.

It's so hard to leave a place where you've spent four years at and have made



Senior Emily Eckhart

so many unforgettable memories at. Eckhart emphasized that she's going to definitely miss her English classes.

"I've made life-long friends and have learned so much from my professors," said Eckhart.

It can be overwhelming as an incoming freshman. Sometimes, we don't know what we want to major in, or do for the rest of our lives. Eckhart believes that the goal in life is to major in something that you know will make you happy.

"Don't major in something just because you think it will get you a job. I never thought I would be in the career field I'm entering with a degree in English – just do your research and major in something you genuinely enjoy doing," said Eckhart.

Eckhart is off to start the next chapter of her life and I wish her all the happiness and success that the world has to offer her. She will certainly do great things!

## Senior Spotlight

# Layout Editor of The Crown Offers Advice to Freshmen

By: Scarlett Spager

Rebekah Araujo studied Mass Communications at King's, graduating in May 2021. In her time at King's, Araujo learned much even from her time outside of the classroom. Araujo explained that she came to King's because she was recruited to play soccer, and wanted to study education. She changed her major because she wanted to explore her creativity and see what she could do in the field of Mass Communications.

Spoiler alert: She could do a lot. This past school year, Araujo worked at *The Crown* as the Social media and Web Manager. Not long after accepting the position, she went above and beyond, Araujo covered events, gave make up tips, and even took on some heavy topics for Op-Eds. There was nothing she wouldn't do to make sure each issue had what it needed to be great. One of her favorite pieces was an Op-Ed she wrote about "not being a racist," vs. being "actively anti-racist."

"My favorite piece would definitely be 'Are You Actively Anti-Racist? A Conversation'. Especially with all the racial reckoning going on in the country, I was compelled to write something that made people think. Nobody wants to be labeled as a racist but many actions that have become normal to society have racial undertones. It's a very important conversation that needs to be had, and going into it, I was nervous about how people would take it. It was cool getting a shout out by the dean because I knew that my voice was heard and it had an impact," said Araujo.

**Trust the process and explore everything you can about yourself and your interests. You got it."**

Engaging *The Crown's* audience came easy to Araujo. She came up with interesting posts, fun captions, and yes, always put a Leo on her nail when showcasing the latest issue. While her comfort

zone was social media, she was never afraid to jump out of it for a hard assignment. She was not afraid to state her opinion, even when page three means telling the entire college how you feel.



Senior Rebekah Araujo

"'Why Everyone Should Become A Feminist' was probably more challenging for me. I didn't want to offend anyone or cause them to not read the piece because of the title. Trying to keep my emotions out to keep it more of an editorial was difficult because I am a feminist and have a strong opinion on the topic. Also, I'm still learning about feminism everyday so making sure my facts and terminology were accurate was a little stressful for me," said Araujo.

Araujo made *The Crown* pop with her stunning illustrations. The colorful pieces were a wonderful addition to each page they were on. She would never turn the layout staff down when they asked,

"Bekah, can we please just have one more for this page?" Araujo contributes much of what she learned about graphic design to her time in class with Mass Communications professor, Dr. Karen Mercincavage.

"I don't have a specific class but all the classes I've had with Dr. Mercincavage where definitely my favorite classes to be a part of. She's such a great teacher, a breath of fresh air and really helped

me better my skills and creativity," said Araujo.

While Araujo has gone above and beyond at *The Crown*, our staff aren't the only people who see her talents. She won the 2021 Excellence in Brand and Visual Communications Award.

"My favorite memory here at King's would probably be winning an award from the Mass Comm. Department. I don't really get recognition for a lot of the things I've been a part of. It was just nice that my teachers saw how much effort I put into things and acknowledged it," said Araujo.

Araujo made a point of getting involved her senior year and started by anchoring at WRKC. After one newscast she agreed to read the news every broadcast and has been a faithful member of the WRKC team. She also started taking more work as a freelance illustrator and graphic designer. Araujo was a three year member of the women's soccer team, and still plays at home.

Araujo has always been a kind smiling face on campus, even under a mask. When asked what she is going to miss most about King's, she said her friends are going to be hard to leave behind.

"I had to learn and figure out what type of people I want to surround myself with. I can confidently say that the people be I have become friends with will definitely be lifelong friends. I could never imagine my college life without these people and I am so thankful that they were a part of it," said Araujo.

After a storied career at King's, Araujo has some advice for freshmen. She thinks that getting involved on campus makes the experience more memorable. The senior knows that it might be scary to jump in initially, but promises it's worth it.

"It's okay if you don't know what you want to do with your college career from the start, college is about figuring yourself out! I didn't know what I wanted to do till my second semester of sophomore year. Trust the process and explore everything you can about yourself and your interests. You got it," said Araujo.

## DiMaggio Wins Emmy Award for MLB NETWORK



Brianna DiMaggio, a native of Wilkes-Barre, PA, and 2018 King's graduate, recently won a Sports Emmy Award as a Broadcast Associate for The MLB Network, LLC. DiMaggio, 24, has been employed by the MLB Network since 2019 as a broadcast associate, producing and editing clips from baseball games for shows, social media, teams and websites.

DiMaggio earned her bachelor's degree in mass communications, with a focus in the Broadcasting and Social Media track, at King's College in 2018, and her master's degree in sports communication and media at Sacred Heart University in 2019. She is a broadcast associate for MLB Network.

As a child, DiMaggio grew up in a diehard Yankee family and has loved baseball ever since. In an interview for Sacred Heart, DiMaggio, said she enjoys working at MLB Network.

"They give us creative rein to produce pieces however we want. Everyone strives to help each other out and make one another better employees."

## Communications and Technology Degree

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incorporates two CS classes for those students interested in not only game design, but also basic coding.

In Communications, students focus on producing and receiving mediated messages through technology. A communications degree is great for someone who wants to create visual and verbal messages through print or web design, animation, and videography. Courses include a focus on media technology, such as graphic design, broadcasting, social media, journalism, and video game design, using industry-standard software to create and edit media used in advertising, marketing, and broadcasting.

These technology degrees in Communications have a wide variety of jobs available. According to the U.S. Bureau of Labor Statistics (BLS) in 2018, a massive increase in job demand over the coming years. Jobs are expected to increase by 12% from 2018-2028, which is faster than the average for all occupations.

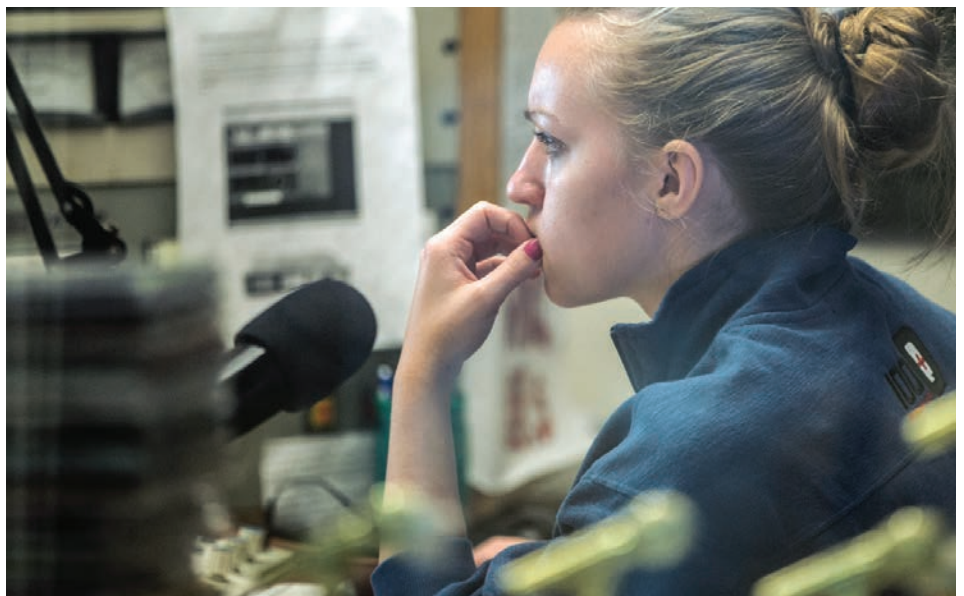
Some positions for Communications majors include Advertising, Marketing, and Promotions Managers; Art Directors; Film Video Editors; Multimedia Artists, Animators; Public Relations Specialists; Reporters, Correspondents, Broadcast

News Analysts, and Web Developers. According to *Ad Age* (July 2, 2021), Employment in advertising, public relations and related services surged in June 2021, showing its biggest-ever one-month increase.

For students who enjoy working with computers, multimedia design, designing programs and applications, or working

with evolving technologies such as digital forensics, IT security, cyber crime, then a career in one of these technology fields may be the right one. If technology is not your primary interest, be sure to check out the different tracks our Mass Communications Department offers.

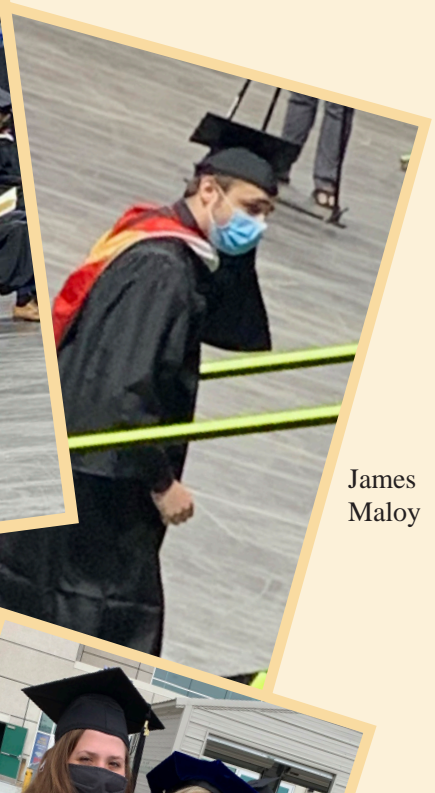
Contact the King's Admissions Office now to schedule a visit.



*Jessica (Mulligan) Koch, a 2017 King's graduate with a minor in Mass Communications, was the WRKC radio station manager in 2014 and briefly in 2015. She returned to that position for 2016-2017. She is currently a Communications and Marketing Specialist at PPL Electric Utilities.*

# *Graduation 2021*

## *Mass Communications Snapshots*



James  
Maloy



Fr. Ryan,  
President,  
congratulates  
students  
on stage.



Left to right:  
Emily Eckhart,  
Dr. Karen  
Mercincavage,  
Associate Technical  
Professor



Sydney Lonsdale

## Student Media Works Displayed in Widmann Gallery

The Mass Communications Department displayed more than 40 original student works for the Annual Student Media Exhibit, held from April 26 through May 24, 2021, in the campus Widmann Gallery. The display included all forms of visual and written communications, including writings, graphic design, and videography, created by students enrolled in Mass Communications courses. The event was coordinated by Dr. Karen Mercincavage, Associate Technical Professor.



## 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 2020-2021 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 [scott-weiland@kings.edu](mailto:scott-weiland@kings.edu).