



COMMUNICATION STUDIES AT TCNJ:

A NATIONAL LEADER IN
STUDENT-FACULTY
ENGAGEMENT

Spring 2015 Volume 7 Issue 2



Dr. John Pollock (center) and two of the student authors: Kyle Bauer (left), and James Etheridge (right). (Photo courtesy tcnj.edu)

28 students share credit in professor's newly published book

By Molly Petrilla

Courtesy tcnj.edu

Communication studies professor John Pollock has a new book out in March, 2015—and 28 TCNJ students share credit in its creation.

Pollock says he has long encouraged his students to publish their research. He packed his 2007 book, *Tilted Mirrors: Media Alignment with Political and Social Change*, with their case studies, but for *Journalism and Human Rights: How Demographics Drive Coverage* (Routledge, 2015), Pollock's students became his co-writers. In six of the book's eight chapters, TCNJ undergrads—Angelica Anas '14, James Etheridge '15, Domenick Wissel '12, Jordan Kohn '14, Victoria Vales '12, Kelsey Zinck '14, Kyle Bauer '15, and Emaleigh Kaithern '15—served as senior authors.

Publishing the work of communications undergraduates may be unprecedented, says Pollock. "I know of no other books co-authored with undergraduates, whether published by Routledge or any other publisher."

The book looks at how demographics push rights issues—such as human trafficking, water contamination, HIV/AIDS, and same-sex marriage—into the media's consciousness. As the senior author of a chapter on international newspaper coverage of child labor, Kohn looked at how certain demographics influenced how child labor was covered, and whether this varied between countries.

BOOK Continued Page 3...

In This Issue...

Students Co-Author Book With Dr. Pollock.....	1
TCNJ Students present at NJCA and DCHC.....	1
Dr. Ryan's Passage to India.....	3
Public Health Communication Club.....	4
TEDx TCNJ Lights an Eternal Flame.....	5
"Human Bingo" Promotes Intercultural Communication.....	9
Communication in the Digital Age.....	10
MacDella Cooper at Graduation.....	11
Internship Corner: MSSL.....	13
Why Major in Communication Studies?.....	14

TCNJ Students Present at the NJCA and DCHC (National Health) Conferences in April, 2015

By Krysti Peitz and Elizabeth Watson

The New Jersey Communication Association (NJCA) presented its 19th Annual Conference held at St. Peter's University, Jersey City, on April 11, 2015. The celebrated event attracted representatives from university communication departments and graduate programs, some of which included St. Peter's University, Montclair State University, Ramapo College of New Jersey, Kean University, Rutgers University, and The College of New Jersey. With an overall theme of Technology and Change: A Virtual Revolution, Dr. Douglas Rushkoff of CUNY/Queens presented the keynote address and touched on the future students of communication studies.

Papers presented at NJCA Conference from TCNJ include "Cross-national coverage of Muslim immigration: A community structure approach" by Agresti, S., Bjellquist, J., Longo, L., Van Heest, S., & Etheridge, J.; "Cross-national coverage of Genetically-Modified Organisms: A community structure approach" by Esposito, C., Nichilo, P., Peitz, K., Watson, E., Warren, M., & Etheridge, J.; "Nationwide newspaper coverage of mental health reform: A community structure approach" by Kordomenos, C., Orfanakos, S., & Thatcher, B.; "Nationwide newspaper coverage of warrantless wiretapping: A community structure approach" by Luchkiw, C., & Berger, A.; "Cross-national coverage of rape and rape culture: A community structure approach" by Luchkiw, C., Peraria, H., Berger, A., Fleck, J., Gates, J., & Etheridge, J.; "Nationwide newspaper coverage of rape and rape culture in the military: A community structure approach" by Peraria, H., Brown, D., Fishbone, D., Longo, L., & Agresti, S.; "Nationwide coverage of rape and rape culture on college campuses: A community structure approach" by Soya, T., Fleck, J., Wallman, L., Makhdomi, H., Agresti, S., & Longo, L.; and "Nationwide coverage of pediatric immunization in the US: A community structure approach" by Trotochaud, M., Huang, L., Dietel, C., Longo, L., & Agresti, S.

TCNJ Students Present Continued Page 7...



Elizabeth Watson and Krysti Peitz winners of Best Undergraduate Paper at the NJCA Conference (top); (back row) Dr. John C. Pollock, Lauren Longo, Krysti Peitz, Marc Trotochaud, Elizabeth Watson, Christina Luchkiw; (bottom row) Lydia Huang, Cara Esposito, Hope Peraria (below). (Photos courtesy of Krysti Peitz.)

A Passage to India:

Dr. Ryan Addresses Community Engagement in Documentaries

Traveling to an international academic conference is always exciting, but it can be especially nerve-wracking when the conference takes place during the last week of the semester! In December, Dr. Susan Ryan traveled to India to take part in the 21st annual conference of Visible Evidence, a meeting of international scholars, filmmakers, and students devoted to the history, theory, and practice of documentary film. This was the first time the conference was held in Asia, and only the second time it took place in the global south. Participants from Asia, Europe, and North America gathered in New Delhi to present papers, screen films, and attend workshops on current practices in documentary filmmaking.

Dr. Ryan delivered a paper on documentary film and community-engaged learning, a topic that she has been involved with for many years at TCNJ. As part of a panel on “Documentary and Pedagogy,” she was also able to screen clips from a student documentary, “The Trenaissance: A Better Way for the Capital City”, a short video about the Trenton-based organization “A Better Way” which was created in her documentary production class in Spring of 2013.



Left to right: Marta Ryan and Dr. Susan Ryan at the Taj Mahal

According to Dr. Ryan, the attendees were impressed by the student film, and the panel engaged in a lively discussion about the challenges and rewards of encouraging students to engage with the community as part of their coursework. Ryan was pleased to learn that documentary professors from Canada to Brooklyn were interested in developing this form of community engagement at their own institutions.

Since it was her first time in India, Dr. Ryan took time away from the busy conference to experience the vibrant street life of the nation’s capitol and visit a few noteworthy attractions like the market in Old Delhi and the Taj Mahal, located in Agra, a few hours south of New Delhi. Although it rained the day that she went, the beauty of the architecture and inlaid marble made a lasting impression on her, and her daughter Marta, who accompanied her on the trip.

Book Continuation from page 1...

Kohn applied to graduate schools for public health and is currently a master’s student in John Hopkins’ program, with a focus on health education and communication. Says Kohn: “It wasn’t until I began working with Dr. Pollock that I discovered what I really wanted to do with my education.”

Public Health Communication Club: Past, Present, and Future

By Stephanie Van Heest

For the past decade, several students have completed Professor Jake Farbman's infamous public relations campaign project. In 2008, Megan Roe ('09), Megan Van Der Stad ('10), Neil Hartmann ('08), Brigitte McNamara ('08), and Kristen Kiernicki ('09) worked together on a campaign focused on promoting the communications studies department as a whole, as well as increasing interest in the health communication concentration.

From their college class project, The Public Health Communication Club (PHCC) was born.

The 2008 team worked closely with Dr. Pollock, while designing the project. According to Kristen Kiernicki, "(we named) our group 'The Pines Group,' hoping to evoke Dr. Pollock's connections to Stanford (where he completed his PhD). We later found out that the Stanford Tree is actually a sequoia, but Dr. Pollock appreciated our effort anyway-- close enough."

After completing their successful presentation, the students in "The Pines Group" who didn't graduate in 2008—Roe, Van Der Stad, and Kiernicki—decided to implement their campaign in the Fall of 2008. They named their club the Public Health Communication Club (PHCC) in hopes that the club would attract interdisciplinary students (e.g., hard sciences, nursing, psychology) and would then encourage students to sign up for the public health concentration.

Initially, the club hoped to partner with a variety of other health-related organizations on campus. During the first year the club hosted two guest speakers: David Oshinsky, a long-time friend of Dr. Pollock's, who received a Pulitzer Prize for his book about the development of the polio vaccine, and Renata Shiuvo, a friend of Dr. Hu's, who has published many books and articles



Left to right: Kevin Gillighan, Megan Van Der Stad, Dr. John Pollock, Dr. David Oshinsky, Megan Roe, and Kristen Kiernicki

on health communication, including the widely-used textbook, *Health Communication: From Theory to Practice*. In Fall 2009, the club organized "Safe Oral Sex Day" and partnered with Planned Parenthood to provide information, flavored condoms, and flavored dental dams to TCNJ students.

The Public Health Communication Club has come a long way from where it started, just eight years ago. Today, the PHCC meets once a week and plans campaigns that will educate the campus in fun and exciting ways. The club is currently working on a social media based skin cancer awareness campaign for TCNJ. "Our goal is to improve the student body's healthy habits overall and increase their understanding of health related issues," PHCC member, Caitlyn McNair said.

Isabelle Tan, a president-elect of PHCC, explained that "the Public Health Communication Club is a great outlet to teach the TCNJ community about important health issues. Some health issues are simply due to lack of knowledge. PHCC provides fun and creative ways to educate the TCNJ community about ways to improve their health!"

Kristen Kiernicki, now an adjunct at TCNJ, has seen the club grow over the years. "I'm really proud that we started something that has gone on for so long. I've worked with Jim Etheridge on a few things, and I think he's really been instrumental in keeping the club going," she said.

PUBLIC HEALTH Continued Page 7...

Public Health Continuation...

Jim Etheridge, the current PHCC president said that the club “gives individuals who are interested in public health an opportunity to discuss current events and network with other students.”

Members have the chance to network with those who share their interests while collaborating on new areas of study, gathering information, and implementing their work around campus.

Marc Trotochaud, a member of the club, said “through working with the Public Health Communication Club I have been provided with opportunities to plan, orchestrate, and complete public health campaigns related to the college campus. It is rewarding to take these experiences and see them from start to finish.”

Jim Etheridge said he does not foresee any major changes in the future of the PHCC: “I don’t see the club undergoing any major changes, I feel it has finally worked out its own niche in the TCNJ community and future changes will come as membership expands.”

PHCC has definitely made its mark on TCNJ. It will be exciting to see what new projects the club takes on next and what the future holds for the club.



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The Roar is the student newsletter for the Department of Communication Studies at The College of New Jersey.

Its goal is to foster a sense of connection among all those involved with the department and to celebrate our solid record of accomplishments at the local, state, regional, national, and international levels.

Read past issues of The Roar

<http://issuu.com/theroartcnj>

OR

<http://communicationstudies.pages.tcnj.edu/vibrant/roar/>

TEDx TCNJ LIGHTS AN ETERNAL FLAME

By Jenna Fleck

As Father James Keller once said, “A candle loses nothing by lighting another candle.” This past spring semester, The College of New Jersey’s community came together to light a flame that would spread across campus like wildfire, igniting the idea that anyone has the power to change the world for the better. On May 3rd, 2015, students and faculty gathered in the Mayo Concert Hall to attend the first ever TEDx TCNJ conference. As the hall buzzed with excitement and energy, it was easy to understand how this conference would be an unforgettable experience for everyone involved.

Founded and coordinated by TCNJ junior Theresa Soya, TEDx TCNJ was organized in order to spark creativity, ambition, and positivity throughout the audience and its participants. Soya explained, “I knew it would be a perfect fit for TCNJ, because this is an environment where people are already amazingly kind and ambitious, and where people utilize their creativity and ingenuity each and every day, where people are constantly looking to hear or spread new ideas, where people are all like-minded in a driven quest to somehow change the world for one another. I wanted to create an opportunity for students of TCNJ to experience the power of TED and TEDx. The difference between TED and TEDx is the letter x, which represents an independently organized event. Operating under a free license granted by the official TED organization, Soya and a few other TCNJ students had the opportunity to create an inspiring environment.

The planning for TEDx TCNJ began in November, 2014, with the help of advisors, committee chairs, and countless volunteers. With Soya working as the founder and coordinator of the event, she was assisted by TCNJ Director of Leadership Avani Rana, TCNJ Brower Student Center Manager Seth Zolin and TCNJ Residential Education Director Tina Tormey. This event would not have been possible without the support from committee chairs consisting of finance chair Amit Manjunath, hospitality chair Ray Diao, training chair Neil Nadpara, production chair Katharine Callahan, marketing chair Danielle Alu, recruitment chair Parth Patel, social media chair Jamie Egan, and web and multimedia chair Pat Monaghan.

TEDx TCNJ presented several guest speakers including TCNJ students, faculty, and community members. The selection process was more than difficult, for each speaker spoke with such passion. Yet, only a total of 12 speakers were chosen to share their unique stories and discussions. Some of the speakers and their topics included:

Jacob Farbman: “How Organizations Succeed by Bridging the Communication Disconnect”



From left to right: Parth Patel, Neil Nadpara, Amit Manjunath, Jamie Egan, Katharine Callahan, Theresa Soya, Patrick Monaghan, Ray Diao

Catrina Sparacio: “Testimony, Tutus, Truth and Tea: One Expert Story”

Perry Shaw: “Clearing the Path: A Fresh Start or a First Start”

Ami Shah: “Importance of Interdisciplinary Learning”

Moses Pak: Networking Through Magic

As Soya explained, “I wanted to hold an event that would inspire. I think the best part about TED and TEDx is that the words of any speaker always leave the audience reminded that they absolutely have the power to change the world. So I wanted audience members to walk out of Mayo reignited on a dream to make the world a better place.” And that is exactly what happened that May afternoon as Tedx TCNJ went underway, lighting an eternal flame of encouragement that will never go out. The conference was such a success, planning has already begun for next year’s talk. There will be more specific information on auditions, times, and dates advertised once the event draws near.

TCNJ Students Present Continuation...

A student paper on “Cross-national Coverage of Genetically Modified Organisms: A Community Structure Approach” was recognized with the 2015 award for “best undergraduate paper”, an award that TCNJ students also won in 2013 and 2014 for research on “Nationwide Coverage of Post-traumatic Stress: A Community Structure Approach” and “Cross-national Coverage of Human Trafficking: A Community Structure Approach” respectively.

NJCA Vice President Dr. Barna Donovan presented the award to the authors, who included Elizabeth Watson (Lawrenceville), Krystin Peitz (Howell), Cara Esposito (Warren), Phil Nichilo (Old Bridge), Matthew Warren, and James Etheridge (Oakland). The Genetically Modified Organisms (GMOs) paper found that the newspaper coverage from countries highly dependent on agricultural income displayed more favorable coverage of GMOs.

In addition to the NJCA Conference, five papers were accepted and presented at the 3rd Biennial D.C. Health Communication

Conference, whose theme this year focused on Communication Competence and Health Promotion, held at George Mason University on April 17, 2015. Students of TCNJ, whose papers were the only undergraduate papers accepted for presentation nationwide, held poster presentations of their findings on topics ranging from cross-national coverage of rape and rape culture to multi-city nationwide US coverage of pediatric immunizations.

The DCHC Conference was hosted Dr. Gary Kreps of George Mason University and presented panels on Intercultural Communication Competence, Communication Competencies and Health Advocacy Across Key Sectors of the Health Care System, Emergency Risk Communications – What Ebola Has Taught Us About Health Communication, and Promoting Communication Competence in the Delivery of Health Care.

TCNJ research projects all utilized the “community structure approach”, which studies the manner in which city or national demographic characteristics are systematically connected to variations in newspaper coverage of critical issues. Each of the culminating papers was written in classes taught by Dr. John C. Pollock at TCNJ, including communication research methods (COM 390) and international communication (COM 415).



NJCA Presenters Left to Right: David Brown, Krystin Peitz, Elizabeth Watson, Christine Luchkiw, Alex Fishbone, Lydia Huang, Marc Trotochaud, Theresa Soya, Cleo Kordomenos, and Dr. John Pollock

NEW FILM SCREENING ROOM OPENS OPPORTUNITIES

By Jared Sokoloff

Students enrolled in the Radio/TV/Film communication studies major at TCNJ study nearly every step in the filmmaking process, from the earliest pre-production stages to some of the more complex post-production processes. But for a long time, something was missing: the ability for students to view works in a professional environment. This was remedied by the addition of the Kendall Hall screening room in 2014.

Located within the existing television studio, the state of the art screening room features a professional grade screen and custom seating. Costing over \$70,000, it is furnished with industry standard JBL speakers, Crown amplifiers, an Integra receiver, and an Epson projector. A small push-cart popcorn maker occasionally even provides snacks for the attendees.

The man responsible for the new screening room is Kevin Potucek, Kendall Hall's Assistant Director for over two decades. After deciding with faculty members to go through with the project, Potucek "spent probably two or three months just doing heavy research on screening rooms; the equipment, space size, screen size, screen materials, all that stuff," he explained.

Despite being a new entity for the communication studies department, the screening room has been put into heavy use in the past two semesters. The department hosts a weekly screening series, with films picked out by professors often relating to their classes.

Long-time professor Terry Byrnes has embraced the room for many of his film classes. "The big advantage is that we can get students to look at films the way they were intended to be screened and not on a computer or a TV set, which is huge. You see what the original director and cinematographer intended for you to see. Nobody made movies to be watched on the small screen, they just didn't. Particularly the classic ones, so the difference is enormous."

Since the room does not have any writing surfaces for students or professors, it cannot replace classrooms. However, it is essential in augmenting classroom lectures, Byrne explained.

Unrelated to class showings, some evening showings feature industry personnel who are involved in the films shown. After these viewings, the guests engage in intimate discussion sessions with the professors and students. So far a variety of directors, producers, and editors have come to speak about their works, including the editor of the award winning documentary *Semper Fi- Always Faithful*.

Reception so far has been great, not only inside the department itself, but throughout TCNJ. "The filmmakers we've invited to the screening room have been very impressed with both the size of the screen and the intimacy of the 50-seat setting. It really allows students to ask questions and engage in a dialogue that they might not have it were a larger space", said Dr. Susan Ryan who has been very active in creating a film series.

"As people come so see some of the events for our department, and they're from another department, they say 'Hey, this is great, how do I use this?' And I think more and more people are trying to get in to use it," Potucek said. And while booking can be limited because of the studio's class use, there have already been a few hybrid events between departments. The room's biggest beneficiaries, however, are the students of the department. Junior Dylan Short said that the quality of the facility has blown him away during each viewing.

"I really like the equipment; it's a great facility for viewing films. When you're watching a film in some class, and you're sitting in your uncomfortable chair and watching on a projector, you can't get fully into it. In the screening room, with the giant screen and comfortable tiered seating, you actually feel like you're in a theater environment and you get wholly absorbed into the film itself. For example, we recently viewed [the documentary] *Chasing Ice* and the theater really took us into the world of these huge icebergs. It's an environment that is conducive to enjoying film."

“HUMAN BINGO” PROMOTES INTERCULTURAL COMMUNICATION

By Ashley Attinello

Countless different cultural groups are encountered at The College of New Jersey, including students of different races, ages, and ethnicities. Some students are in Greek life; others choose to play on sports teams. Every group has its own unique culture.

Students in the English as a Second Language (ESL) Program have also created their own culture here at TCNJ. These students come from different countries all over the world, so they bring aspects of their individual identities into the exchange program. It is interesting to explore how ESL students relate to one another and also how they relate to the TCNJ community as a whole.

In order to better understand this intercultural exchange, Dr. Yifeng Hu created the first-ever collaboration between ESL students and American students in her Intercultural Communication class. Dr. Hu's class participated in one of the oral hours for ESL students in an effort to bring together multiple different cultural groups into one setting.

Eileen Goepfert, the oral hour instructor, designed an activity called Human Bingo. Students were required to pair up and find people who met the categories listed on their bingo boards. This was a great ice breaker for all students involved and sparked a lot of conversation.

As the students interacted, they slowly learned more about one another through both verbal and nonverbal exchanges. The ESL students were from Tajikistan, Kazikstan, and Brazil. They spoke several different languages, including Portuguese, Tajik, Kazakh, Russian, Persian, and Ukrainian. On top of that, they are still continuing to develop English language skills while simultaneously taking classes at TCNJ.

Very few of the students in Dr. Hu's class were able to speak a second language, so sometimes they needed to find different ways to communicate. Instead of being frustrated by cultural



Students in Dr. Hu's Intercultural Communication class interact with the ESL students
(Photo courtesy of Yifeng Hu)

boundaries, the ESL students and Dr. Hu's students made an effort to express their thoughts. When students did not understand a word or phrase, their partners would act it out or draw a picture until the idea became clearer. This process served to help ESL students understand better and also taught Dr. Hu's students how to relate to people in different ways.

It was encouraging to see how well all of the students responded in an intercultural environment. People often experience anxiety when they interact with someone very different from them. However, it is absolutely possible to transcend any differences if both parties make an effort. This became very clear during the oral hour class.

Another interesting point to consider is the variety of students in the ESL program. They appeared to be a cohesive unit but were actually from different parts of the world. The ESL students all claimed that it was easier to bond with foreign exchange students because they were going through similar experiences. It was clear that all of the students had a sense of familiarity with one another and had already started creating their own intercultural group within the ESL program.

The collaboration between Dr. Hu's students and the ESL students was a success for many reasons. First, it helped the ESL students because they were able to practice their English language skills. Second, it created a cultural learning environment where people were able to share stories about their native countries and unique perspectives. Finally, it shed light on the importance of tolerance. All of the students went into the class with open minds, and within a few minutes everyone was having meaningful interactions.

Foreign exchange students come to the US in order to learn more about our culture, so it is important for TCNJ students to reach out and learn from them as well. As communication studies majors, it is our responsibility to find ways to connect with other people. Hopefully, this collaboration will not be restricted to this one experience; instead, it should encourage students to explore intercultural exploration on a broader level.

Communication Challenges In the Digital Age

By Frank Festa

Courtesy of The Signal, Feb. 11, 2015



High lectures about social media's effect on communication. (Photo Courtesy of Brendan McGeehan / The Signal Photographer)

This spring's inaugural lecture of the College's Brown Bag Series proved to be an enthralling event, as the guest speaker addressed an increasingly relevant topic of discussion — the dependence we now have on computer-mediated mediums for interpersonal communication.

Andrew C. High of the University of Iowa expressed his developed hypotheses on how this preference can both help and hinder communication, during a lecture in the Mayo Concert Hall on Friday, Feb. 6, entitled “Computer-Mediated Communication: Exploring the Interpersonal Problems and Benefits of Online Interactions.” High noted early and often how applicable his research was to each and every one of us.

“This is probably near and dear to all of us — because it's such a big part of our lives, we hardly recognize or acknowledge it,” High said. “Ninety million Americans are portrayed on some type of online group or community.”

Computer-Mediated Communication, which High abbreviated as CMC, entails any sort of interaction that may take place in cyberspace, whether on Facebook, Twitter or even ChristianMingle. Theoretically, High believes that we have moved away from face-to-face interaction in favor of the comfort distance provides.

“People often tend to prefer CMC when their own desired impressions are threatened — it provides them a space to communicate things differently than they would otherwise,” High said. “If I wanted to break up with you, we're going to have to have a long conversation. It might get sad and you may even punch me.”

His sarcastic tone was greeted with laughter from the audience, but he did have a point — there was no arguing

that difficult conversations were easier to have via CMC.

High set out to discover if CMC had realistically surpassed face-to-face communication in terms of emotional discourse. In order to begin this process, he completed four studies in which he conducted research on the different ways people utilize CMC as a method of seeking support and expressing emotion. His methodology was varied in a way that could put issues big and small in perspective, making use of diverse groups.

He sought answers to those questioning whether or not face-to-face communication was preferred to online when seeking support and how gender may contribute to variation. He even went as far as analyzing how a military support group of 19,000 members interact.

One study in particular sought to determine if Facebook is an effective context for supportive communication, something High believes to be essential.

“It allows us to cope better, express ourselves and ultimately reduce and help manage stress better,” High said.

The results of the studies varied in results as one could expect, but it was clear enough to come to certain conclusions — that CMC is preferred for supportive communication, that the large military support group was effective and that Facebook could be a constructive place for support to take place.

And yet on this last conclusion, there were some discrepancies.

“What most surprised me was that support being provided went down when somebody was actually seeking it out, which was kind of disheartening,” High said. While plenty of negative effects may result from CMC in atmospheres such as Facebook and Twitter, High refuses to discredit it completely. The web in general connects people in ways that were once unimaginable. Communities are established where like-minded individuals or those in need of support are free to interact.

**Communication Challenges Continued
Page 13...**

MACDELLA COOPER DISTINGUISHED ALUMNA 2015 GRADUATING SPEAKER

Introduction by John Pollock

Born in Liberia in the late 1970s, MacDella Cooper was one of thousands of refugees who fled Liberia after the eruption of a new civil war in 1990, residing in ivory coast.. Then teenager MacDella (what I shall call her rather than Ms. Cooper because she was one of our students) and her two older brothers came to Newark about two years later where she joined her mother and attended Barringer high school. Despite her difficult past, Macdella graduated 3rd in a class of 1,200 students and received a full academic scholarship to TCNJ (even then our admissions staff was making smart decisions!). She graduated with a degree in communication studies in 2001.

After that, Macdella was a marketing and events coordinator for Jones Apparel Group, where she, alongside a creative services team, developed comprehensive marketing strategies for Ralph Lauren, Anne Klein, Jones New York and several other fashion brands. She also directed marketing and event planning initiatives for the New York independent film and music festival.

Today Macdella is known as "Liberia's Angel" for starting the Macdella Cooper Foundation (MCF), a not-for-profit charity that provides educational opportunities and basic necessities for abandoned children in Liberia. In 2010, she opened the MCF Academy, a boarding school for orphans in Liberia. The MCF academy is the first tuition- free boarding school that houses up to 200 students, providing a better quality of living in an environment that is safe, secure and conducive to learning. Macdella hopes the academy will raise future leaders who take pride in their nation and themselves. charity events with polo matches in the Hamptons and funds entire schools. I call that progress!

Thanks to her extensive business, political and diplomatic relationships all over the world, MacDella sits on the Board of Directors for several charities including the Segal Family Foundation and Red Cross Tiffany Circle. She has received several awards for her philanthropic efforts including The College of New Jersey Humanitarian Award, The Victor E. Ward Community Service Award, The Momentum Women™ Award, The Spirit of Friskies Award, and The Archbishop of Michael K. Francis Achievement Award. MacDella is active in "Impact Leadership 21: Leadership Architects for Inclusive Economies", which on March 25, 2015, held the second annual "Power of Collaboration Global Summit" at the United Nations, focusing on "Women, Technology, and Social Innovation".



MacDella Cooper, Dr. John Pollock, and Dr. Judi Cook

"Today, Macdella is known as 'Liberia's Angel.'"

Dr. John Pollock

When I first attended one of MacDella's charity events as a co-guest presenter, along with the Liberian Ambassador to the UN, MacDella was sending toys to orphans in Liberia. Now she organizes major charity events with polo matches in the Hamptons and funds entire schools. I call that progress!

Macdella currently lives in Manhattan with her three children. In addition to founding the MCF academy, Macdella makes multiple motivational speaking appearances to share her story and influence those going through difficult times to help shape their lives into something meaningful. We are deeply honored to bring her home for today's graduation ceremony. Please welcome our hero, pioneer, and friend: Macdella Cooper!♦

Internship Corner: MSSL



By Theresa Soya

So much of our college careers are based on what we learn in the classroom and sometimes, we forget just how valuable experience in the field is to our education and growth.

In the spring of 2014, I had the opportunity to complete an internship at MSSL, Inc., one of the Northeastern region's largest coordinators for premier-level youth soccer programming. The company hosts leagues and tournaments for MAPS (mid-Atlantic premier soccer) teams to develop players through MSSL's "Player Progression System" – a model to prepare athletes to succeed at a collegiate varsity level that the business operates all its tasks around.

I was initially hired as a promotional writer, helping to reinstate the organization's newsletter. On a weekly basis, I'd write features on the different tournaments that MSSL coordinated, their core clubs, or any big organizational announcements they needed to send out. When my hours were completed for the semester, my boss asked me to come back and work part-time for the summer (with pay – woohoo)!

By the middle of the summer, some office roles shifted, and, I was promoted to producing the letter myself – pitching, writing, and editing the stories, and sending out the final product via Constant Contact, an organizational E-blast service.

One year later, I have a really great relationship with my bosses, and I now get to help with some of the administrative decisions in the implementation of court sport (volleyball, basketball, futsal) flooring and programming, which is really cool, and makes me feel like a total adult.

My last year at MSSL has truly given me a first-hand insight into the working world, and I feel light-years more prepared to enter the workforce having had that experience. I garnered more practice operating on a deadline, talking to actual clients, meeting with business professionals, and conducting interviews; I learned what it takes to succeed in a business environment, how being versatile and willing to take on new tasks can keep you relevant and respected in the eyes of your boss, and how being kind and friendly can help form really great relationships with your coworkers. Most importantly, in evaluating myself, my work, and my experience at MSSL, I've learned more of what I like to do, what I don't like to do, and what I will ideally want out of my future career. This summer, I'll be interning at the Children's Hospital of Philadelphia, and I can attest that the year I got to spend with MSSL has well prepared me for this next step.

Theresa's advice for Undergraduates...

Exposure and experience are the best possible things you can achieve for yourself while in college—the more you have, the more of an asset you prove as a potential applicant to anywhere your future endeavors take you. You'll learn a lot about what to expect from the field you're in, how to handle all different kinds of personalities and work ethics, and how to improve yourself as an asset to any team. What I really liked most about MSSL is that I was able to find a home there, and I think that is essential for any experience, and something I will stress to anyone looking for opportunities – find somewhere that you can see yourself getting along with people, doing good work that means something to you, and being happy, and your success will take care of itself.

Communication Challenges in the Digital Age Continuation...

“Support groups are wonderful because they are anonymous and connect you to people with similar experiences,” High said. Lorna Johnson-Frizell, associate professor of communication studies at the College, supported High in this regard and praised Facebook for assisting her search on parenting advice.

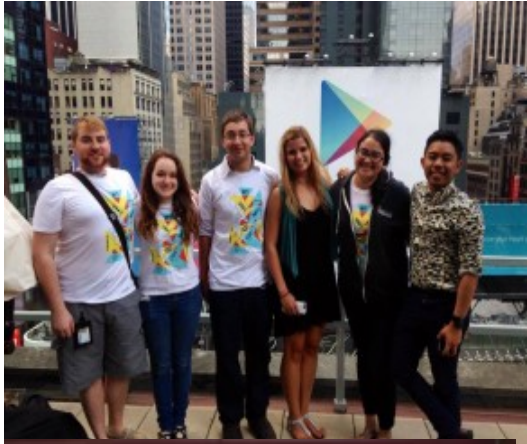
“It collapses time and collapses geography,” Johnson-Frizell said. “Without Facebook, I’d have to meet each of these people face to face.” Of all that could be said of CMC, there is no omitting the fact that it will become only more ingrained in us, constituting an even bigger part of our communication.

“During my speech, 13,850,000 new users or profiles joined Facebook,” High said “There have been 300 million page views just while I’ve been talking. Facebook is the most heavily trafficked website.” Moving forward, High would like to continue this kind of research on the effects of CMC through whichever methods are available. He also plans to analyze a group of elderly cancer patients in the near future with help from the hospital at The University of Iowa. For the time being, he will focus on building upon the studies he’s already conducted.

“We actively try to collect Facebook posts to see how support takes form and to seek out instances in which perception differs,” High said. Facebook has become his most reliable point of reference, but common ideology would lead one to believe that an even more personal network, such as texting or instant messaging, would be a better place to extract real emotions.

Unfortunately, it isn’t ever that simple. “Texting is trickier to study because nobody is willing to give us access to their texts, which we understand,” High said. “Besides, we aren’t really interested in what your plans are for spring break.”

WHY MAJOR IN COMM STUDIES?



Growing up, I always had a video camera in my hand. I spent countless hours making silly spoof videos with my friends, singing along to music or making up plays. I think this was really what launched my interest in communication and, more specifically, in television production. I also really loved that a television show was capable of bringing my very diverse family together, even if it was just for 30 minutes. There was always something each of us could find in a television show that we could relate to, which brought us closer.

When it came time to apply for college, I was set on Communication Studies, and selected TCNJ for the small student to faculty ratio and the extracurricular opportunities that were available, such as Lions TV. At TCNJ, I was able to be hands-on, very involved, right away, which is pretty unique.

Most recently, I was the Planning and Programming as well as a Talent and Anchor Relations Intern at CNN Headline News. I traveled to New York City twice a week, and was responsible for working on program development, pitching potential talent and guests, and monitoring social media. It was so fast-paced and frantic, and I loved it! Before that internship, I had the opportunity to intern at Comedy Central. I worked with two other interns to present a competitive analysis on how competitor networks were using Snapchat. I had to make this presentation at least five times and to the largest room of at least 60 people. This experience really helped me get over my fear of public speaking, and now I feel quite confident if I have to present in front of large groups of people.

I'm also the Executive Station Manager for Lions TV, where I oversee all the projects taking place and work with the members to make sure programs are staffed and we have people covering everything that needs to be.

The Radio/TV/Film faculty have been an incredible support system. Terry Byrne, Susan Ryan, and Lorna Johnson all go above and beyond to encourage me, guide me, and offer advice and wisdom. I feel that I have wonderful relationships with each of them that will continue throughout my lifetime. That's just how it is in this department, and that's how Terry, Susan, and Lorna are. It's very special.

Jaqueline's advice: This is a major for very self-motivated people. No one is going to come to your room, knock on your door and ask if you want an internship. You have to be willing to put yourself out there, take chances, and take advantage of every opportunity that comes your way. If there is an alumni speaker on campus, go to it! Even if they aren't working specifically in an area you have interest in, go hear what they have to say. I guarantee that you will learn something useful. Also, join clubs and organizations that will help you reach your goals!

-Jaqueline Ilkowitz, Class of 2015, Radio/TV/Film track