

THE ROAR

Communication Studies at TCNJ: A National Leader in Student-Faculty Engagement
SPRING 2014 VOLUME 6, ISSUE 2

TCNJ Communication Studies Students Victorious in Human Rights Spring Scholarship

TCNJ Press Release

Communication studies students were victorious in presenting refereed papers on coverage of human rights claims at national and state scholars' conferences on April 12. The topics ranged from cross-national coverage of HIV/AIDS (right to access to health care services, in particular emergency medical treatment) and rape and rape culture (right to personal security) to multi-city nationwide US coverage of post-traumatic stress among veterans (right to mental health care) and gun control (right to public safety). All of the student papers explored how national or city demographics drive coverage of critical human rights issues.



HIV UK conference, James Etheridge

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Two TCNJ papers were accepted in blind, refereed competition as the only undergraduate papers accepted nationwide for the biannual University of Kentucky Conference on Health Communication, the oldest and most distinguished national health communication conference in the nation. "Cross-national Coverage of HIV/AIDS: A Community Structure Approach," emphasizing the link between female empowerment in a nation and coverage emphasizing "government responsibility" for addressing the AIDS pandemic, was presented by senior author James Etheridge (a junior from Oakland, NJ).

The other co-authors included Kelsey Zinck (Bristow, VA), Christina Santiago (Hopewell), Kristen Halicki (Green Brook), and Alec Badalamenti (Denville). The other paper, "Cross-national Coverage of Rape and Rape Culture: A Community Structure Approach," was co-authored by Lucy Obozintsev (Ramsey), Nehha Jain (Colonia), Stephanie Herrera (Guttenberg), and Hannah Salamone (Stockton).

Continuation...

At the annual conference of the New Jersey Communication Association Conference (NJCA) at Kean University, Union, a student paper on “Nationwide Coverage of Post-traumatic Stress: A Community Structure Approach” won the 2014 award for “best undergraduate paper in the state,” an award TCNJ students also won in 2013 for a paper on “Cross-national Coverage of Human Trafficking.”



Left to right: Stefanie Gratale, Dr. John Pollock, and Emaleigh Kaithern, with Dr. Chris Caldiero, President of NJCA

NJCA president Chris Caldiero presented the award to the authors, who included Stefanie Gratale (Fort Lee), Emaleigh Kaithern (West Cape May), Angelica Anas (Cherry Hill), and Kelly Johnson (Lawrenceville). The Post-traumatic stress (PTS) paper found that newspapers in Midwestern cities and in metropolitan areas with high percentages of people age 65+ were more likely to emphasize ‘government responsibility’ for PTS, in the latter case suggesting that older citizens whose families had been subject to a universal draft were more likely to regard veterans as “one of us” than is found today with a military force recruited from only certain population segments.

In addition, four students presented a paper on “Nationwide Coverage of Gun Control: A Community Structure Approach.” The paper was authored by April Jenkins (East Orange), Ashley Natera (Garfield), Olgi “Cookie” Deleon (Princeton), and Jonathan Mann (Paterson).

All of the human rights papers were written in classes in communication research methods or international communication taught by Dr. John C. Pollock, who commented: “Our faculty and fellow students are delighted at the success of our student writers and presenters, whose efforts at putting their work through multiple drafts have yielded deserved national and statewide scholarly recognition, as well as acceptance at leading graduate and professional schools. These activities reinforce the reputation of the Communication Studies Department as a national leader in student-faculty engagement.”



Left to right: April Jenkins, Jonathan Mann, Ashley Natera, and Olgi Deleon

Communication Studies Alumni after TCNJ

By Regina Yorkgitis

The Communication Studies Department at The College of New Jersey has a proud history of preparing students for prestigious post-undergrad experiences. This year is no exception.

This fall, Jordan Kohn will begin the M.S. Public Health program at Johns Hopkins University.

"It's the top public health school in the world," she said.

Kohn chose Johns Hopkins because of their excellent reputation and the unique design of the program. After completing one year of coursework, she will spend six months in a public health field placement of her choice--anywhere across the globe.

"I wouldn't have been exposed to the public health world if I had not taken the mandatory research methods course with Dr. Pollock," she said. "It was his passion for health communication and entertainment education that inspired me to take an interest and get involved."

Dr. Pollock encouraged Kohn to participate in a public health internship in South Africa, an experience that she believes set her apart from other graduate studies applicants.

"I believe it was mainly my involvement in such a unique internship that Johns Hopkins accepted me," she said.

Kelsey Zinck, another student who participated in the public health internship in South Africa, plans to earn her graduate degree in either health communication or public health.

"The TCNJ communication studies program has afforded me the opportunity to learn from some of the best undergraduate professors, as well as having them as mentors," Zinck said.

The dedicated communication studies faculty inspired her to reach her goals.

"The department has presented wonderful educational and work opportunities, such as presenting papers at conferences and embarking on the first faculty-led internship abroad in South Africa, which have built my character and encouraged me to achieve far more than I ever believed I could."

The communication studies class of 2014 is prepared to enter a variety of academic fields.

Maidel De La Cruz, plans to attend The Maxwell School of Citizenship and Public Affairs at Syracuse University for her M.P.A.

Allison Smith will earn her M.S. in Educational Studies from Johns Hopkins University.

Ashley Reed is choosing between a health communication program at Emerson College and Rutgers University.

Some students, like Alex Brown, have postponed graduate studies for other opportunities.

Brown was selected for the competitive Teach for America program in NYC.

"Education is something that I truly believe can empower people to do great things," Brown said. "I'm looking forward to bringing my love for learning into the classroom."

After the two-year program, she plans to attend law school. Her communication studies classes, Brown said, have prepared her for the corps. "Taking classes centered around public speaking style and argumentation made me feel extremely prepared when doing demo lessons and interviewing for the position," she said.

Read more about our the class of 2014 on p. 18 →

2014's Graduation Award Recipients

Faculty Award – Lauren Piccarelli

Health Communication Award – Jordan Gauthier Kohn and Kelsey Zinck

David A. Rogosky Award (WTSR award) – Allison Wentling

Leadership & Advocacy Award – Nicole Thompson

Matthew Wasser Award (Internship award) – Tara Criscuolo & James Reittig

Lambda Pi Eta Award – Kimberly Feeney & Allison Smith

Promise of Achievement – Jaqueline Ilkowitz & James Etheridge

Andy Polansky Remarks TCNJ Communication Studies Graduation Ceremony May 15, 2104

By Andy Polansky

It's hard to believe that 31 years ago I was sitting right here where you are today -- reflecting on my four years here, wondering about the future and, of course, perhaps most importantly, carefully considering how many graduation parties I could squeeze in over weekend.

All that said, today I have a much better appreciation for the love and support of all the parents and friends who are here with you. How about giving them a hand for making this day possible?

What I also know now that I couldn't fully appreciate then is how well my four years here prepared me for my career, and for life. The friends I met here are still my best friends, including my wife Maria, who is here in the audience. She and I met at what was then Trenton State College 34 years ago, and we've been very happily married for 27 years. It's also pretty cool that my niece Sarah, an interactive multimedia major, is graduating with all of you later today. So TCNJ certainly has had, and still has, a special place in my life and in my heart.



Graduation speaker, CEO of Weber Shandwick, TCNJ alumnus, and benefactor of the School of Arts and Communication, Andy Polansky

But as I look back, all of you are looking forward, and you all have a lot to look forward to.

With that in mind, here are a few things that might be of interest. First, your communication studies degree, in today's world, should be a great pathway to landing a meaningful job.

In fact, if you decide to pursue a career in public relations, I have good news for you: The Bureau of Labor statistics forecasts a 12 percent growth rate for public relations specialists over the next ten years. And more than 60 percent of North American public relations agencies increased their headcounts last year, and most project the same will be the case this year. It's no wonder that in Yahoo Careers, under the category of how many "love their degree," communications ranks number two. And Yahoo Careers ranks communications number four in terms of lowest unemployment for a field of study. I'm sure that comes as good news...

Here is something else for you to feel encouraged about. Young people dominate the communications business. Weber Shandwick has more than 3,000 employees, yet the average age is just 34. And I'm proud to also note more than 70 percent of our workforce is made up of women, as is the majority of our senior leadership team.

There is another important reason why there hasn't ever been a more exciting time to take a communications studies degree into the workplace. Your generation is at the cusp of a sea change in communications; a new era of engagement, when effective marketing and communications demand creating and sharing information in entirely new ways. These new channels, and their insatiable appetite for creative content, provide vast new opportunities for all of you. You grew up with these channels. You understand the platforms and the possibilities, and most importantly, what types of messages break through.

Continuation...

Think about that for a moment: You probably are used to helping your parents here in the audience navigate new media, now you can get paid for it!

Overall, today people with communications expertise are held in very high regard: by CEOs wading through a crisis, by nonprofits seeking support for their causes, by marketers looking for people who can be compelling storytellers, and by media organizations looking for pros who can create engaging content that capture a reader's interest in an increasingly cluttered marketplace. With your degree and skill set, you will have plenty of options if you decide to pursue a career inside or outside of public relations.

Consider some of the possibilities: In a public relations agency, you can specialize in promoting important new medicines, or helping companies introduce the latest products and technologies. Or you can help explain complex government programs or financial information that is important for consumers to understand. Or you can work for a corporate communications department at a company in an industry you find interesting. There you join the employee or crisis communications team, handle financial or investor relations or support a firm's corporate social responsibility programs. Some of you may already have had some of these exposures as interns. They are all exciting possibilities, and represent interesting career tracks for the intellectually curious.

As you consider your job search -- should you be going that route rather than continuing your education -- here a few suggestions:

First, be sure to stand out in some way. Be clever and think of a nontraditional approach when applying for a position. There's a good chance that will help earn you consideration.

Second, recruit the firms that you are most interested in; don't wait until they recruit you. If they don't write back, write them again. Showing that you are interested makes a prospective

Third, once you are hired, take initiative. Lots of initiative. If you aren't busy, raise your hand and get busy. Going the extra mile matters more than some people realize.

And fourth, and most important, regardless of where you land and what you do, make a difference. You have gained from your experience here some great communications skills. Use them to make a difference in the world, in your careers, and in your communities.

Finally, even as you pass this important milestone in your lives, it's never too late to find what you are passionate about. The most important and wonderful thing you will find in life and work is passion. And when you do find it, embrace it and never let it go.

And finding your passion means getting out of your comfort zone from time to time. See the world, and yes, pick your head up from your mobile device and take in everything and everyone that is around you. After all, no academic or work experience can substitute for life experience. I'm sure these past four years have been one great life experience for you.

There's so many more great experiences for all of you, wherever your futures may lead.

Thank you, and congratulations.

Polanksy's 4 Tips for the Job Search

1. Stand out
2. Recruit prospective employers
3. Take initiative
4. Make a difference

Trenton Documentary Showcases Theater Program

TCNJ Press Release



Left to right: Josh Lewkowicz and Nicole Thompson, Students

Associate Professor of Communication Studies, Susan Ryan, screened her most recent documentary, “This Trenton Life” during the School of the Arts and Communication Brown Bag series on Nov. 15. Created with the collaboration of students Nicole Thompson and Josh Lewkowicz, the documentary was produced during the summer of 2013 as part of the Mentored Undergraduate Summer Experience (MUSE) program. The MUSE program provides an opportunity for students to work with a faculty mentor during the summer months on a project designed by the faculty.

“This Trenton Life” chronicles the writing and production of a theatrical presentation by Trenton-area youth in conjunction with the acclaimed regional theater, Passage Theatre. The stories told in the production range from the poignant loss of a friend, to the comic commentary on the lack of city services, to the hopeful desire to transform the city that has affected their lives so deeply. By focusing on the students’ feelings about writing and performing, as well as their experiences of growing up in Trenton, the play, and the film, provide a forum for their voices to be heard. After the screening of the half-hour documentary at the Brown Bag, Ryan, Thompson, and Lewkowicz answered questions about its production, along with David Lee White, creative director of Passage Theatre in Trenton who directs their educational outreach program.

Since the Brown Bag screening, the documentary has been selected to screen at the Women in Media-Newark (WIM-N) film festival and at the Trenton Social film series later in the spring.

Alum Returns to Screen Latest Film

TCNJ Press Release

Communication studies alum, Luis Salas, returned to campus to screen his latest film, “Dead Man Working” at the Brown Bag series and the Kendall Hall Screening room in September.

The “docufiction” shows how the recent dead are mysteriously rising from their graves to join the workforce and features interviews with Noam Chomsky and other authorities.

“Dead Man Working” won prizes for best editing and screenplay at the recent Hoboken Film Festival and best feature at the most recent Nyack film festival. In addition, to the Brown Bag presentation, Salas also spoke with students after the screening in Kendall about his career in the film and video industry since leaving TCNJ.



Left to right: Luis Salas, Dr. Susan Ryan, Professor Lorna Johnson-Frizell

LTV Back In Action



LTV members

consistent 10 members, and only created five or six single episodes featured on YouTube throughout the course of the year. LTV was then unable to be shown on campus cable, significantly reducing the number of people who knew about LTV around campus. Very few students ever saw its content, and so its members had little motivation to create new content.

Through a change in leadership, and a new group of members, LTV has revamped both its content and brought a new attitude into the organization. In this past year, LTV has grown from just a few episodes a year to an organization with over 40 members that produces 4-5 productions a week. LTV is now much more widely recognized throughout the campus community, is now broadcasting on campus cable channel 17.

While communication studies majors make up the majority of LTV, all TCNJ students are able to join. LTV has been able to draw a wide variety of members, from senior nursing majors to freshman economics majors. This provides them new experiences in a field different from their own. For communication studies students, LTV can supplement classroom or theoretical learning with practical learning including production techniques, acting, reporting, writing, and public relations.

Beyond that, LTV gives communication studies majors the opportunity to interact and foster relationships with other majors and provides an excellent opportunity to network in the comfort of their own club.

Lions Television affords its members with valuable week-to-week experience and provides the entire campus community with breaking news and useful information, online and on the air. If you would like to join, or learn more about LTV, email Lions Television at LTV@tcnj.edu. Be sure to watch us on campus cable channel 17 and online at www.youtube.com/LionsTVatTCNJ.

By Jaqueline Ilkowitz

Every Wednesday in the Kendall Hall TV studio a group of dedicated crewmembers, directors, producers and actors create a news program, a sports program, a music program, a comedy show, and a celebrity gossip show. Lions Television creates original programming, as well as showing live broadcasts of events going on around campus. For a typical television station, this is not unusual but for LTV, this is a major accomplishment considering the station's situation just a few years ago.

In 2011, Lions Television struggled to keep a



CBS 3 Philadelphia

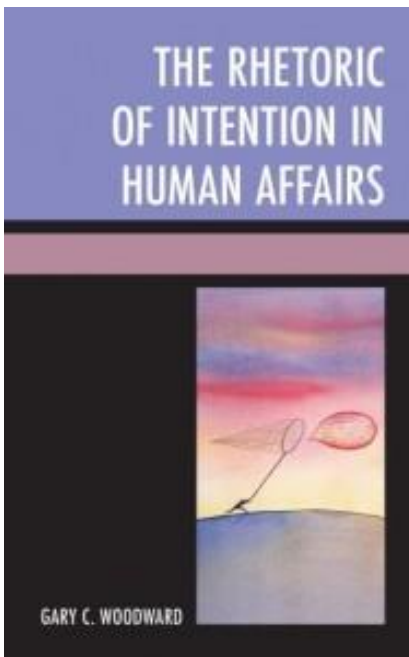
Professor Gary Woodward Publishes New Book – *The Rhetoric of Intention in Human Affairs*

TCNJ Press Release

The Rhetoric of Intention in Human Affairs is an insightful account of the rhetorical and psychological habits we exhibit when we must explain the reasons others act. The assumption that we can know what motivates another person is fed by more hope than certainty, and yet it is evidence of a very human impulse. Beginning with a clear template for defining various tiers of motives-talk, this innovative and accessible study moves through a series of chapters exploring the unique demands imposed by different circumstances. These sections cut a wide swath of analysis across a diverse range of human actors including: conspiracy theorists who find the designs of coordinated agents behind random events, theater performers creating “backstories” for their characters, journalists grasping to name the motives of newsmakers, prosecutors who must establish another’s intent in order to prove a criminal act, and the devout who grapple with what divine intervention can mean in a cruel world. Readers will recognize themselves in these pages, gaining an appreciation for the rhetorical analysis of human behavior.



Professor Gary C. Woodward



From the back cover:

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*****Just Published. Gary C. Woodward, *The Rhetoric of Intention in Human Affairs****

Regina Holliday Paints for Health Advocacy

By Jaclyn Gates

Regina Holliday, a national healthcare activist and artist, visited the TCNJ campus on February 19th and 20th, 2014, to discuss her support for changing the health policy to be more patient-centered.

Invited by Dr. Yifeng Hu, Regina Holliday spoke with Dr. Hu's New Media and Health Communication class (COM 345) as well as held a campus-wide speech where she was able to weave together the concepts of patient medical records, social media, health policy and art.

While she endured many hardships in her early life, such as dealing with abuse and battling dyslexia, she never lost hope and went on to accomplish many things, like getting accepted to college where she met the man of her dreams, Fred. In 2008, it seemed like things were beginning to look up but then Fred became ill and that was when Regina's world began to fall apart.

In a matter of months, Fred's health declined rapidly, all of which was made no better by the hospital's handling of things. From incompetent doctors to the denial of medical records, Regina could do nothing else but fight, and that was exactly what Fred told her to do.

Fred sadly lost his battle with cancer on June 17, 2009. Just six days after Fred's tragic passing, Regina began her fight against those who caused her and her family pain by painting her mural "73 cents." Like a snowball effect, Regina continued to fight for patients' rights, like obtaining medical records in a short period of time and was a force to be reckoned with.

**"The power of
these stories will
change the
world."**

-Regina Holliday



Left to right: Regina Holliday, Jaclyn Gates, Dr. Yifeng Hu. Jaclyn was in Dr. Hu's New Media and Health Communication class and was so engaged during Regina's appearance that she became part of Regina's painting, "The woman whose gown spirals away within the coil of a question mark."

While Regina has many forms of activism, The Walking Gallery is by far her most unique. "The Walking Gallery" is a flash-mob of individuals who wear a business jacket or lab coat with a painted story of themselves or an element of medical advocacy. By wearing these jackets to medical conferences, the individuals wearing them can now share their stories and not say a word. Their stories are forever scratching at their backs, waiting and willing to be told.

Continuation...



Regina also creates other various paintings and was kind enough to create a painting as a gift for the TCNJ Communication Studies Department, the major sponsor of her speech. In this piece titled “Hope,” Regina takes the frantic energy from the recent snowstorm and painted a “spiral of energy” that leads to a question mark as an image of college experience. The painting depicts three students who she encountered while on campus that made a lasting impression on her. They are each in graduation gowns caught in the chaos and stresses approaching graduation but they are all reaching for hope; hope of graduating, hope of a great future, and most importantly, hope in making a difference to the world.

Through her words and through her art, Regina was able to touch all of those who heard her speak. Not only did she tell her story but also she shared the many stories of those she has come in contact with through the years. In one of her last statements, she declared: “The power of these stories will change the world and we are the ones to do so.” Regina continues to fight and inspire others on a daily basis and it is now up to all of us to change the world and follow in her footsteps, whether it is sharing our stories or becoming part of The Walking Gallery.

To learn more about Regina Holliday, visit her blog:

<http://reginaholliday.blogspot.com>

To read Regina Holliday’s reflection of her visit to TCNJ, check out this blog post, “Hope”:

<http://reginaholliday.blogspot.com/2014/04/hope.html>

To see pictures of The Walking Gallery visit:

<http://reginaholliday.blogspot.com/2011/04/walking-gallery.html>.

The Exciting Field of Crisis and Emergency Risk Communication

Presented by Tom Hipper

By Ashley McKenna

With each disaster that strikes, the field of crisis and risk communication uses effective communication with the public as a priority. Social media is becoming recognized as a key tool to effectively deliver accurate, timely, and credible information. This can ultimately reduce fear and uncertainty, save lives, and aid in recovery. This is where the field of Crisis and Emergency Risk Communication (CERC) comes to the rescue to teach us how to successfully communicate in high risk situation.

The challenge now is not just providing information, it's how we respond to misinformation.

Tom Hipper, TCNJ '07, Penn State, and Johns Hopkins alumnus, spoke to TCNJ students and faculty on Friday, March 21 in Mayo Concern Hall on "Communication During Disasters: How Social Media & Crisis Mapping are Changing the Field."

The Public Health Planner at the Center for Public Health Readiness & Communication, Drexel University discussed the principles of CERC, and how audiences perceive risk messages during a disaster.

"We're merging people's perceptions with reality," Hipper said.

The TCNJ alumnus explained that during the decision-making process of perceiving a risk message, people will simplify the message, cling to current beliefs, and limit their intake of new information. It is difficult to structure a clear-cut message since people take in, process, and act on information differently.

According to Psychology of Health Crisis stress can reduce the ability to process information by 80%. This is why the first messages carry the most weight.

"When people are threatened, the emotional part kicks in," Hipper said.

Hipper shared three core ideas to remember when utilizing social media to deliver risk messages:

1. **Be first:** People have an expectation for immediate information and they use your information as a barometer of how confident you are in your message. The bottom line is convey what you are doing as you are doing it.

2. **Be right:** Tell people what you know and BE RIGHT. Even if you do not have all the information, share what you know to the public and reassure them that appropriate actions are being taken. This builds trust and credibility going forward.

3. **Be credible:** Tell the truth and don't withhold information to avoid embarrassment or possible panic. Information is empowering.

Expressing empathy in regards to acknowledging people's feelings through words is an important key step that cannot be left out.

"During times like these, all of us feel a little uncertain about the future," Hipper said. "Empathy should be given within the first 30 seconds of a message."

Social media has become a worldwide phenomenon and its messages have the ability to explain, persuade, and empower decision making. Of the 314 million people in the United States, 160 million people are Facebook users (51%), and

140 million people are Twitter users (45%).

Recently, New Jersey experienced one of the most catastrophic events that affected thousands of homes

and lives: Hurricane Sandy. Textual information and pictures/videos made up for approximately 70% of Hurricane Sandy conversation on Twitter. In fact, users sent more than 20 million Sandy-related Tweets.

**"We're merging
people's perceptions
with reality."
-Tom Hipper**

Continuation...

Following the Boston Marathon, one quarter of Americans looked to social media for information. The Boston Police Department provided a clear beacon for using the social media platform. They increased its Twitter following by more than 500% after how they handled the Boston marathon bombing. In the process, the agency spiked to nearly 300,000 new followers after connecting to the public.

Both events have something in common: the public not only seeks social media in times of need to reduce stress but also communicates when the stakes are highest as proactive participants during the process.

"I think we sometimes overlook how powerful of a tool social media can be. It can be the difference in saving a life," said junior Journalism major, Kristen Lauletta. "I thought the presentation gave a good insight into how the public can actively participate when in the midst of a crisis."

For more information please
contact Tom Hipper at
Tjh87@drexel.edu



Left to right: Tom Hipper and Dr. John C. Pollock

Communication Studies 2014 Filmmaker Series



"A Place at the Table" by Kristi Jacobson
Friday, September 12, 2014, 3 – 5pm

"Two Pints Lighter" by Matthew Lawrence
Thursday, September 18, 2014, 6 – 8pm



"Possession" by Dan Cordle
Friday, September 19, 2014, 3 – 5pm

Terry Byrnes' Senior Practicum Class

By Jaqueline Ilkowitz

Each year in Terry Byrne's Senior Practicum class, a group of speakers has been invited in order to share their success stories with the students. The speakers offer advice on everything from networking to resumes to what skills they believe are important for success.

This past year, some of the esteemed speakers included James Machado '98, Victoria Falcone '13, Kirsten Anderson '12, Melissa Virzi '12 (along with her boss, Jeremy Workman) and Blythe Quinlan. Each of these speakers are currently working in the Radio/Television/Film field doing different jobs that best suit their individual passions.

James Machado is currently a freelance editor working in New York City and has worked on everything from creating corporate films, to CBS News, to Charlie Rose to Pawn Stars and even shows that are on MTV and VH1. As a freelance editor, he stressed the importance of making connections and keeping in touch with those people once you are done working with them. Making connections with people in the radio/television/film isn't just important; it is necessary to your success.

Blythe Quinlan is an art director with both remarkable amount of creativity and an amazing ability to pay attention to detail. These qualities help her to be successful when she is creating sets for theater, film and television. Some of her credits include working on *The Good Wife* (CBS), *Boardwalk Empire* (HBO), *Law & Order* (NBC/USA), the *Sex and the City* movie and a long list of other shows. Ms. Quinlan has to make sure that everything that goes into her sets is historically accurate, and stressed the importance of details and good quality work to the students.

Left to right: Melissa Virzi and Jeremy Workman from Wheelhouse Creative

Victoria Falcone, Melissa Virzi and Kirsten Anderson were all extremely active members of the Communication Studies Department community here at TCNJ. All three of these recent graduates held leadership positions in clubs associated with the department. Melissa was the Station Manager at WTSR, Kirsten was the President of Lions Television and Victoria was the Vice President and Secretary of Lions Television for several years. They all explained the importance of joining clubs, internships and trying to gain as many connections and real world experiences before graduating college.

This level of commitment and their leadership abilities has lead them each to successful careers in the field. Victoria is an Executive Assistant at a high-end production company in New York. A position, she says, she gained through connections at her internship with TeenNick. Kirsten is a freelance Production Assistant and Assistant Producer working in Philadelphia. She hopes to work in children's television full time and has already gotten this opportunity with internships and jobs at Center City Film and Video.



Continuation...

Melissa is an assistant editor at Wheelhouse Creative, a well-known boutique movie marketing and production company specializing in the creation of movie trailers. At this job, Melissa has been given the chance to work with a wide range of films from international Oscar award winners, to creating featurettes for films such as Blackfish. When she and Creative Director of Wheelhouse Creative came to talk to the students in senior practicum they were not only given advice about the importance of working with clients and editing, but also given a lesson on the history of trailers and how they are created today.

Students who attended the talk were amazed by all of the hard work that is put into creating a movie that is just a minute or two long.

Each of the speakers who came to senior practicum provided the students with guidance in how to achieve their career goals and each of them is a valuable contact to have in the industry. Students from all grades are invited to attend these talks and they are necessary for all students trying to get their foot in the door of the field.

WTSR Hosts First Concert at Trenton Social

By Heather Koenig



Krill performs its set at Trenton Social.

On Monday March 24th, 2014, 91.3FM WTSR, TCNJ's radio station and affiliate of the Communication Studies Department, hosted its first ever concert at Trenton Social, in Trenton, NJ. The concert included headliners, Krill and Ava Luna, as well as openers Chalk and the Beige Americans and TCNJ's own, The Hot Sweats. Both Krill and Ava Luna have experienced success with their recent album releases, and the Trenton show was an added stop on the groups' tour. From the tweet communication studies student and WTSR board member Kyle Greco directed at Ava Luna requesting a show, to the final production on Monday evening, the show went off virtually without a hitch.

"It was really incredible watching everything come together. It ended up being a great evening and hopefully we'll be able to host more concerts in the future. This could be the start of a great tradition" said WTSR Program Manager James Rettig in regard to coordinating the event.

Holding a concert in Trenton is something new for the college. Most TCNJ sponsored concerts are held in the Rathskeller, Mayo Concert Hall, Kendall Main Stage, and the Recreation Center. One group of communication studies students attended the concert to capture footage for their Documentary Production class, taught by Dr. Susan Ryan. Their documentary project will focus on efforts by campus organizations to bring students into Trenton. The project has a working title of "Don't Make a Left out of Campus".

Ultimately, the WTSR hosted concert not only brought great music to TCNJ students, but also tightened the school's ties with the Trenton Community, and became WTSR's concert hosting debut.

Dr. Michael Schudson Illuminates Transparency and Trust in Government

By Nicole Ferrito

Transparency, in our democratic society, does not date back to as long ago as we may have believed. Renowned journalism professor and MacArthur “Genius” Fellow Dr. Michael Schudson, spoke on the transition our country’s government has gone through from our founding fathers to the more transparent nation we live in today.

Schudson, Columbia University professor and expert in the field, graduated from Swarthmore and received a Masters and PhD. in Sociology at Harvard. He has written seven books including his most recent, *Good Citizen, and Why Democracies Need an Unlovable Press*.

In a Master Class, held with Schudson after his speech, Dr. John Pollock, communication studies professor at The College, asked him how he decided which questions he would pursue in his writing. Schudson explained that his first book, *Discovering the News*, was written on the basis of journalism and the law. His second book, which discussed advertising and marketing, came about from teaching.

“I grew up thinking that I lived in a democracy,” Schudson said. He explained that for a moment in the 1960’s—before the 60’s became to be “the 60’s—America was in “the dark ages.”



Left to right: Dr. Paul D’Angelo, Dr. Michael Schudson, and Dr. John C. Pollock.

Doctors, who learned their patients had cancer, did not tell them they had cancer.

Few books were written by a woman, or for a woman. Unit pricing was unclear. Consumers were unable to tell which cereal had the most sugar.

These issues, detailed by Schudson, were not addressed until the 1970’s.

Many are under the impression that our founding fathers built our nation with the idea of trust and transparency in mind. These leaders, however, would not have approved of the establishment of the first political parties in 1830. And were appalled at the idea of civil society. “They judged democracy to be unstable and undesired,” Schudson said.

When it comes to “trust” and “distrust” in our government and its leaders, there is a “built in contradiction,” Schudson said. “A trust in the people and distrust in the people that they elect.”

Citizens were unable to know how their representatives voted in congress because of the “unrecorded teller vote.” Schudson showed how this served as yet another example of the lack of transparency in our democracy. This murky way of voting was resolved by the Legislative Reorganization Act of 1970.

People began to “sound the alarm” on serious problems and were known in the journalism world as, whistleblowers. A young health technician, Peter Buxton, reported a “so-called experiment” that was created to examine what would happen to a person with untreated syphilis in the African American community, Schudson explained.

Although scientists had discovered penicillin as the treatment for syphilis, it was kept unavailable in order to carry out their unethical study, which became known as the Tuskegee syphilis experiment.

Buxton represents the age in which journalism was becoming more aggressive and negative. Schudson described the widening sense among journalists that one could not trust the government to tell the truth.

It is commonly thought that Thomas Jefferson had been quoted saying, “Information is the currency of democracy.” But, in fact, Ralph Nader said it in our modern era, Schudson explained.

Internship Corner: NJ Department of Health

By Regina Yorkgitis

This semester, I was fortunate to intern with the New Jersey Department of Health, Division of Family Health Services. The Division focuses on improving the health of New Jersey residents throughout the lifespan. With the help of Dr. Yifeng Hu and my mentors at the Division, I was able to use the skills I've learned through TCNJ's Communication Studies Department and apply them in a real world setting.

My daily tasks were varied and challenging. Through my experience working to help the Division on its journey to achieve accreditation through the Public Health Accreditation Board, I learned about the discrepancies in health care that prevent New Jersey citizens from receiving optimal care. Language barriers, for example, may hinder many people from receiving the proper care. I learned how the Division works to close these discrepancies, through various outreach and public relations initiatives.



Student, Regina Yorkgitis

I was also challenged to push myself to learn about topics outside of the information that I learned in the classroom setting. When I was asked to create a presentation about preventing and detecting fraud, waste and abuse for representatives from New Jersey Federally Qualified Health Centers (FQHC), I was initially intimidated by the legal jargon that I needed to study in order to create the presentation. However, after I read several documents about the often severe financial and legal consequences for committing fraud, waste and abuse, I soon became very familiar with the topic. I was proud to present the draft of the presentation to the head of operations at the Division.

I also had the opportunity to draft the Division's first annual report since 2006. The report is intended to be a tool for internal use, legislators and visitors of the department.

Throughout the various tasks I did at my internship, I learned that attention to detail is vital in public health. Whether I was outlining the domain guidelines for the Division accreditation effort, creating the talking points for the FQHC presentation or simply choosing the graphics for the annual report, my mentors at the Division encouraged me to analyze each important detail and consider how I could improve my work.

The work I completed at the Division of Family Health Services opened my eyes to the complexities of healthcare processes at a government level, and allowed me to expand my own knowledge about public health and health communication. I am thankful to Dr. Hu and my mentors at the Division for helping me take advantage of such a wonderful opportunity!

LPH Honors New Spring Inductees

By Stephanie Agresti

On Sunday, April 13, 2014, TCNJ's Lambda Pi Eta (LPH) Alpha Xi chapter held its spring 2014 induction ceremony honoring the newest members of the National Communication Studies Honors Society in the library auditorium.

LPH President, James Rettig, began the ceremony with a student reflection, during which he and the other members of the LPH executive board shared their fondest memories of LPH. Rettig acknowledged the hard work and dedication of the students being honored that afternoon. Rettig shared how the communication studies program at TCNJ allowed him to find himself and that he "wouldn't have been the same person if [he] hadn't gone to this school." LPH's Vice President of Programming, Ashley Reed, explained the importance of networking and forging relationships during one's academic career. Vice President of Publicity, April Jenkins, shared how being part of LPH pushed her out of her comfort zone, and gave her many opportunities. LPH's Treasurer, Kim Feeney, told the audience that LPH taught her important networking skills. Lastly, *The Roar* Editor, Jordan Kohn, explained the importance of taking advantage of what the TCNJ Communication Studies Department and the LPH honor society can really offer students.

The TCNJ Communication Studies Department has been recognized as one of the best small undergraduate communication studies departments in the country, awarded the national 2013 "Rex Mix Program of Excellence Award" by the National Communication Association. The department also offers students an internship program in South Africa during which students can study the effects of

Afterwards, the LPH executive board began the candle lighting ceremony, explaining the significance of logos, pathos and ethos to the new members. After distributing certificates, the inductees recited the LPH oath. Family, friends and peers were there to celebrate the high level of academic success of the inductees: Ashley Attinello, Andrea Berger, Mary Bessemer, Stephanie Dimeglio, Jenna Fleck, Jaclyn Gates, Mallory Korz, Kerry Kunze, Ashley McKenna, Emily Melendez, Shaylyn O'Sullivan, Noelle Paredes, Alesha Peluso, Brittany Sangastiano, Theresa Soya and Claire Whiteman.

When asked what she is most looking forward to about a career in communication studies, junior, communication studies major, Andrea Berger shares that she is "most looking forward to being able to make an actual difference; that the work [she will] do and the decisions [she will] help make will be effective to benefit an organization or people in a positive way." LPH will bring Berger, and the rest of the new inductees, one step closer to their dream careers.



New Lambda Pi Eta Inductees

Communication Studies Seniors Gear Up for Exciting Grad Schools and Careers in Health

By Deanna Harkel

As the semester winds down and the weather warms up, seniors across campus are seen standing in line to pick up their graduation caps and gowns, finalizing post-graduation party plans, and saying their last goodbyes. Ashley Reed, Maidel De La Cruz, Jordan Kohn, and Kelsey Zinck are among those taking part in the joyous festivities and excitedly counting down the days until they can officially call themselves alumnae of The College of New Jersey. However, instead of shaking hands with future bosses and settling down into new offices, they are off to pursue master's degrees in some of the top graduate programs in the field of health communication or public health.

Ashley Reed, a native of Long Branch, NJ, and a top public/mass communication studies major with an interdisciplinary concentration in health communication, applied to Emerson College, Rutgers University, and Syracuse University's Newhouse School of Communications.

"My love of health communication really began as soon as I came on campus," she said. "And once I took Professor Farbman's public relations course, I was hooked."

Reed's interest in the field was further solidified by Dr. John Pollock's research methods class, where she developed a research paper analyzing nationwide newspaper coverage of Planned Parenthood and whether or not the coverage was favorable. "It was then that I really began to narrow my interest in the field on women's health. The research was fascinating, and the results were not what I expected. That really intrigued me."



Student, Ashley Reed

"My love of health communication really began as soon as I came on campus," she said. "And once I took Professor Farbman's public relations course, I was hooked."

-Ashley Reed

Reed gained valuable skills during her two internships at TerraCycle and with the NJ Council of County Colleges.

"I was able to have hands on experience writing press releases, planning events, and taking part in staff meetings and brainstorming sessions," she said. "It was a great opportunity to see if this was really what I wanted to do."

It turns out, it is. Reed is still deciding where she will pursue her graduate degree in the fall, but she is leaning towards Emerson, in part because several of that program's health communication classes are taken at Tufts University Medical School.

Continuation...



Student, Maidel De La Cruz

Maidel De La Cruz has accepted attendance at The Maxwell School of Citizenship and Public Affairs at Syracuse University, the number one ranked public affairs graduate program in the US. She first heard about the Maxwell School from Dr. Pollock, who earned his own master's from that school. She will pursue a joint MPA/MPH with a focus on public administration budgeting, policy, and government work, and anticipates completion of her degrees in two years while maintaining a Graduate Assistant position.

Born in Perth Amboy, NJ, De La Cruz entered The College of New Jersey through the Educational Opportunity Fund program. A bilingual student, De La Cruz knew upon her acceptance into the College that she wanted to major in communication studies with an interdisciplinary concentration in health communication and public/mass communication. She has also completed a minor in marketing.

After taking Professor Danielle Catona's (TCNJ '08) course on communication and family health, De La Cruz's interest in health communication solidified. "This is when I began to find how families communicate very interesting information, especially regarding how families cope with illness and how parents discuss health-related issues with their children, such as cancer or HIV/AIDS," she commented.

De La Cruz continued to work in the community through an internship at HealthEd in Clark, NJ, and was offered a position at the Jewish Renaissance Medical Center in Perth Amboy, NJ. "I organized the center's website, promoted events through email blasts and newsletters, planned ribbon cutting ceremonies, and wrote press releases. At the same time, I planned health fairs, events, and community classes related to healthcare."

The Communication Studies Department 2014 Special Event

Overcoming Inequality in Health Care Access: The Contribution of Health Communication

**Presented by Dr. K. Viswanath, Harvard School of
Public Health**

**November 14, 2014 | 12:30 – 1:30pm
TCNJ, Mayo Concert Hall**

Continuation...

Jordan Kohn, a native of Randolph, NJ, transferred to The College of New Jersey from Susquehanna University during her sophomore year. After taking a creative writing course and a public relations course at the latter, Kohn knew she wanted to pursue a degree in communication studies with an interdisciplinary concentration in public/mass communication.

“Dr. John Pollock has truly been a mentor to me during my time at TCNJ. If it wasn’t for him, I would not have opened my eyes to public health and health communication. He really guided me, and has helped me every step of the way.”

Dr. Pollock also assisted Kohn in editing her research project on international and cross-national coverage of child labor as depicted in newspapers worldwide, which she presented at the DC Health Conference in 2013. Kohn’s child labor research also prompted her selection as the

only undergraduate in the world to present a paper at the November, 2013, conference of the International Communication Association in Shanghai. That paper will be published later this summer or fall in a special issue of the “Atlantic Journal of Communication” on “Illuminating Human Rights: How Demographics Drive Media Coverage,” guest-edited by Dr. Pollock.

Kohn’s internship experiences have offered her unique opportunities to develop her interest and skills in public health and public relations. After taking Professor Farbman’s public relations class, she applied to an internship in the summer of 2013 through 5W Public Relations, where she compiled press kits, press releases, and research for articles. Kohn also completed a health communication internship through the Department of Communication Studies’ study abroad opportunity, organized and led by Dr. Pollock, in Durban, South Africa.



Student, Jordan Gauthier Kohn

“During my study abroad experience, I applied all that I had learned in public health and health communication classes to a real life setting.”

-Jordan Kohn

“During my study abroad experience, I applied all that I had learned in public health and health communication classes to a real life setting,” Kohn said. “My classmates and I reached out to students in the area through leading discussions on gender equality and safe sex practices through the DramAidE program.”

Kohn will pursue her Master of Science in Public Health within the Department of Health, Behavior, and Society at Johns Hopkins University. Her goal is to one day immerse herself in entertainment education in health campaigns as a platform to educate society on public health.

Continuation...



Student, Kelsey Zinck

Kelsey Zinck, of Bristow, VA, transferred into The College of New Jersey's communication studies program from the University of Connecticut and pursued a track in public/mass communication and the health communication interdisciplinary concentration.

"My interests are in global health and communication. I hope to be able to travel, perhaps through the World Health Organization," she commented. Zinck was among the student leaders of the health communication internship in Durban, South Africa, in summer, 2013.

Zinck is a top student athlete at the College, and has participated on the lacrosse team. Her assistant coach, Ms. Gina Carey-Smith, has been a mentor to her throughout her journey at the College. "She helped me get my mind centered on academics first in order to pursue the highest level of achievement."

Zinck is the senior author of the research paper "Nationwide Newspaper Coverage of Detainee Rights and Guantanamo Bay: A Community Structure Approach," which she presented at the 2013 New Jersey Communication Association Annual Conference. Her senior co-authored paper, "Cross-National Newspaper Coverage of HIV/AIDS: A Community Structure Approach," was presented at the April, 2014, University of Kentucky Conference on Health Communication, one of only two undergraduate papers nationwide that were accepted (both from students at the College). The paper, which was developed during Dr. John Pollock's research methods class, was presented at the 2014 New Jersey Communication Association Annual Conference, and has been submitted to the 2014 National Communication Association Conference. Both of Zinck's papers on nationwide coverage of detainee rights and on cross-national coverage of HIV/AIDS will be published later this summer or fall in the special issue of the "Atlantic Journal of Communication" on "Illuminating Human Rights".

Within the community, Zinck has worked at Women's Space in Lawrenceville, NJ, which offers safety and counseling to female victims of sexual assault. She assisted in organizing donations for events, and created press releases to bring awareness to sexual assault and domestic violence initiatives.

Zinck anticipates acceptance into the MPH program at George Washington University, where she plans to begin this fall. Her advice to other students is, "Never limit yourself to what you think you can do—go above and beyond! Never waste an opportunity to pick a professor's brain and to build special relationships with mentors. Go further than you thought you could!"

"Never limit yourself to what you think you can do—go above and beyond! Never waste an opportunity to pick a professor's brain and to build special relationships with mentors."

-Kelsey Zinck

WHY MAJOR IN COMMUNICATION STUDIES?



“At the end of the fall semester of my freshman year at a different institution I knew I wanted to transfer to TCNJ, not merely because of its overall academic prestige, but also because its communication studies students had been officially recognized as the best in the nation. Like any student, I wanted infallible proof that my academic commitment (in whichever school I ended up graduating) would allow me to earn more than simply a degree testifying that I completed all the required courses, but also professional and scholarly recognition beyond the classroom or even campus community. I ultimately joined TCNJ’s communication studies family because I believed it provided its students the skills and motivation to set the standard for other undergraduate and even graduate communication studies students in the nation. During my junior year, one fellow TCNJ communication studies classmate and I were the only undergraduate students in the nation whose co-authored research papers were accepted for presentation at the D.C. Health Conference. Last spring, there were more students from TCNJ than any other school who were accepted to present papers at the New Jersey Communication Association Conference. Now as a senior, I will be representing TCNJ as the only undergraduate student in the world accepted to present a paper at the International Communication Association conference in Shanghai that I co-authored with one of my professors.

I would and do recommend TCNJ to any prospective freshman or transfer student. I still find it unbelievable that this school and Communication Studies Department has made it possible for a transfer student like myself (who had even switched majors) to not only graduate on time, but also to feel accomplished. Through my major, I’ve had the opportunity to travel to Shanghai, China and study in Durban, South Africa. My experiences transcended my dreams. I don’t believe I would have had the same encouragement and opportunities had I decided to study communication studies anywhere else.

-Jordan Gauthier Kohn, Class of 2014, public/mass track

***COUNTER-
CLOCKWISE: Giant’s
Castle in SA, Bayete
Zulu lodge, Buddhist
Shrine in Shanghai,
Valley of 1000 Hills
near Durban.***



WHY MAJOR IN COMMUNICATION STUDIES?

“As an out-of-state resident of Virginia, and after carefully comparing the quality of student achievement and faculty mentoring with that offered by colleges and universities closer to home, I chose to enroll in communication studies at The College of New Jersey. During my journey in the TCNJ Communication Studies Department, I was not only presented with challenging work but also afforded irreplaceable opportunities. Pushing myself in the classroom, I was able to study multiple facets of communication from an extremely knowledgeable faculty.

*Kelsey and
students from
Ekwazini High
School, near
Durban.*



Additionally, I completed papers that were presented not only at the New Jersey Communication Association annual conference, but also at a university abroad. Most of all, I was presented with the once in a lifetime opportunity to complete a health communication internship in Durban, South Africa at the invitation of the University of KwaZulu-Natal. I learned from other students and world-class scholars as well as programs designed to educate about HIV/AIDS and gender-based violence issues, and I participated in cultural experiences that could not be replicated. From bungee jumping to surfing, shark diving to eating in a pit of crocodiles, feeding elephants to spotting three of the big five animals on safaris, I also enjoyed the unusual experience of meeting students from three high schools in KwaZulu-Natal province. We role-played ways to reduce gender violence and risky behavior, and I was exposed to some of the most beautiful a cappella music I have ever heard. This department not only encouraged me to be a better student, but also a more worldly person.”

- Kelsey Zinck, Class of 2014, public/mass track and health communication concentration