



# The Roar

Communication Studies  
The College of New Jersey  
*A National Leader in Student-Faculty  
Engagement*

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## Communication Studies Department Ranked the Highest in New Jersey

by Kelly Scheper ('19)

The College of New Jersey was ranked the number 1 college in New Jersey for Communications for the 2018 to 2019 season, according to Niche's website. It was also ranked the fourth most popular major in the College, right under biology.

Niche's Best College's ranking is based on analysis of admissions, academic, student life and financial data from The U.S. Department of Education. They also receive reviews from students and alumni to assist in formulating their statistics.

Dean Maurice Hall was informed of this news in late June and was elated to hear about it. He considers this to be a testament to the department's hard work. The department has been developing student mentoring and has been giving the students a lot of experience with research.

Hall believes a lot of the department's esteemed reputation comes from this mentorship. He "felt good that their work was being awarded and recognized so publicly."

The new chair of the department, Dr. Yifeng Hu, says that the fac-



ulty of the department of communication studies works hard to build on its local, national and international reputation as a leader in student-faculty engagement. Professors encourage students to submit papers to professional conferences, films to professional festivals or take students to fields to do service learning.

"We believe that our heavy devotion to student-faculty engagement in both academics and surrounding communities is what makes our program unique and strong," says Hu.

This high ranking is also a testament to the students' achievements as well. A poll on Niche that asks the best phrase to describe TCNJ students has 30% describing them as smart, hard-working and grade-conscious.

Hall shares a similar sentiment. He appreciates students' openness, creativity and willingness to collaborate with professors. They are proactive and reach out to professors whose goal is to help them pursue their passions.

Hu says that new instructors, some from prestigious institutions, are impressed with TCNJ students.

The College of New Jersey also has a high graduation rate of 87% and 96% of students are employed two years after graduation. Hu says the faculty are very proud of the graduates and many of them go to leading graduate schools and professional programs in the field of their choice.

# New Jersey Communication Association Creates New Institutional Mentorship Award Honoring TCNJ's Dr. John Pollock and Communication Student Co-authors at 2018 Annual Conference

by Dr. John Pollock

Ewing, NJ: The New Jersey Communication Association honored TCNJ's Dr. John Pollock and multiple Communication student co-authors by creating a new institutional mentorship award at the NJCA's annual conference April 14, 2018. In addition, two TCNJ teams won ties for "best student paper in the state" awards for papers on cross-national coverage of urban relocation and US multicity coverage of opioid abuse.

take a systematic approach, as John Pollock does in his courses, thus heightening conference participation both quantitatively and qualitatively. Dr. Kelshaw continued: "From my perspective, the 2018 Institutional Contribution to Scholarship Award celebrates the particularly rich conference participation of Dr. John Pollock and TCNJ Communication Studies students. While recognizing the quantity and quality of their scholarly work presented at the 2018 conference, the award also

acknowledges TCNJ's vital annual contributions throughout the association's 22-year history. TCNJ Communication Studies students are engaged in exciting and consequential things."

Accepting the award along with six TCNJ Communication Studies students, Dr. Pollock commented: "We are all excited to accept this award for faculty mentoring and student-faculty collaboration. I design my communication research methods and international communication classes so that students are motivated to meet not simply undergraduate, but rather 'professional' standards of excellence, generating multiple drafts to craft papers suitable for presentation at

scholarly conferences at state, national, and international levels. Our TCNJ students were the first undergraduates to receive a 'best student paper' award at the first annual conference of the NJCA in 1997, and our students have earned "best student paper" awards in between one third to one half of the additional 21 conferences since that year. I could not be more delighted by the careful mentoring of every faculty member in the Communication Studies Department, and by the dedication and industry of our highly talented students. I hope the presentations and awards at the NJCA conference will inspire our students to set higher and more ambitious personal and professional goals."



*From left to right: Nolan DeVoe '18, Gabriella Parracho '19, Kelsey Capestro '18, Dr. John Pollock, Jared Kofsky '20, Karin Flannery '19 and Patrick Moore '18.*

Presenting the institutional mentorship award to Dr. Pollock and six TCNJ students presenting papers at the annual conference, Dr. Todd Kelshaw, associate professor at Montclair State University and co-chair of the awards committee, stated: "This new annual award intends to encourage and recognize institutions that, in the context of a given conference, engage in particularly vital ways in both quantity and quality of scholarly contributions. We wanted to hold up TCNJ as a model that other institutions should emulate. Our hope is that, with such an annual award, we will spur faculty to



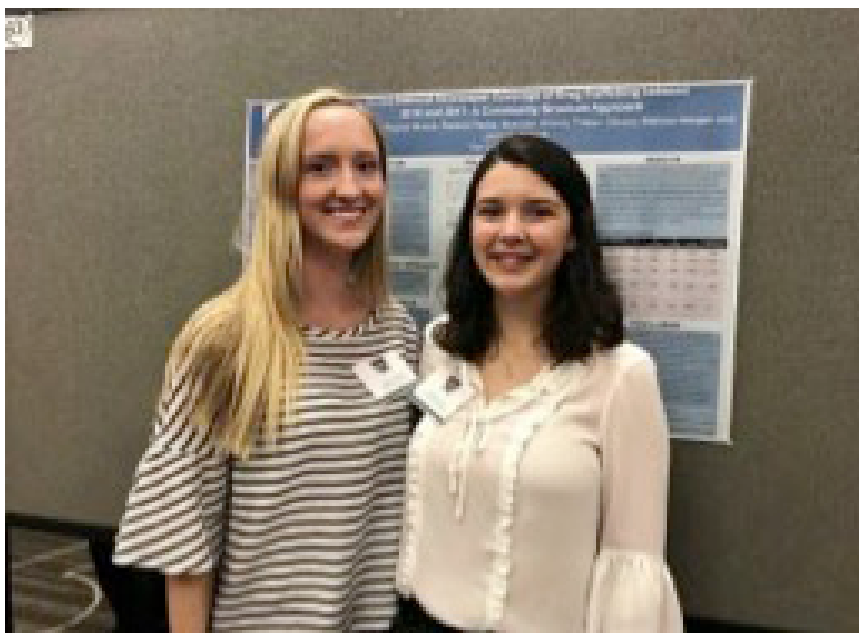
*NJCA 2018 Patrick Moore '18 wins award for best student coauthored paper.*

In addition, two TCNJ student papers tied for awards for “best student paper in the state”: “Nationwide Coverage of Opioid Abuse: Testing Community Structure Theory”, authored by Brittany Cruz '19, Sabrina Garcia '19, Chris Moncada '18, Morgan Tarrant '18, Nolan DeVoe '18, and John C. Pollock; and “Cross-national Coverage of Urban Relocation: Testing Community Structure Theory”, by Patrick Moore '18, O'dean Eccleston '19, Annette Espinoza '20, Madison Storcella '20, Melissa Morgan '17, and John C.

Five other co-authored TCNJ student papers were presented at the NJCA conference: “Cross-national Coverage of Drug Trafficking: Testing Community Structure Theory”, by Nicole Tomkiel '18, Rachel Mosca '19, Rachel Pastor '18, Brendan Shamy '18, Tristan Gibson '18, Melissa Morgan '17, and John C. Pollock; “Nationwide Coverage of the Travel Ban: Testing Community Structure Theory”, by Gabriella Praarracho '19, Kelsey Capestro '18, Allison Kroepfl '19, Nolan DeVoe '18, and John C. Pollock; “Nationwide Coverage of the Transgender Military Ban: Testing Community Structure Theory”, by Tyler Law '19, Vanessa Sandoval '19, Joshua Peebles '18, Kevin Walsh '19, Karin Flannery '19, Jared Kofsky '20, and

John C. Pollock; “Nationwide Newspaper Coverage of Marijuana Legalization: Testing Community Structure Theory”, by Patrick Moore '18, Joe Adams '20, Kade LaForge '20, Pat Sexton '19, Kevin Walsh '19, and John C. Pollock; and “Cross-national Coverage of Human Trafficking: Testing Community Structure Theory”, by Brittany Cruz '19, Sierra Culloo '19, Kristin DePasquale '19, Sidney Padilla '19, Caroline Quinn '19, Melissa Morgan '17, and John C. Pollock. Different versions of the “opioid abuse” and “drug trafficking” papers were also presented by, respectively, Brittany Cruz '19 and Nicole Tomkiel '18, at the biannual University of Kentucky Health Communication Conference, April 14, 2018, in Lexington, Kentucky.

The Communication Studies Department at The College of New Jersey is among the institution's largest academic departments, enrolling over 300 majors. Student papers like those presented at the 2018 NJCA annual conference helped the TCNJ Department of Communication Studies win the 2013 “Rex Mix Program of Achievement Award” for best undergraduate communication studies department in the nation, presented by the National Communication Association, reinforcing the Department of Communication Studies' reputation as a “national leader in student-faculty engagement”.



*Nicole Tomkiel '18 and Brittany Cruz '18*



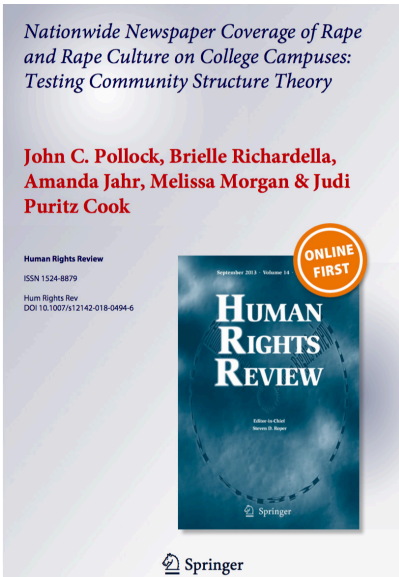
# Communication Student-Faculty Article Finds Nationwide Coverage of Campus Rape and Rape Culture Linked to Community Health

by Dr. John Pollock

In large US metropolitan newspapers, coverage of campus rape and rape culture supporting “authoritative responsibility” for change in major US cities is not simply a women’s issue (linked to female

employment levels), but more broadly a public safety (hate crime) and even more broadly a public health (physician density) issue. This study suggests that women’s issues are broadly connected to large community concerns about public safety and public health. The conclusion is inescapable: Women’s issues are everyone’s issues. What helps women helps everyone.

Co-authored by Dr. John C. Pollock and Dr. Judi Puritz Cook, together with students Brielle Richardella, Amanda Jahr, and Melissa Morgan, a community structure analysis compared community characteristics and newspaper coverage of rape and rape culture on college campuses in a nationwide cross-section sample of 21 leading metropolitan newspapers over more than ten years (March 13, 2006 to June 2, 2016), yielding 426 articles. This study of nationwide coverage of campus rape and rape culture in major US cities is especially fascinating because the “percent women in the workforce” is only the third most importance demographic associated with “authoritative responsibility” for reducing rape and rape culture. More significant (representing a stronger correlation) is percent hate crime (a measure of public safety), and most significant of all is physicians/100, 000 (a measure of community interest in health).



## Former student Megan Burtnick Lazovick Wins Award

The Department has received great news from our alumna Megan Lazovick. In her current role as Edison Research Vice President, Megan has been named one of Cynopsis Media’s Top Women in Digital for 2018 in the “Rising Star” category. The Cynopsis award recognizes the most influential women in digital, marketing, advertising, social media and online content.

If you have any questions about understanding consumer behaviors in the digital realm, Megan is the person to ask. She has worked successfully on behalf of many of the biggest brands in the space. It is a testament to her combination of inventiveness and curiosity.

Her observations on consumer attitudes and behavior helped to shape custom research studies



*Megan Lazovick*

that have been widely publicized and cited in the media industry, such as Edison’s Share of Ear and The Smart Audio Report from NPR and Edison Research.

### Guest Star Corner

**Don King, Saturday Night Live  
Director, Speaks to Communication Studies  
Students**

On September 22, 2017, students of TCNJ's Communication Studies department gathered in Kendall Hall's television studio to experience a special lecture. Fresh off his latest Emmy Award win, Saturday Night Live director Don Roy King arrived to share his career wisdom with his enthusiastic audience. With all the humor one would expect from an SNL personality, Mr. King launched into a discussion of his failures and triumphs in over four decades of experience in the television industry.

He revealed how grateful he is to have a career in television, which allows him to be part of a world of storytelling and "making people laugh and clap." Finding a career that allows you to enjoy every moment of your work, of simply living "weekend to weekend, vacation to vacation," is crucial, according to Mr. King. But he did warn against rushing down a career path – careers and life, he pointed out, are "marathons, not sprints," and it's possible to make "a U-turn" at any age. Mr. King revealed that moving to Saturday Night Live in 2006 after years of directing morning news shows was the most thrilling and rewarding challenge for him.

Mr. King is an animated storyteller, but he was just as eager to take questions from students in the audience, who wanted to know everything about internships, SNL mishaps, early-morning versus late-night television directing jobs, and straddling the line between confidence and humility, especially as a young professional. Mr. King responded to each question with careful attention and endearing anecdotes. Throughout his interactive lecture and Q&A session, he stressed the importance of trying new skills, seizing unexpected opportunities, and seeking out knowledge from any source available, claiming that he himself is still learning to this day.

### Media Mirror Concerns of World's Hungriest in Student-Faculty Research on Global Coverage of Genetically Modified Food: Results Presented at International Conference, Published in Leading Journal

Since hunger, the number one health risk factor worldwide, accounts for 25,000 deaths each day, food security is a serious global challenge. Accordingly, a communication studies and public health faculty member, Dr. John C. Pollock, and seven students in an International Communication class conducted a nineteen-nation survey of newspaper coverage of Genetically Modified Foods (GMOs), designed to increase disease resistance and crop yield. Contrary to conventional wisdom that media typically reflect the interests of political and economic elites, the TCNJ team's systematic research on demographics and GMO coverage strikingly revealed that media can mirror the interests of society's most "vulnerable," encountering more "favorable" coverage of GMOs in countries with higher poverty levels, more contaminated water, and greater proportions employed in agriculture.

After TCNJ student co-authors, the only invited undergraduates in the world, presented their findings at a prestigious DC

Health Communication Conference, their paper on "Cross-National Coverage of Genetically Modified Foods: A Community Structure Approach" was published in a summer, 2017, issue of "Journalism & Mass Communication Quarterly," the flagship journal of the Association for Education in Journalism and Mass Communication, in a special issue on "Advances in Global Health Communication". Student authors included Krysti Peitz ('16), Elizabeth Watson ('16), Cara Esposito ('15), Phil Nichilo ('15), James Etheridge ('15), Melissa Morgan ('17), and



Krysti Peitz '16

Taylor Hart-McGonigle ('17). Lead student author Krysti Peitz commented, "Writing and presenting the GMO paper have shown me that hard work, organization, passion, and dedication really do pay off."



*James Etheridge '15*

Two of the student authors have attended leading grad/professional schools. James Etheridge ('15), who earned his Master's in Public Health from Columbia in May, 2017, now works at highly regarded advertising giant McCann in a specialized health unit addressing

some of the world's greatest health threats including HIV/AIDS and malaria. James returned to TCNJ for fall, 2017, and spring, 2018, to teach a key course in both health communication and the new public health major: Health and Risk Communication Campaigns. Taylor Hart-McGonigle ('17) is attending the nation's top-ranked graduate program in public affairs, the Maxwell School of Citizenship and Public Affairs at Syracuse, where after two years, she—already fluent in Arabic—will earn combined master's degrees in public affairs and international relations.

## TCNJ Grad Earns Advertising Gold

by Livia Lazzaro

Just moments before recent graduate Ricky Jutkiewicz ('17), Communications Studies major specializing in Radio, TV, and Film, met Sean O'Grady ('04), another Communication Studies alum who is now a Communications Strategist at Oxford Communications, all he wanted was an internship that could help him find out whether the film and video industry fit his interests. A little over a year after the chance encounter of the two, Jutkiewicz, now a long-term intern and a valuable team member at Oxford Communications, is a proud winner of two New Jersey state advertising and marketing awards for outstanding excellence in video production.

Jutkiewicz, his internship supervisors, and former professors could not be more proud of his accomplishments. He received a Gold (1st place) award from the New Jersey Communications, Advertising and Marketing Association (NJCAMA), as well as a 2nd place award from the NJ Ad Club Jersey Awards, for filming, producing, and editing a pro bono series of social media videos for the Trenton



*Ricky Jutkiewicz with awards.*

Community A-Team, a 501(c)(3) associated with the Trenton Area Soup Kitchen. The video series highlights and explores the talented artists of the Trenton Community A-Team, which since 2014 has been enhancing community pride by supporting, developing and promoting self-taught, local artists.

The team at Oxford Communications are no strangers to awards and recognitions. Their agency won 25 awards between the NJCAMA ASTRA awards and the NJ Ad Club Jersey Awards in June of this year alone. But the one Jutkiewicz brought home is special and a first for the agency. "We have never had an intern win an award before," said O'Grady, a supervisor and a mentor to Jutkiewicz at Oxford, who is especially proud of him for winning the awards as an intern, beating marketing and advertising professionals from major agencies. "Winning awards like these speaks volumes about Ricky both as a professional and a person, said John Martorana, Oxford Communications' President. "Of course he came in with great skills in editing, Adobe Premier, and working with DSLR cameras, but what we liked most about him was that he was honest, humble, and hardworking. You can teach interns technical



skills, but those personal qualities...you can't train for that."

Jutkiewicz, who peers and professors typically describe as being humble and mature, attributes much of his success to Professors Lorna Johnson-Frizell and Dr. Susan Ryan of the Communication Studies department. "I learned so much in my classes and I was able to apply that knowledge at my internship.

Professor Lorna Johnson-Frizell taught me all about editing and Dr. Ryan taught me story-telling." Jutkiewicz added: "I brought that skill set and the rest was learned at the internship. I expected small assignments, but the team had faith in me and invited me to the meetings with clients."

A bonus of working at Oxford, according to Jutkiewicz, was that they left the creative process entirely up to him. "As a creator, to have that creative control, it's a wonderful feeling," he said. Indeed, working at Oxford was a splendid match for Jutkiewicz's skill set. "I am so grateful that they gave me a chance to do what I love doing, to do work that doesn't feel like work at all. Without them, I wouldn't be here today."

Professor Johnson-Frizell, the faculty supervisor for Jutkiewicz's internship, was excited about the project from the beginning. "It was great supervising Ricky's internship and watch him work on this project. He is incredibly dedicated to his film and video productions and has the maturity that often takes years to develop. He is able to step back, analyze, critique, and revise his work to make it stronger," she said.



Ricky with A-Team.

Jutkiewicz's award-winning video series was developed as part of the Oxford Cares initiative. Oxford Cares is a skills-based volunteer program charged with the mission to provide brilliant, positive, and impactful service to local not-for-profit organizations. Located in Lambertville, NJ, Oxford Communications is a next-generation marketing solutions firm offering branding, strategic planning and

digital services. The agency is headquartered on legendary Music Mountain, the former home of the Lambertville Music Circus, where greats like Stevie Wonder, Ella Fitzgerald and Louis Armstrong once performed. Oxford serves both national and international clients and has been

recognized by New Jersey Business as one of the top 10 marketing firms in the state. The company has been an important partner in hiring TCNJ interns since 2015. Dr. Paul D'Angelo, department chair, said he cherishes the opportunities that Oxford has given to Communication Studies students. "Internships are a valuable part of the Communication Studies major, and we are proud and delighted to have a productive partnership with Oxford Communications," he said.

Although Jutkiewicz is soaking in all the excitement surrounding his most recent accomplishments, he is allowing some time off for another first experience this summer. He is traveling to Poland and Austria soon to explore, learn, and perhaps bring fresh perspectives and new insights to inspire his future projects.

## Geomedicine Expert Gives Path-Breaking Talk at TCNJ

by Elizabeth Zakaim ('19)  
News Editor

International medical geography and public health expert Amy Blatt presented her lecture, "Geomedicine: How Locations Affect Your Health," as part of the College's weekly Brown Bag Series on Friday, Feb. 23 in the Library Auditorium.

Her lecture, based on research and insights from her latest book, "Health, Science and Place: A New Model," focuses on the role of geography in health-care and the importance of residential history in the progress of disease -- a perspective on medicine Blatt finds many physicians have largely overlooked.

Blatt is a medical geographer and public health researcher. She earned her bachelor's degree in biological sciences from Stanford University and her PhD in geography from the University of Cincinnati. She is currently employed at Vanguard, according to James Day, the assistant dean of the School of Arts and Communication.

The New England Journal of Medicine reported in 2007 that 70 percent of the determinants of overall health are attributed to environmental factors and healthcare quality, while only 30 percent are due to genetics.

"(Your doctor) checks your cholesterol, your glucose level, why doesn't he check your surroundings -- the different toxic exposures that you've been around all your life accumulate in your body in silent and deadly ways," Blatt said.

One recent example of the geographical impact on public health was the Zika virus epidemic in early 2014 during the World Cup. This was a perfect example of a "mass gathering" -- a public event attended by at least 25,000 people for an extended period of time -- and also the perfect breeding ground for pathogens to spread to vulnerable hosts, according to Blatt.

"Through mass gatherings, infectious diseases can be spread by global travelers to the local community and then again from the local community to the global travelers," Blatt said.

Geomedicine provides ways to track epidemics like the Zika virus by mapping the spread of diseases in certain populations, in order to stop it from being transmitted. Blatt described how until relatively recently, Nigerians were still using hand-drawn maps to target different populations that needed polio vaccinations.

The World Health Organization and the Bill Gates Foundation deployed GPS and mobile mapping units for public health officials to more accurately and efficiently distribute the polio vaccine to the Nigerian population, according to Blatt.

Geography also impacts the quality of patient care. Blatt showed a video describing the research of Dr. Jeffrey Brenner, who developed the idea of medical



Dr. Amy Blatt

hotspots, or certain geographical areas where patients are receiving low-quality care for too high of a price.

With the locations of specific patients in different areas of Camden, New Jersey, Brenner helped organize the Camden Coalition, a team of social workers and nurses who make home visits to patients suffering from chronic illnesses, but don't have the proper healthcare plans to get the best treatment.

Geomedicine programs are being developed at universities around the country, such as the Univer-



sity of Michigan and Duke University, and Blatt sees hope for this new perspective on medicine and its impact on patients on local and global levels. “If we can understand why people move, how they move, the notion of geographic perspectives will allow us to bridge the conceptual divide between public health and patient care,” Blatt said.

## A Model of Strength – Health Communication Class Interacts with Elly Mayday

by Amanda Cabot

A TCNJ course “New Media and Health Communication”, taught by Dr. Yifeng Hu, was lucky enough to have Elly Mayday pay a visit to the class on March 5, 2018. The Canadian model had a fireside chat with Dr. Hu and the class about how she used social media to convey the message she has about cancer and body image. Mayday began as a plus size model who preached body positivity to her growing fan base. To her shock, at the age of 25, she was diag-



*Dr Yifeng Hu and Elly Mayday talking.*

nosed with a rare form of ovarian cancer. Instead of focusing on the hardships she was about to encounter, she looked at how she could turn her situation into something that could help other people.

Mayday shared her story with the world and did not hold back. She included every detail about her diagnosis and her remission. Not only was she extremely open, but she also was, and still is, extremely interactive with those who follow her. On multiple social media platforms, Mayday answers questions



*Students with Elly.*

and gives advice to those who are also dealing with cancer in their lives. She has very successful Facebook and Instagram pages and also mentioned her involvement on YouTube. Her “#OneHellOvaWoman” movement that empowers women with ovarian cancer is a prime example of how social media can connect and help endless amounts of people. Aside from cancer, Mayday also brings awareness to other important concepts like body positivity and women empowerment.

She models with her scars from her hysterectomy visible and even said in an Instagram post, “I love my scars so much that I’m sad to see them fade.” The idea that beauty can be whatever you want is one that Mayday advocates for. She also explained to the class how women often have problems with late diagnoses because many doctors do not take women as seriously as men when they say there is something wrong. She has personal experience with this.

As a strong woman who has overcome many struggles, Elly Mayday is an inspiration to many. It was an honor for the class to be able to interact up close with her and ask her questions, which she graciously answered. Her story contributed to the class theme of how health and new media are connected today, and was a great way to see what was learned in the classroom truly come to life.

**Allison Kroepfl  
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*Advisor*



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

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

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