

# The Roar

Communication Studies Making Our Presence at TCNJ

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## COMMUNICATION STUDIES STUDENT WINS NATIONAL MERCK SCIENCE JOURNALISM AWARD

Communication studies major **Kristen Kiernicki**, was one of 13 students nationwide invited to attend a Rutgers Journalism Resources Institute conference April 8-11, 2009, as a national Merck Scholar. Sponsored by the Merck Company Foundation, the Merck Science Journalism Scholars program brings graduate and undergraduate students, most of whom are majoring in science journalism, to Rutgers for an intensive program on the craft of writing news about science and the environment. Students each received a \$1,000 scholarship for attending and a plaque commemorating their participation in the program. Each student also wrote a 500-word essay about his or her experiences in studying science journalism.

Kristen was selected in part because her senior-authored paper on nationwide newspaper coverage of adult obesity was the only undergraduate paper accepted for presentation by the Science Communication Interest Group at the annual conference of the Association for Education in Journalism & Mass Communication held in Chicago in August, 2008. The paper was written for a communication research methods course taught by her advisor, **John C. Pollock**, pro-

fessor and chair of the communication studies department and advisor of the health communication interdisciplinary concentration.

After arriving at the University Inn at Rutgers on the evening of Wednesday, April 8, for dinner and a talk by Malcolm Ritter of the Associated Press, the participants traveled the next day, Thursday, April 9, to New York City to tour the newsrooms of The Wall Street Journal, the New York Times, and Bloomberg News. At each stop, students engaged in discussions with science writers or editors assigned by their respective news organization.

That evening students returned to New Brunswick for a seminar of distinguished journalists discussing the subject of science journalism in a world where newspapers are in trouble and the economy is affecting all news organizations. Seminar speakers included TCNJ journalism professor Donna Shaw. The next day, Friday, April 10, participants traveled to Merck's Rahway facility where they heard presentations from both scientific researchers and communication professionals. That evening, students and advisors assembled for an awards din-



Award winner Kristen Kiernicki with department chair and mentor, Dr. Pollock

ner at the Rutgers Club in New Brunswick, where they heard a keynote address from Wayne Biddle, a Pulitzer Prize winner and author of the well-known *Field Guide to Germs*.

"This is an excellent way for students to learn in-the-field information about a likely career for them," said John Pavlik, director of the Journalism Resources Institute (JRI) at Rutgers. JRI sponsors the program and provides education to journalists and journalism students.

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## Faculty Profile: Terry Byrne

Professor Terry Byrne has been teaching communication studies at the college for over twenty years. He is a well-established instructor, leading classes in the Radio/TV/Film track such as Introduction to Television Studio, Motion Picture Production, Lighting and Cinematography, Film and Society, and a Topics course: Irish Cinema.

Professor Byrne earned his undergraduate degree at the University of Wisconsin and continued his education at the prestigious Carnegie Mellon University, receiving an M.F.A. (Master's of Fine Arts). After completing Graduate school, Professor Byrne attended the Studio and Forum of Stage Design in New York to further enhance his design skills.

Professor Byrne has written two books, "Production Design for Television" and "Power in the Eye," an in-depth look at Irish films. He has also worked on 7 television shows, one of which was the most watched

serial drama in Ireland, a series called "Glen Roe." Professor Byrne began teaching at The College in 1987. He had just come back from London and took a temporary job in the Midwest. However, he wanted to be closer to New York City, so TCNJ was the perfect fit!

One of Professor Byrne's fondest (and funniest) experiences teaching here occurred shortly after beginning at The College. During his second semester of teaching, Kendall

Hall was closed for asbestos removal. Unfortunately, no one told the faculty about it, so Professor Byrne and others showed up one morning to find the building closed off with caution tape. It didn't open again for 5 years, and all instructors were forced to leave their equipment and teach in trailers. So, if you're looking for a fun class with a professor who knows how to teach a great class despite any obstacles, just look up Professor Byrne!



“ THE PROBLEM  
WITH  
COMMUNICATION...  
IS THE *ILLUSION*  
THAT IS HAS BEEN  
ACCOMPLISHED.”  
GEORGE BERNARD  
SHAW



## *Student Spotlight: Scott Pioli*

After realizing that the dusty equipment in the Kendall Hall TV Studio could be put to much better use, Scott Pioli '09 jumped at the chance to become the Director of the Journal during his sophomore year. He and a group of friends quickly changed the format of the original news-based Journal to a magazine style program called, "Lions Now." As ideas for new shows came pouring in, Scott found a way to channel various ideas and overwhelming enthusiasm into one cohesive group. He formed Lions Television (LTV) in the fall of 2007, became the President, and assembled an executive board. They had one goal: to make people notice channel 17. "It grew so much quicker than expected," Scott said. "With only two years' work, the amount of programs we had was completely unheard of." Over the course of his junior and senior years, Scott watched as the club he had worked so hard to create became a campus staple. "Hearing people

talk about LTV - that's how you know it's successful. Other clubs are asking us to come and film their events, or to co-sponsor...it's a huge accomplishment." Using his three years of experience with LTV, as well as internship experience at CNBC, Scott hopes to

continue work in the television industry. His advice to future LTV Presidents is this: "Stick to your vision, but be flexible to feedback- there's a lot of hidden talent and enthusiasm out there, and it's your job to find it and use it."



"WISE MEN TALK  
BECAUSE THEY  
HAVE SOMETHING  
TO SAY; FOOLS,  
BECAUSE THEY  
HAVE TO SAY  
SOMETHING."

PLATO



### Lions Television

In the spring of 2009 alone, channel 17 showed multiple episodes of Lions Now, At the Movies, The Early Late Show with Mark Smith, FYE, Brainstorm'd Comedy, and The Concert Series to the entire campus community. LTV was especially proud to conduct an interview with College President R. Barbara Gitenstein on the Early Late Show, and hopes to interview other campus notables in the future. Communication Studies Majors make up the most of LTV, and can supplement classroom or theoretical learning with practical learning, including production techniques, acting, reporting, publicizing events and shows, and coordinating fundraisers in the Ewing and Princeton area. If you would like to join, or learn more, e-mail Lions Television at [ltv@tcnj.edu](mailto:ltv@tcnj.edu).

### Public Health Communication Club

This year marked the PHCC's first full semester as a club. The PHCC had an exciting semester, holding regular meetings every other Thursday night. The club also invited Dr. Renata Schiavo as the second speaker in the Public Health Com-

## Club Updates

munication Speaker Series. Dr. Schiavo is a health communication professional and the founder and principal of her own company, Strategic Communication Resources. She provided students and faculty with a comprehensive look at health communication from a professional standpoint. The club also gained approval for SFB funding, a great help for future, non-speaker related events. For the upcoming semesters, the PHCC plans to do small scale health communication events to promote healthy living in students. These events will be more light-hearted and fun, and hopefully generate more interest a field that "saves lives." For more information, email [hcomm@tcnj.edu](mailto:hcomm@tcnj.edu).

### Lambda Pi Eta

This spring, LPH held several events for students in the department. In February, LPH employed Professor Farbman's help for a resume and job search clinic, which also covered cover letters and tips for how to dress professionally. March inductions welcomed twenty-one new members and featured faculty guest speaker Dr. Woodward.

LPH's annual Career Night took place April 1, where six TCNJ alumni shared their wisdom with students. Similarly, a sports panel on April 29 brought speakers from ESPN, NCAA, Nascar and Major League Baseball to discuss Communication-related careers. For the first time, LPH held two separate charity events. Janna Raudenbush's "Dancing with the Stars" (April 16) raised over \$500 for Stop Child Trafficking Now and Adam Mamawala's "A Night of Comedy" (May 4) raised approximately \$200 for Parents Educating Parents.

### WTSR

WTSR 91.3 FM continues to make an impact both on and off campus as one of the most influential radio stations in the country. The WTSR Concert Series, presented on select Tuesday nights in the Kendall Hall TV Studio and recorded for broadcast on Lions Television, remains a highlight of our campus outreach. A portion of the proceeds from the November 2008 "Lavathon" fundraiser were recently donated to the American Red Cross. Tune in over the airways or visit our newly redesigned website at [wtsr.org](http://wtsr.org).



## Department News: Graduation Awards

The Spring '09 graduation ceremonies celebrated another highly accomplished and promising group of seniors.

The Faculty Award: Janna Raudenbush and Matthew Uhrich

The Dave Rogosky Award: Amanda Burd

The Organization/Interpersonal Award: Erin Dillon

The Public and Mass Award: Kevin Gilligan

The Radio/TV/Film Award: Matthew Owen

The Health Communication Award: Megan Roe

and Kristen Kiernicki

Promise of Achievement: Danny Giovenco, Alexis Johnson and Jamie Ricco



## Where Are They Going?

Graduating Seniors ('09):

Amanda Burd and Kevin Gilligan will enroll in the master's in public administration program at the Maxwell School in Citizenship & Public Affairs at Syracuse.

Erin Dillon will enroll in a two-year master's in health communication program, jointly administered by Emerson College and the Tufts University medical school, in the fall.

Janna Raudenbush will enroll in a master's in communication program, emphasizing public relations, at University of Maryland in the fall.

Kristen Killi will be continuing employment as a Clinical Supply Manager for Sanofi-Aventis, US Inc.

Tom Hipper ('07), after

earning a master's in health communication at Pennsylvania State University, will enroll in the Master's in Health Science program at Johns Hopkins University.

Dana Eisenberg ('07), will receive a master's in communication from Ohio State University and enroll in a one-year internship with the National Cancer Institute.

Matthew Johnson ('99), who subsequently earned a master's in communications and information studies ('01) at Rutgers, has been promoted (November, 2008) to Director of Corporate Communication at Johnson & Johnson corporate headquarters.

Brian Keefe ('08) is finishing his first year in the master's in health communication program at

George Mason U. This spring Brian received the MA Excellence Award from the Communication Department and won the Dean's Challenge from the College of Humanities and Social Sciences.

Michael Johnson ('98) has taken a new position as "Senior Web Associate" at Pew Charitable Trusts.

Dawn Santin ('05), who was an Ambassador and president of TCNJ's LPH, and who earned an MPA from the Maxwell School, Syracuse ('06), has joined TCNJ as a Major Gifts Officer in the Office of Development.

Allison Montgomery ('05), who was an Ambassador and earned a master's in higher education administration from Delaware, is now a Residence Director in Residence Life at TCNJ.

"WORDS ARE,  
OF COURSE,  
THE MOST  
POWERFUL  
DRUG USED BY  
MANKIND."

RUDYARD  
KIPLING



## Event Planners Reflect on the Second Annual Festival of the Arts

This year's Festival of the Arts was planned by 4 students from the Communication Studies department in conjunction with Dean Taras Pavlovsky and Assistant Dean Christine Leichliter as part of an independent study overseen by Adjunct Professor Suzanne Carbonaro. Seniors Christina Hreshko, Jessica Omland, and Corey Sherwood,

much-needed venue to display creative works from all areas of the recently created School of the Arts and Communication.

On display at various venues across campus were the BFA thesis exhibition hosted in the College Art Gallery; the IMM showcase, held in Holman Hall in Room 105; the Theater Minor Capstone performance,

the Music Department's concert performance of the musical "*Man of La Mancha*," which was performed in the Brower Student Center Food Court. After guests had enjoyed all of the wonderful department events scheduled for the evening, attendees were invited to come to an all-Festival reception at the Student Center to continue the celebration.

Turnout to the Festival was higher than expected, after the team factored in predictions of inclement weather, competition from a number of other events that looked to draw the same type of audience



Roscoe greets some young guests of the College at the start of the Festival reception.

and junior Maren Morsch, worked closely with the FOTA advisory committee to ensure the success of the event, which was held on Friday, May 1<sup>st</sup> from 5 to 10 pm. Intended to showcase outstanding student works from the Art, Communication, Interactive Multimedia, and Music departments, the Festival provided a

held in Kendall Hall in the Don Evans Black Box Theater; and the Radio/TV/Film track's Video and Film showcase, held in the Kendall Hall studio. The events that were not hosted in their department's "home" buildings were the Graphic Design portfolio review, displayed in Brower Student Center Room 202 East, and

as the Festival that were being held at the same time, and the beginning of reading days at the College. Despite all the possible pitfalls that could have been encountered, the event ran smoothly, much in part to the detailed degree of planning that the team and its advisors had been diligently working on since the semester began in January. been in vain, however, had it not

"FIRST LEARN  
THE MEANING  
OF WHAT YOU  
SAY, AND THEN  
SPEAK."  
EPICTETUS

## *Festival of the Arts Continued*

The team's efforts would have been in vain, however, had it not been from the participation and support of a great number of volunteers from Lambda Pi Eta and the College Ambassadors, who did an excellent job and truly were indispensable in making the event a success.

In planning the event, and seeing the progression of this year's Festival from its inception till its conclusion, the event team was given the opportunity to learn a variety of new communication and event planning skills, as well as to further refine skills they acquired from their projects and instruction in last semester's Event Planning class, as well as those they had gained from previous Communication Studies courses. As often noted in the Event Planning class last fall, successful

communication is the key to all great events, and the team saw this mantra proven time and time again during the various stages that led up the day of the event, as well as at the event itself.

Overall, the event team concurs that they all came out of the FOTA experience with valuable knowledge and skill that

in the planning of a successfully facilitated event. Even with poor weather conditions, the Festival received an enormous response relative to the competition and newness of the event, and the goal of showcasing outstanding student works was definitely achieved. This new event has great potential to draw people with diverse interests to the Col-



A senior Graphic Design major discusses his works with several intrigued guests.

they could not have gained elsewhere, and are extremely appreciative that they were able to participate

lege, and the team looks forward to seeing the Festival evolve and expand in the years to come.

If you are interested in being included in the newsletter or have any suggestions or questions, please contact: Megan Roe at [nace2@tcnj.edu](mailto:nace2@tcnj.edu).