

Cold hands, warm hearts

The Slate staff gives back to the Chambersburg community

**BY MARY GRACE
KELLER**

Instead of tracking down news and collecting quotes, The Slate staff decided to give back to the community Feb. 22 at the Chambersburg Cold Weather Drop-In Shelter.

Feb. 15, Slate staff members first visited the shelter to meet residents and talk to volunteers about needs that could be fulfilled. The following weekend, Slate members returned with a hot meal to share with the homeless.

Matthew Kline, The Slate's arts and entertainment editor, visited the shelter both weekends.

"It was very different from what I imagined it to be, so I was very happy to see that people without a home had a very nice place to stay," Kline said.

From December to the beginning of April, the shelter gives homeless people a place to go for the night so they are not forced to sleep outside in the freezing Pennsylvania weather.

At its maximum capacity, the shelter can hold roughly 22 people. If the residents are lucky, locals bring in food for dinner. There is always a need to be fulfilled — this is where The Slate staff



Photo taken by Mary Grace Keller

Members of The Slate visited the Chambersburg Cold Weather Drop-In Shelter after holding a donation drive for its residents.

comes in.

To help the Chambersburg Cold Weather Drop-In Shelter, The Slate held a donation drive from Monday, March 3 through Friday, March 7.

Boxes for donations were set up outside of The Slate office and on the first floor of Rowland Hall. The staff received coats, snacks and shower items for the shelter. After leaving Chambersburg, The Slate staff reflected on their experience

with the homeless.

"I just felt so blessed leaving the cold weather shelter. I complain so much but I don't have anything to complain about," said Cassandra Clarhaut, The Slate's assistant opinion editor.

"I have a house, a car, food to eat, a family to run to if things get bad. My life is so good. Others aren't as fortunate and it felt so humbling to be in their presence."

What's in this issue...



Margaret Evans'
Memorial Pg 6



C/J Day Pg 4-5



Student
Spotlight Pg 6



A Tempest Pg 3

About This Issue

The Rowland Stone
Vol. 8, Issue 1

Newsletter Adviser:
Dr. Michael W. Drager

Editors for this Edition:
Colleen Bauer
Simon Neubauer

Designer for this Edition:
Colleen Bauer

The Rowland Stone
is produced
semiannually by the
Communication/Journalism
Department

Shippensburg University
1871 Old Main Drive
Shippensburg, PA 17257
(717)-4771521

An alumnus of the program was the first to share with me the results of a national Gallup-Purdue study that supports our approach to teaching communication and journalism.

To quote the press release about the study, "if graduates recalled having a professor who cared about them as a person, made them excited about learning, and encouraged them to pursue their dreams, their odds of being engaged at work more than doubled, as did their odds of thriving in all aspects of their well-being."

It's no secret that we have a smaller number of majors than some other mass communication programs in the region. Faculty have tried hard to keep our classes as small as possible so our program would remain one with a very favorable student-faculty ratio. We never want to hear about a case where one of our students feels lost or uninvolved. I feel lucky to work in a program in which each faculty member has a continuing commitment to engage in a meaningful way with every student.

We see involvement and active learning while in college as the key building blocks to a successful career.

A Message
from the
Department
Chair

A. Joseph
Borrell



For example, we require every major to be involved in a student media or public relations group because we know our co-curricular groups are often places where students can best envision their professional futures. We also assign each student to a faculty member so that the student has someone to turn to for professional advice and guidance.

Every semester, talented students come to this program to work with dedicated faculty in our classrooms, studios and labs as they perfect the craft. We love hearing from you about faculty members who made a difference in your career because of the work you did together while on campus.

SUTV members help produce staged reading of 'A Tempest'

BY COLLEEN
BAUER

Several members of Shippensburg University's student-run television news station, SUTV, worked alongside other SU departments to present a staged reading of "A Tempest" on March 11.

The departments that all collaborated to make the production possible were the communication/journalism department, the modern languages department and the department of music and theatre arts.

"A Tempest" is a parodist re-telling of William Shakespeare's original "The Tempest." "A Tempest" was adapted as a post-colonial viewpoint of the current state of world, and opposed European colonizers' racist viewpoints. The reason the play was set in Haiti was to highlight the great strength of the Haitian people who gained their independence from France in 1804.

The backdrop of the play included actual footage from Haiti, which the producer of "A Tempest," Allison Hill, and SUTV adviser Kim Garris filmed. The two spent 12 days in Gros Mangles, Haiti, over Christmas break with a group from the modern languages department.

The group that traveled to Haiti built a playground for a school in the Gros Mangles community. SU alumnus Michael Celius introduced his hometown of Gros Mangles to the French program while he was at SU studying in his French minor.

"This project is very close to my heart," Hill said.

Hill, a senior at SU who will be graduating this May, is in the electronic media emphasis in the major. She has been a member of SUTV for about a year, and has been the entertainment director at SUTV since fall 2013.

In addition to Garris and Hill, other members of SUTV and the department aided in additional areas of the play's production.

Sophomore Kyle Keevill was the director of "A Tempest." Keevill is in the electronic media emphasis in the major,



Photo courtesy of Allison Hill

Sophomore Kyle Keevill and Senior Allison Hill helped in producing and directing the staged reading of "A Tempest."

and is co-producer of live events and newscast director for SUTV.

Members of the camera crew at the production of the play included Blake Cooper, Morgan Graham, Bo Wilson, Trey Kemble, Eldon Graham and Jungyoon Seo Rim.

Michael Gardner and Jeff Hollinshead helped with technical setup and live truck engineering.

All of the profit from the production, almost \$2,000, will go toward building a medical dispensary for the village in Gros Mangles. This will make medicine available directly to members of the community so they will not have to travel two hours for medicine as they have done before.

Another fundraiser will be a photography exhibit and sale in May with photographs Garris took during her time in Gros Mangles.

Extra footage that Hill and Garris shot while in Haiti will also be put together into a documentary at the end of the spring semester.



Photo taken by Allison Hill

The cast of "A Tempest" practices during their rehearsal. The play raised about \$2,000 for a medical dispensary in Gros Mangles, Haiti.

Student Spotlight: Studying Abroad

BY SIMON
NEUBAUER

College is the time in life to gather diverse experiences and explore new territories. While some students take a more conservative approach, others do not hesitate to take every opportunity to venture out to the unknown. Kurt Rosenberger went abroad.

The junior from Hatboro, Pa., left the comfortable walls of Rowland Hall in the fall of 2013 to take classes at the Edge Hill University in Ormskirk, England, a town just north of Liverpool.

"I didn't think it would be so easy to go over there," said Rosenberger, who had heard about the exchange program through a friend.

"My classes got approved by department Chair Joseph Borrell and former associate dean of arts and sciences Susan Rimby before I left."

Rosenberger, a student in the public relations emphasis of the program, took classes related to the courses at Shippensburg University, even though the teaching method had some slight differences.

"Class sizes were bigger. One of them had close to 100 people in it."

Apart from visiting Wales and London, Rosenberger was able to leave England a few times for trips to around Europe including Rome and Amsterdam.

Would he recommend it?

"One hundred percent. Every student should experience a semester abroad at least once during his or her college career," Rosenberger said. "You never know when you'll get the opportunity again, and with financial aid it is definitely cost effective."

Rosenberger wants to take classes abroad one more time before he graduates in fall 2015.



Photo courtesy of Kurt Rosenberger

*"Every student
should experience
a semester abroad at
least once"*

If you are a student and are interested in a semester abroad, visit ship.edu/international or attend one of many Study Abroad 101 information sessions.

C/J Day 2014

Student media group contests and award ceremony

**BY ALEXIS
WITMER**

For many people first entering college, their future career choice usually remains unknown until sophomore year. With this being said, annual activities held by Shippensburg University, such as Communication/Journalism Day, are a great way to meet new people in your desired field of interest.

On April 8, students came out to the quad on campus to see what the department has to offer. C/J Day has been around for 20 years at SU, and the Public Relations Student Society of America (PRSSA) has been organizing the event for many years. While spotlighting the campus media groups, C/J Day has attracted new students to the major every year.

The student-run radio station, WSYC, set up a remote broadcast outside the library to play music. The Slate, the student-run campus newspaper, had a station set up that challenged students to “tweet” news leads as quickly as possible. C/J student Shelia Johnson expressed her excitement toward The Slate and its contest.

“I love that they are incorporating social media. It is so heavily prevalent in today’s communication field,” Johnson said.

PRSSA motivated students with positive quotes inside balloons. Participants popped the balloon to read their message and then were challenged to add their own uplifting quotes and put them inside another balloon.

PRSSA also gave students a white flag, on which they were able to record their aspiring career goal and position them in the quad for the rest of campus to see. Jenna Botely, a member of PRSSA, loved this opportunity.

“I like that the flags gave the campus a glimpse of what careers are in the major,” Botely said.



Students participated in The Slate’s Twitter contest, which challenged them to tweet news as fast as possible.

SUTV, the campus’ student-run television station also had a table set up nearby that allowed students to check out a live truck that is used by the media group. After the C/J Day activities had wrapped up, students and faculty gathered for an awards ceremony.

The ceremony featured alumni from the department who have achieved great success since leaving SU. Inspiring words were offered by Kendra Nichols and Jessica Sharps, who each received Alumni of the Year awards.

Also in attendance was vice president of information and technology services Rick Ruth, who spoke about his involvement in the program. The Top 30 communication/journalism seniors were also honored because of their many outstanding achievements.

Overall, the department had a great turn out for the annual event and looks forward to seeing new faces next year to expand the department with new prospects.



Photos taken by Colleen Bauer

ABC News 27 correspondent Kendra Nichols received one of the Alumni of the Year awards.



Top picture: The Top 30 distinguished students of the department received awards at the ceremony. Bottom picture: Senior Alex Anstett was recognized as a student media leader at WSYC.

“It is so great to be a part of this day and to be part of a department that offers so much to its students.”
- Sarah Burkharth ‘14

Students Present at Research Conference

Several graduate students from professor Joseph Borrell’s Mass Communication Research course presented their research projects at the Celebration of Student Research Conference on April 22.

The annual conference had more than 400 presenters this year, including both poster presentations and oral presentations. The conference had more presenters than any other year. The program is an opportunity for faculty to work with graduate and undergraduate students on research projects.

Research from communication/journalism students ranged from research on mobile dating applications, student perceptions of non-profit fundraising, social media such as Facebook and Twitter and even to consumer perceptions of music used in advertisements.

For more information about the conference, visit www.ship.edu/student_research_conference.

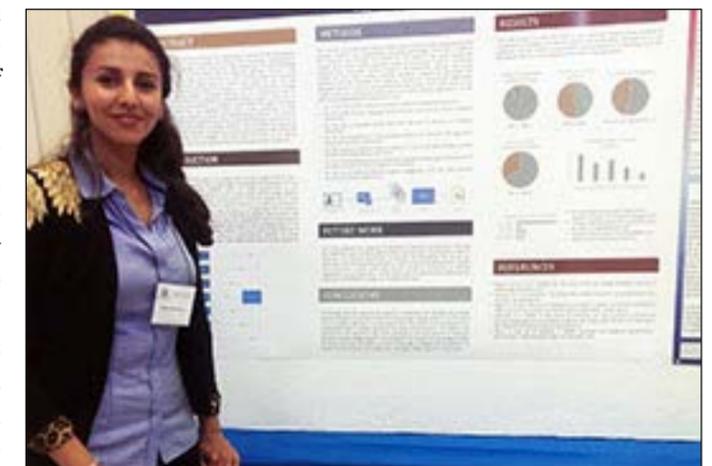


Photo taken by Colleen Bauer

Graduate student Nawal Alghonaiman presented on Facebook and its correlation to academic achievement.

University and community members gather to celebrate the life of Professor Margaret Evans

By SARAH EYD

Tears, smiles and laughter filled the Cora I. Grove Spiritual Center as more than 150 university and community members came together to celebrate the life of former Shippensburg University professor Margaret Evans.

Evans retired from SU in the spring of 2013 after nearly two decades of teaching. She lost her battle with cancer less than a year later on Jan. 1, 2014.

The ceremony was held on Tuesday, April 15. The Rev. Jan Bye welcomed guests with opening remarks before Evans' husband Arnold "Art" Berman took over. Berman provided an intimate look into Evan's eccentric life. He added context to her journey from her humble roots in upstate New York to her time in Africa while serving in the Peace Corps, and to her adventures in South Korea.

Evans ultimately ended up in Shippensburg. Berman added humor to the service with light-hearted anecdotes about Evans' love for animals, adding that he pictures hundreds of cats testifying to her good nature at the gates of heaven.

While at SU, Evans taught an array of courses in the communication/



One of Evans' art pieces from the SHAPE Gallery.

journalism department, spanning from entry-level communication classes to classes focusing on her passion, which was photography.

Michael Drager, associate professor of communication/journalism, also spoke at the service. He took over Evans' photography classes after her retirement.

"I hope that every time I enter a classroom some of Margaret's spirit will be with me," he said.

Drager described Evans as one of the kindest people he had ever met. Like Berman's remarks, Drager's sentimental speech was lightened with humor. He talked about their shared love of photography but explained they also had their differences.

"She was a cat person. I am a dog person," he joked.

He also mentioned Evans' infamous email blasts that would go out anytime a cat needed a home, which incited smiles from many audience members.

Another communication/journalism professor, Kim Garris, spoke next.

"Margaret's resume was not how I knew her. She was my friend," Garris said.

She went on to describe Evans as the "glue" of the communication/journalism department, emphasizing her ability to handle predicaments with grace and without drama.

She also pointed out Evans' passion for promoting camaraderie among women, while reminiscing on the "girls-only" lunches that Evans facilitated between female faculty members.

Garris ended her speech by asking her female co-workers to get together for lunch again soon and carry on Evans' tradition.

After Garris finished speaking, Bye opened the floor to anyone in attendance who wanted to say a few words about Evans. Nearly one dozen people took



advantage of the opportunity to share their memories of Evans.

Ben Culbertson, associate art professor at SU, and Trisha Grace, president of SHAPE Gallery, spoke about Evans' dedication to SHAPE, specifically the gallery's biggest fundraiser in history.

"She poured her heart and soul into that event," Grace said. Evans was an active member at SHAPE, even with her illness. "She was an artist until the very end," Culbertson added.

During Evans' final months, she was often wearing a backpack. Though not many were aware, that backpack contained her chemotherapy treatment, which she was feeding her the medication through a tube under her clothes.

While many patients choose to rest during their treatment, Evans went about her daily life, volunteering at the SHAPE Gallery and staying involved in the community all while simultaneously receiving chemotherapy.

"She's the bravest woman I have ever met," said Jose Ricardo, interim associate dean of the College of Arts and Sciences at SU. Ricardo spoke fondly about his memories of sharing a hallway with Evans, when their offices were both in Rowland Hall.

After several more heartfelt words, Berman extended his thanks to everyone for attending the service before Bye closed with a moment of silence.

Photos courtesy of SHAPE Gallery

WSYC holds 3rd 'Up All Night'

By SIMON NEUBAUER

For the third year in a row, Shippensburg University's student-run radio station, WSYC, held "Up All Night," a 24-hour music marathon. This year's event was held from 8 p.m. Thursday, April 10, to 8 p.m. Friday, April 11, and handed out tickets to the Firefly Music Festival and the Governors Music Festival, Beats by Dr. Dre headphones and much more to lucky listeners.

"Up All Night' is a fantastic event," Takumi Otsuka, public relations director of the station, said. "I have people telling me that they are waiting on it every year."

To end the night, WSYC hosted an after-party at the local venue The Thought Lot, a contemporary art center in downtown Shippensburg. Four DJs played live music to an audience of close to 100 students and their friends.

"It was definitely something different and I was nervous that we would not have a great turn-out," said Otsuka, who



Photo courtesy of Takumi Otsuka

WSYC DJs play music at The Thought Lot as part of Up All Night.

organized the after-party for the first time in the station's history. "But people loved it and The Thought Lot was very cooperative and supervised all of the activities."

While Otsuka will not be returning next semester, he is already revealing future

plans of the student-run media group. "We want to bring in more local artists to the station," he said. "We want to help aspiring musicians to get more air-time and exposure."

To find out more about WSYC and its upcoming events visit www.wsyc.org.

Hershey's marketing and communications director talks to CJ classes about branding

By TREY KEMBLE

Jeff Sommer, The Hershey Co.'s digital marketing and communications director, spoke to two Shippensburg University classes on March 11.

Sommer spent time talking to students about the importance of consumer engagement and the types of projects Hershey is working on to drive its brand.

Students from the media advertising and sales and principles of public relations classes were told how the Hershey Co. uses its different candy brands and consumer experiences as a benefit.

Students saw and heard words like engagement and experiences numerous

times during Sommer's presentation and Ted Carlin, who taught the media advertising and sales class, offered his thought on Sommer's point.

"For a company today, because of the clutter that is advertising and media, all the platforms, you really have to establish a relationship with your customers and through some engagement strategy," Carlin said.

One example Sommer showed students was Hershey's interactive kiosks, which allow customers to purchase candy through a touch-screen. The kiosk drove up sales and was deployed in three different company locations, according to Sommer's power point.

Sommer also presented a project that allowed customers to put a picture on a Hershey's candy bar, a program called

"Wrap Happiness."

Following Sommer's presentation, students had a chance to ask Sommer questions about his position with The Hershey Co. and his presentation.

Carlin stated that Sommer's speech about Hershey was a great real-world example of what he taught in class.

"It's a good look at just how progressive companies have to be," Carlin remarked.

Sommer also talked about the history of the Hershey Co., going all the way back to the beginning when Milton Hershey started the company.

Sommer mentioned in his presentation that Hershey has nearly 48 percent of the Top 50 most trusted candy brands in the U.S., according to Sommer's power point.

PRSSA travels to Tierney Communications

BY DARIUS
HOWARD

Eight members of PRSSA toured the streets of Philadelphia on Friday, March 28, en route to Tierney Communications, a global public relations and advertising firm.

Tierney is the third-largest PR firm in the world. With approximately 120 employees, it conducts strategic planning for companies including McDonald's, Verizon, Pennsylvania State System of Higher Education (PASSHE), among others.

As PRSSA members toured the halls of Tierney to get a glimpse at everyday life at one of the world's largest firms, the

club was greeted by Jessica Every, a strategic planner, and introduced in a luxury conference room.

A few of Tierney's employees educated PRSSA members and club adviser Carrie Sipes, with a PowerPoint presentation about the company and the employer's experiences.

Those in attendance also learned the importance of building trust and sharing information among the community and media outlets.

More information on Tierney may be found at www.HelloTierney.com.



Photo courtesy of PRSSA

Eight PRSSA students traveled to Tierney Communications in Philadelphia.

Communication/ Journalism Department Advisory Council

Denise Calabrese, owner, Calabrese Management Inc.

Jodi Christman, owner, Christman Consulting

Cathy Eberly, director of marketing and communications, Woodberry Forest School

Evan Forrester, news anchor/managing editor, WPMT-TV, FOX 43

Jason Kirsch, Capital BlueCross

Kay Kusibab, treasurer, Cambria County Literacy Council; retired editor

Martha LeGrand, freelance writer/editor

Robert LeGrand, program manager/analyst, U.S. Department of Education

Mark Miller, managing editor, TVNewsCheck.com

Matthew Opilo, owner/president, Opilo Advertising & Public Relations

Steve Snyder, reporter, Lebanon Daily News

Let Us Know What's New!

The Communication/Journalism Department at Shippensburg University has graduated many students over the years — students who have gone on to become professionals, spouses, parents and more. We want to hear about what you're doing now! Please contact us via mail, e-mail or telephone at:

Department of Communication/Journalism
Shippensburg University
1871 Old Main Drive
Shippensburg, PA 17257
Phone: (717) 477-1521
E-mail: commjour@ship.edu

Thank you in advance to all graduates who send us their update. We look forward to hearing from you. Please provide the information listed below.

Name _____

Home Address _____

City, State, ZIP _____

Phone _____ E-mail _____

Year of Graduation _____ Major _____

Circle the appropriate degree(s): BA/BS MS

Name of Employer _____

Current Job Title _____

Shippensburg University of Pennsylvania, in compliance with federal and state laws and university policy, is committed to human understanding and provides equal education, employment, and economic opportunities for all persons without regard to race, color, sex, age, creed, national origin, religion, veteran status, or disability. Direct requests for disability accommodations and other inquiries to the Office of Social Equity, Old Main 200, Shippensburg University, 1871 Old Main Drive, Shippensburg, PA 17257-2299, (717) 477-1161.