

The

Rowland Stone

Communication/Journalism Department
Shippensburg University

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SUTV students interview Soledad O'Brien in New York City

By Kyle Rogers, Brittany Leonhard & Stephanie Wyjadka

The newsroom is surprisingly quiet at CNN's New York studios.

With keyboards clicking away, phones ringing in the distance and papers shuffling among reporters and producers, the news team famous for providing the "Most Trusted Name in News" is busy at work covering the day's top stories.

Waiting at the set, technicians cue cameras and turn on switches, and the room transforms into the glamorous set as depicted on camera. A reporter is providing a news break for CNN viewers from the newsroom.

Then, emerging from her own designated side of the newsroom, Soledad O'Brien arrives with her make-up artist and assistant at hand. For the internationally recognized journalist she is, this is just another ordinary day for Soledad O'Brien.

That was the scene that greeted three members of SUTV on Monday, Feb. 14, as they traveled to New York City to interview O'Brien before the CNN reporter visited Shippensburg University to speak on behalf of the H.O.P.E. Scholarship fund. The three student members of SUTV were Kyle Rogers, Brandon "Bubba" Smith and Barbara Schindo. The SUTV members were in New York City for only five hours, just enough time to arrive at the CNN headquarters and get their O'Brien interview.

In addition to serving as a preview for O'Brien's visit, her interview with SUTV also established a foundation for SUTV's diversity on campus series that aired in April.

"Soledad O'Brien's interview will be the start of this series," Rogers said. The series of segments attempt to uncover what kind of diversity students experience



Soledad O'Brien

on campus, if racism is still prevalent and what life is like for African-Americans, Asian-Americans, Hispanics, GLBT and other minorities on a predominantly white campus.

O'Brien spoke at the 26th annual Shippensburg H.O.P.E. Diversity Scholarship Benefit Dinner and Program in the H. Ric Luhrs Performing Arts Center.

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Students participate in PRSSA Regional Conference at PSU

By Amy Sharp

On Saturday, March 26, Shippensburg University PRSSA

members Leah Haugh and Amy Sharp traveled to State College to attend the 2011 Public Relations Student Society of America's Regional Activity hosted by The Pennsylvania State University chapter of



Amy Sharp and Leah Haugh attended the conference at Penn State University.

PRSSA. The theme was "The Reality of PR: A Survivor's Guide to the Public Relations World." The intent of the regional activity was to help prepare students to enter the public relations profession upon graduation.

Students had the opportunity to attend workshops while learning from some of the brightest and most talented professionals in

The PRSSA Regional Conference theme was "The Reality of PR: A Survivor's Guide to the Public Relations World."

the public relations field. The opening speaker, Michael Hinman, serves clients focused on environmental conservation through his work for the Environmental PR Group in Tampa, Fla. Hinman addressed his daily encounters in the public relations world and encouraged students to discuss any thoughts or

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Borrell's Board

A Message
from the
Department
Chair



April is a beautiful, but event-filled, time on the Shippensburg University campus. Faculty and students feel the adrenaline rush to finish the semester and the pressure that looming graduation brings, but we took a break on Wednesday, April 13, to promote our strong ties to our alumni and to reinvigorate our connection to the profession.

That afternoon, members of our nine-person Communication/Journalism Advisory Council arrived on campus for an informal lunch with members of the department and leaders of our student media groups. Later that afternoon, members of the advisory council participated in a networking panel and

Note: Dr. Joseph Borrell became chair of the Department of Communication/Journalism in July 2009. He can be reached at ajborr@ship.edu and occasionally posts at twitter.com/ajborr

attended the annual Communication/Journalism Awards Dinner.

The new advisory council will be helping the department advance in several ways. Among these, the advisory council will serve as a forum for the program to stay current with the changes in the profession and be a regular resource for the faculty to gain feedback from this distinguished panel as we continually review the course offerings in the department.

During our meeting, members of the advisory council heard about the core classes that all majors in the program take and provided valuable professional feedback on what skills graduates need to possess to be successful in the media and public relations careers of today.

The members of the advisory council and their professional affiliation are listed on Page 6.

The department and its faculty appreciate the contribution of these alumni. We look forward to working with these professionals who so graciously have given of their time and expertise to their alma mater. They will play an important role in shaping the future of the department as technology and the media professions change.

Dr. Joseph Borrell
Chair,
Communication/Journalism

About This Issue

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Life lessons learned from a packet of sugar

By Alondra D. Thomas

The Communication/Journalism's Second Annual Awards Banquet began with advice from an unlikely source: a sugar packet.

Keynote speaker Deborah S. Saline, APR, PRSA Fellow, shared the sweetener's words in her opening speech to the group:

"He who has a thing to sell and goes and whispers in the well is not so adept to get the dollar as he who climbs a tree and hollers."

Though a strange source, the advice rang true, particularly considering the theme of the banquet, "Creating Connections for the Future," and time of semester — just before graduation. Now is the time for students to "climb a tree and holler" because putting themselves out there and networking is one of the most important ways students can make themselves known in a competitive job

market and succeed in their professional futures.

The awards banquet, sponsored by the Communication/Journalism Department and Shippensburg

"He who has a thing to sell and goes and whispers in the well is not so adept to get the dollar as he who climbs a tree and hollers."

University's Chapter of the Public Relations Student Society of America (PRSSA), celebrated with approximately 120 attendees, including students, faculty and alumni of the program. The event

included the speech by Saline, dinner and the presentation of scholarship winners, Alumni of the Year awards and the Communication/Journalism Department Distinguished Seniors awards. Prior to the event, students spoke with members of the recently created Communication/Journalism Advisory Council on how to stand out in a job search.

Along with sweet life tips, Saline shared other practical advice for students heading out into the professional world, including:

- Belong to a professional organization
- Have face-to-face interactions
- Ask for introductions
- No "stinky-fingers" handshakes

Student Media Update

The Slate

By Carissa Llewellyn

The Slate has been hard at work this year in a variety of aspects. Not only did the staff change the layout of newspaper, it redesigned the Web site (theslateonline.com), interacted more with students and pushed every week to make the organization the best it can be.

In November, the staff of The Slate decided that it needed a fresh start and fresh look. Kicking off the spring 2011 semester, the Sports section of The Slate was a tabloid style inserted into the original broadsheet layout of the rest of the newspaper. On April 5 the new Slate launched with the newspaper being in tabloid format rather than broadsheet.

The decision was based on student surveys and focus groups. Students said they would like to see an easier to read paper and more visually appealing aspects so we did our best. We put in extra hours to plan for the new change to ensure that we would be producing a product to not only increase readership, but also to make the Shippensburg University campus and community proud.

Our Web site, theslateonline.com, is now updated every week by our Web director, Amy Rocek. We still have work to do, and have a lot of goals and objectives for the Web site. The Sports department creates a webcast each week called "Raider Rantpage." The goal is to continue using webcasts and video blogs. We also plan to add more surveys, polls and interactive features for students.

The Slate has recently created a full social media presence. You can now follow The Slate on Twitter at @ShipUSlate and our new Facebook page The Slate- SU Newspaper.

Our main goal for the year was to encourage student involvement, and after taking great strides to see that our goal is being achieved, we have made good improvements and can only hope to get better from here. We look forward to another year and more possibilities. We are always looking for more writers, photographers, and anyone with a passion for newspapers and being part of an amazing and determined team.

SUTV

By Amanda Peterson
and Krisinda Corbin

To simply say that SUTV has grown as an organization this semester would be an understatement. Not only has the number of participating students increased, but the amount of people who watch our weekly newscasts, sports programming and Facebook activity has gone up too. The bonding and friendships within the organization has amplified, the amount of content being produced is at an all-time high, and the overall appearance of the organization across the campus and local community has grown larger. In the fall SUTV started a public relations team, which started with two people, but by the end of the spring semester 10 dedicated students worked to promote SUTV.



SUTV staff gather at their annual awards banquet

Through the PR committee's efforts, a record number of students came out to audition for a spot on the SUTV News team in January. The SUTV News team set high standards for itself this semester. Starting in February, Bubba Smith, SUTV general manager, along with Barbara Schindo, executive news producer, and Kyle Rogers, SUTV news anchor, traveled to the CNN studio in New York City to meet with CNN anchor Soledad O'Brien. Rogers also interviewed Jenna Bush Hager in April while she visited the campus to speak as part of the university's Proteus Lecture Series.

SUTV Sports aired its weekly sports show "The Sideline" every Tuesday at 7 p.m. In addition to their show, the sports team provided live coverage from all of the Shippensburg University men's and women's home basketball games. Mariana Boguski, SUTV sports reporter, interviewed Brent Grimes, SU alum and player for the Atlanta Falcons, at the Red

Raiders spring football game.

The Cumberland Yearbook

By Gillian Radal

The Cumberland Yearbook is going through some changes for the next school year. The Yearbook staff has decided to partner with Lifepages.com to produce an online yearbook. The two co-founders of Lifepages.com are Shippensburg University alumni with some additional alumni as both investors and executive board members.

Lifepages.com converts the files created for the printed version of the yearbook and transforms them to an Internet-based electronic book. It also allows for electronic media, such as television interviews and radio sound bites, to be added to the existing content.

Students register for the online yearbook as incoming freshman who are added to a database that allows lifetime access to the current and subsequent issues of The Cumberland.

Once an unregistered student graduates from Shippensburg, he or she can be added to the database and receive access to the yearbook for a small fee. The company also offers to put past editions of the

yearbook online.

Transitioning to an online yearbook through Lifepages.com will help the university in a few different ways. The company offers revenue sharing from the fees former students pay to access the book online. Shippensburg also receives the publicity for having the online yearbook. Additionally, the Lifepages.com database serves as a professional social network. Students who sign up as freshman or otherwise will be available for continued communications through the Shippensburg University Alumni Association.

With Lifepages.com as a partner with The Cumberland Yearbook, the entire student media will be working together as contributors to the online book. Future yearbooks will take on a new dimension as collaborative media events.

Student Media Update continued

WSYC-FM

By Matthew Kanzler

This spring was another exciting semester for the team at WSYC-FM. Bryan “Shades” Herr, general manager, led the station in serving the community by conducting tours for various groups and school organizations within the community throughout the year.

The sports and news departments remained active during the semester by creating weekly news and sports broadcasts for campus.

The Global Café continued its strong run of being the area’s go-to source for all things in music, film and literature. Additionally, the DJs on the staff used their shows to hold interviews and in-studio performances to help support local and regional musicians.

WSYC also hosted a Valentine’s Day dance in Henderson Gym, planned by Ashley Smith. The festivities included an assortment of games, prizes and of course dancing, thanks to the live DJ. Listeners who cannot get enough of WSYC can now take the station with them, thanks to the addition of a web app for Droid and iPhone.

Looking ahead, WSYC will be suspending operations this summer



WSYC-FM, photo by Aidan Campbell

Members of WSYC man the microphones during a recent broadcast.

because of construction at the Ceddia Union Building. During the period the station will undergo a helpful renovation for the studio.

Dr. Ted Carlin, faculty adviser, will be working closely with the executive staff over the summer to make major changes to the Web site. The goal is to create a

much more engaging and interactive experience that will allow the listeners to get to know who and what they are tuning in to.

Next semester, sophomore Brendan Bekos will take over as head of human resources. Expect WSYC to return stronger than ever in the fall.

How mass communication research strengthened my writing skills

By Anne Greenawalt

My academic and personal interests have always been in creative writing, so I never expected to find myself at the Celebration of Student Research Conference on April 19. When I thought of “research” I thought of biologists, chemists, and maybe even an historian. I used to think, “I’m a creative writer — I don’t need research, I can just make things up.”

When I took a mass communications research class during my first semester as a communications graduate student at Ship, I got my first taste of scientific research. Prior to starting the class (and possibly during the first three to four weeks of it) I didn’t understand why I needed to learn that kind of research. I kept thinking, “I’m a writer, not a scientist.”

But as my classmates and I began our own research project on the differences in coverage of men’s and women’s sports in *The Slate*, the different aspects of the research process came together and made

more sense. We developed our own codebook and coded each issue of *The Slate* in 2009 and used SPSS to generate numeric results. In the end, we created a research report with which we were proud.

With Dr. Carrie Sipes’ encouragement, this is the project I presented at the conference in spring 2011, where students from all disciplines, including art, English, sociology and modern languages, in addition to the hard sciences, displayed and discussed their research. Students, faculty and alumni approached me to ask about my poster. Answering questions, even ones I couldn’t answer, strengthened my understanding of my project and the research process.

Still, I couldn’t see the connection between being a writer and learning the research process. It wasn’t until I began writing a proposal for my professional project that it clicked.

For my professional project, I will travel cross-country by train with my mom and interview other mother-

daughter teams across the nation. In the proposal, I needed to include a reading list of works similar to the one I was proposing (secondary research, like a literature review) to explain the purpose of the project and discuss possible outcomes of the project (research questions and hypotheses), and describe how I would contact and speak with other mother-daughter duos (methodology and sampling).

Although my professional project will not result in a formal research report, learning formal research methods has definitely benefited me and helped guide me through the preparation for a creative nonfiction writing project. The process helped me to organize my thoughts and goals for the project, and to prevent potential problems, like not having enough mother-daughters to interview. I have become a better, more efficient writer because of my research skills.

For more information on Anne and her professional project, please visit <http://anne-greenawalt.blogspot.com>.

concerns they had about the public relations profession.

In between all the activities, students enjoyed an etiquette luncheon at the Nittany Lion Inn. The luncheon included a lesson on the “ins and outs” of a business dinner, while incorporating important networking techniques to help students gain confidence at dinner meetings.

The last session, a Ben Bronstein Lecture in Ethics, was presented by Patricia Whalen, an assistant professor at DePaul University. The Bronstein Lecture, sponsored by Ben Bronstein, a Penn State alumnus, was created to emphasize the importance of credibility, fairness and ethics in the public relations field. This year’s speech was titled “The Public Relations Professional: The Conscience of the Organization?” The activity ended with a networking reception at the Nittany Lion Inn, because a public relation professional’s network is their lifelong connection to opportunity, experience and professional growth.

The benefits of attending a regional activity are many. Students were able to network with both professionals and other students. This provided an excellent opportunity to broaden their public relations network and create relationships that will launch their careers. Students advanced their professional development by listening to speakers who addressed a variety of topics. Furthermore, students were able to speak to other PRSSA chapters and learn about their experiences. Sharp and Haugh understand the importance of gaining experience and felt that they, and anyone else who has the chance to attend a regional activity, will truly benefit from the productive and worthwhile experience.

O’Brien continued from Page 1

Her presentation to a capacity crowd at the Luhrs Center was titled “Diversity: On Television, Behind the Scenes and in Our Lives” and expressed her ideas and experiences regarding racism and different people from around the world.

She faced a great deal of racism throughout her life, especially because she came from a father, who is white and Irish and Australian, and a mother, who is black and Cuban. The hardships she

2010/2011 Communication/Journalism Department Awards

The C/J Department’s Top Twenty-Five Distinguished University Service Award is presented to the following students for the commitment and dedication they have provided to the Communication/Journalism Department:

- | | | |
|------------------|--------------------|--------------------------|
| Rachael Ballard | Christine Guenther | Amanda Ryan |
| Carla Barbush | Paige Jensen | Laura Schale |
| Ashley Bauerline | Anna Kerstetter | Bradley Smith |
| Kelly Christ | Keri Kochenour | Brandon Smith |
| Bethany Farkas | Jaimie Petrosky | Sarah Smith |
| Rachel Flores | Roy Pickens III | Julia Stein |
| Abbey Fosnot | Vanessa Rosas | Christina Swartzerlander |
| Kyle Gamble | | Alondra Thomas |
| Nicholas Gueguen | | Kristen Weidenmuller |

Department Scholarship Winners

- Adrienne Williams — Al Mason Scholarship
- Brandon Smith — Mark Lipper Scholarship
- Jennifer Shimandle — Wolfrom Award in Journalism

Congratulations to

Jodi Christman ('92), Jason Kirsch ('95), Matt Opilo ('80)
Alumni of the Year

Awards Ceremony Recognizes Academic Success and Professional Commitment
By Sarah Ripperger

Three Shippensburg University students were awarded scholarships at the Shippensburg University Communication/Journalism Awards Banquet. Held on Tuesday, April 13, the awards banquet was a time to “represent excellence and honor distinguished students,” said Dr. Joe Borrell, Communication/Journalism Department chair.

Scholarships included the Mark Lipper Journalism Scholarship, given in memory of Mark Lipper, the first Communication/Journalism faculty member; the Albert A. Mason Sr. Journalism Scholarship, given in honor of a family of distinguished journalists; and the Lawrence Tyson Wolfrom Memorial Scholarship, given in memory

of a local newspaper publisher.

Adrienne Williams, recipient of the Albert A. Mason Sr. Journalism Scholarship, said, “I love the Communication/Journalism Department and all of the great professors I’ve had. I would like to thank all of my professors for their encouragement and for allowing me to win this award.”

Scholarships given during the banquet were a result of endowments given through the SU Foundation. The SU Foundation is a separate entity from Shippensburg University and is based on donations rather than state money, according to Borrell. Students applied for the scholarships through the SU Foundation, and professor recommendations were taken into consideration when the decisions were made, Borrell said.

To find out more about donating to these scholarships, visit the SU Foundation Web site, <http://www.sufoundation.org>.

has encountered because of her heritage has helped to make her the person she is today.

O’Brien spent most of the lecture discussing her personal experience with racism throughout her life and how it affected her along with her family.

Her family was continuously discouraged and held back by racial prejudices. O’Brien explained how they overcame these instances and demonstrated that the color of their skin had no effect on their levels of talent.

O’Brien has experienced and seen a variety of cultures during her life and her career. She talked about great examples of people and their perseverance through the obstacle of racism.

Much of her speech discussed Dr. Martin Luther King Jr. and what he did to combat racism and encourage diversity. She mentioned his philosophy and talked about how his impact on the world persists in ideas today.

C/J professor honored with humanitarian award

A Communication/Journalism Department professor was one of several faculty, administrators and staff members honored for their work to promote cultural diversity at Shippensburg University.

Dr. Michael Drager received the 2011 Martin Luther King Jr. Humanitarian Award during ceremonies on Jan. 20 in Old Main Chapel. The ceremonies were held to celebrate the 23rd anniversary of the Dr. Martin Luther King Jr. March for Humanity sponsored by the African-American Organization in conjunction with SU's Office of Multicultural Student Affairs.

Dr. Drager teaches in the print media emphasis. He also is the faculty adviser to The Slate, the student-run newspaper.

"Dr. Drager was given the award because of his ongoing efforts to promote diversity at Shippensburg University," said Kapri Chase, president of the African-American Organization.

"I was honored to receive this award," Dr. Drager said. "I truly appreciate the thoughtfulness of the members of the African-American Organization for nominating and honoring me."



Dr. Michael Drager with Bishop Vashti McKenzie, bishop of the AME Church, after receiving a Martin Luther King Jr. Humanitarian Award. Bishop McKenzie was the keynote speaker for the 2011 Dr. Martin Luther King Jr. March for Humanity held on SU's campus on Jan. 20.

Members of the C/J Department Advisory Board

Denise Calabrese, owner,
Calabrese Management Inc.

Jodi Christman, vice president of
interactive and design, JPL Creative

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

Jason S. Kirsch, vice president/
director of public relations and
marketing, Metro Bank

Martha LeGrand, freelance
writer/editor

Robert LeGrand, program man-
ager/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

The Communication/Journalism Department has graduated many students over the years. Those same students have become professionals, spouses and parents. We would like to hear about what our graduates are doing now.

Please contact us via mail, e-mail or telephone at:

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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: _____

BA/BS _____ MS _____ [Circle the appropriate degree(s)]

Name of Employer _____

Current Job Title _____

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