

The

# Rowland Stone

Communication/Journalism Department  
Shippensburg University

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## Yearbook Staff Heads South to Attend Yearly Conference

**By: Augusta McAlhany**

In the beautiful historic district of New Orleans, sights, sounds and tastes of the Big Easy fill the air. Abounding with authentic Creole and Cajun comfort foods, joyous jazz melodies that soothe the soul and honest Southern hospitality, New Orleans welcomes you graciously. The date was May 28, 2009, and the Shippensburg University yearbook staff had just arrived to attend the Eighth Annual National College Yearbook Workshop. Held at the Hampton Inn and Suites on Convention Center Boulevard the workshop provides an essential environment to generate new and exciting possibilities in yearbook design.



Cumberland yearbook staff members Erin Collins, Nicole Bicksler, Chelsea Crocker, and Lindsay Sica.

For Nicole Bicksler, editor in chief of the Cumberland Yearbook, 2009 was her third year attending the workshop. The trip is exclusive to yearbook staff members and is a way for them to bond while generating new ideas and designs. The workshops are sponsored by Taylor Publishing Co. and provide an outlet where innovative ideas are not only encouraged, but also created and realized. Taylor Publishing Co. has succeeded in creating an atmosphere pulsating with revolutionary thinking where attendees find an entirely new and refreshing approach to the design of the yearbook.

More than 30 colleges from across the country attend the workshops anchored by top-notch staff. "The workshops allow me to apply my talents as an extension of my education," Bicksler said. "Classes here at Shippensburg lead to participation in student media, which allows us to be prepared to work well in a professional setting." Bicksler is a double major in Communication/Journalism as well as English. When asked how the workshop series relates to her studies at Shippensburg University, she replied, "First and foremost, having this experience allows me to take the skills I learn in class and actually apply my talents as an extension of my education."

Workshops provide an outlet for crafting techniques and designs. The advises and staff attending can sign up for various beneficial and informative workshops such as Basic and Advanced

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## Public Relations Campaigns Students work with the Boy Scouts of America

**By: Mallory Mobius**

An organization's need for public relations help turned into a learning experience for Shippensburg University student Madelon Miuccio. In the fall of 2008, Miuccio's selected topics class, led by professor John Ellerbach, was asked to help the Boy Scouts of America create a campaign. The aim of the campaign was to improve the Boy Scouts' identity and gain more publicity in the Frontier District.

Eight students, including Miuccio, volunteered to do the campaign. Kimberly Davies, Kaitlin Daley, Katy-Leigh Reid, Lindsay Varzaly, Beth Weyer, Brandy Webster

and Jodi Slothower joined Miuccio on the project. The students who worked on the campaign had to create an executive summary, an in-depth analysis, tactics and outcomes, a contingency plan, a time line, surveys, focus groups and more.

Miuccio's role in the campaign was to formulate an event preparation and planning guide. She also served as a client liaison, which included meeting with Bill Tolleson, the district executive of the Keystone Area Council Boy Scouts of America located in Mechanicsburg, at least once a week to report progress and attain needed materials for the campaign. Scheduling meetings for the students working on the campaign, forming survey times and locations, and creating focus groups were



The campaign was presented to SU President Bill Rudd and Tolleson and "was really positive" in terms of success.

-Madelon Miuccio

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## Borrell's Board

### A Message from the Department Chair



Rowland Hall is busy these days. A quick walk through the second floor of our building on a spring afternoon gives you a sense of the energy our students bring to their work. You can see one student editing video packages on a Final Cut Pro workstation, another finishing off a class paper right on deadline while a third student is checking her smart phone for the latest news.

Yes, these are exciting times in the communications business and the ways in which we have to transmit information to our audiences continue to multiply. Of course, technological changes are influencing how we work with students. Faculty members in the department are incorporating social

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

media technologies into our daily routines. For example, my colleague Stephanie Anderson Witmer uses a special Twitter account to make available to our students internship and job announcements.

Yet, just like managing the stress of finals, some things about journalism education are universal experiences, no matter what year is on your diploma. Employers tell us to emphasize strong writing skills in our class work and guest speakers on campus always seem to stress to our students the importance of telling compelling stories that grab attention. I am convinced that these and other basic principles will hold true no matter what platform we use for the story, whether it be a writing pad or an iPad.

I look forward to hearing from our alumni any stories you can share about concepts you learned at Shippensburg that have resonated with you since you left campus. Also, reader comments are welcome about what skills you believe all communication and journalism program alumni need to have, no matter what the times may bring.

**Dr. Joseph Borrell**  
Chairperson  
Communication/Journalism

## About This Issue

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## PRSSA Holds Workshops to Help Students in the Department

By: Courtney Benner

There is no doubt that the PRSSA has been keeping busy on and off campus this year. The members started off the 2009 semester by converging with IMPEL, which was another on-campus PR organization. PRSSA President Lindsay Sica believes the decision to converge the groups has benefited both IMPEL and the PRSSA.

"It's been going really well. We have two committees set up now. IMPEL is an arm of the PRSSA, and they work more with outside clients while the PRSSA has been working more with students and events on campus," Sica states.

Currently, the PRSSA is organizing an etiquette workshop scheduled for April 12 in Reisner Dining Hall. Speaker Dr. Marty Wise, a professor from Harrisburg Area Community College, talked about dining etiquette, and guests were invited to an

awards banquet afterward.

Following the banquet, the PRSSA will recognize the department's award winners which are normally announced at C/J Day.

The PRSSA also hosted two other workshops this year. In November, the internship panel gave students the opportunity to learn more about internships.

Shippensburg alum Jamie Yates spoke to the students and also explained why having internship experience may be important during and after college.

The portfolio workshop allowed

students to view portfolio examples from each Comm/Journ emphasis. A representative from each student media group spoke about their organization and how to gain portfolio pieces by joining an on-campus organization. The

workshop also provided information to newer Comm/Journ students.

Sica states, "This workshop was especially important because a lot of younger students are unaware that a portfolio is due senior year. We were able to explain why it's important to begin creating pieces now and start preparing your portfolio

early."

"This workshop was especially important because a lot of younger students are unaware that a portfolio is due senior year." - Lindsay Sica

# Faculty Update

**Dr. Joseph Borrell** has been working with the South Mountain Partnership located in Boiling Springs, Pa. The partnership works to preserve the historical, agricultural and natural resources of the communities within the South Mountain Region. With the help of various government, non-government, and academic partners, the South Mountain partnership aims to maintain and promote the rich culture of the South Mountain region. The grant Borrell received for the partnership and the mailing that went out to 2,000 households on behalf of the partnership was processed by Cullen Shaulis.

**Dr. Ted Carlin** is serving as the executive producer and video editor for a promotional video for the Franklin Country Therapeutic Riding Center in Chambersburg, Pa. The video is being produced by Carlin's COM 451 Electronic Field Production class and will be edited this May for publication during summer 2010.

Carlin also is serving as the executive producer and video editor for a promotional video for the Carlisle (Pa.) YWCA. The video also is being produced by Carlin's COM 451 class and will be edited this May for publication during summer 2010.

In addition, Carlin wrote a new book chapter in March 2010, "Digital Audio," for A.E. Grant & J.H. Meadows (editors), *Communication Technology Update*, 12th Edition, Focal Press. The book will be available in July 2010.

Finally, Carlin wrote and was awarded a \$45,000 Pennsylvania State System of Higher Education Technology Fee Grant (titled "Final Cut Server") to design and implement a networked video and multimedia server to connect Rowland Hall labs, student media production offices in the Ceddia Union Building and the Grove television studio. Michael Anderson of Shippensburg University Computer Services is implementing the server this semester and summer. The server will be operational for students when classes start in the fall.

**Dr. Michael Drager** launched a statewide online journalism training program to help small- to medium-size daily and weekly newspapers provide updated skills for their full- and part-time staff reporters and correspondents. The Shippensburg University/Pennsylvania Newspaper Association Foundation Journalism Training Initiative began service in January.

The training initiative was created with the assistance and support of Dr. Christina Sax, dean of Extended Studies at Shippensburg University; Shelley Gross-Gray, instructional technology specialist at Shippensburg University, and Janet Bevan, manager of Outreach and Partnerships for the Pennsylvania Newspaper Association Foundation. It took three years of planning on the part of Drager and Bevan to arrive at the program's content and presentation format. Sax and Gross-Gray provided the online access and support for the training program, which uses Blackboard for its training modules.

The program features 10 separate training modules that participants can access at any time during their training period. The 10 modules cover everything from basic journalistic writing, journalistic editing, headline writing, to covering local government and creating story packages for online journalism.

**Professor Margaret Evans** began the 2009-2010 academic year embarking on a sabbatical leave that took her to the Florida Everglades where she explored the vast tropical protected lands photographing flora and fauna along the way. She will have an exhibition of the work from this study in the Lehman Library gallery at the beginning of the next fall semester.

For the spring, Professor Evans began teaching the newly revised Basic Digital Photographic Communications course that replaces the former Introduction to Photography. The darkroom facilities were closed last May. The new approach will bring students taking the course up to speed with digital equipment they will need to compete in the communication/journalism employment market.

**Dr. Kim Garris** has been working on a research project about citizens' influence by political blogs. Dr. Garris also defended her dissertation in March 2009 on people who have worked in television news and left the industry, and she is preparing it for publication.

**Dr. Carrie Sipes** successfully defended her dissertation in October. Sipes presented her dissertation results to the graduate colloquium at Penn State in April 2010.

**Professor Stephanie Anderson Witmer** has had feature articles published in *Susquehanna Style Magazine*. She also has an article forthcoming this fall in *Pennsylvania Pursuits*, a magazine published by the Pennsylvania Tourism Board.

Witmer also edited several articles for *ExplorePAHistory.com*. Witmer is also a new member of the Learning Center's advisory board.

**PR Campaigns Continued from Page 1**

other things Miuccio managed while working with the campaign. The bulk of Miuccio's work, however, involved event planning.

The entire campaign took Miuccio and her seven classmates nearly the entire semester to finish. Miuccio said that it "usually takes a year" to complete a campaign. The work produced by Miuccio and the other students working on the campaign amounted to approximately 200 pages worth of data, information and plans.

Miuccio said the campaign was presented to SU President Bill Rudd and Tolleson and "was really positive" in terms of success.

Working on the campaign yielded an internship for Miuccio with the Boy Scouts of America during the spring of 2009. Through the internship, she had an opportunity to implement the plans she and her classmates created, Miuccio said. Although Miuccio and Webster were the first students to be interns with the Boy Scouts of America, the internships are now available to other students.

Miuccio said that although being involved in the campaign included a lot of work, she enjoyed it. "We were independent," Miuccio said. Miuccio and the other students learned how to create and execute a campaign plan on their own, said Miuccio. The best learning experience for Miuccio was forming and finalizing the campaign, something she wants to do after college.

Miuccio said that the most important class she has taken at SU was the selected topics class. Miuccio said she gained practical experience of which many students miss. The campaign she was included in led to her getting an internship, and will lead to her gaining employment.

**Yearbook continued from page 1**

Design, Covering Sports, Training Your Staff/Leadership and Photography. Each of the workshops is tailored specifically to the needs of college yearbook advisers and staffs. In addition, the workshops provide an opportunity for advisers and staffs to build professional relationships and network with essential personnel. As editor in chief, Bicksler understands the importance of gaining knowledge in many areas and appreciated the Leadership Workshop herself.

**Awards Given in Comm/Journ Department**

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

- |                    |                  |                     |
|--------------------|------------------|---------------------|
| Nicole Bicksler    | Jeffrey Martin   | Paul Saliga         |
| Kaitlyn Byrnes     | Ashley Miller    | Amber South         |
| Kira Cramer        | Madelon Miuccio  | Matthew Stickel     |
| Catherine Finio    | David Oliver     | Wendy Tanner        |
| Matthew Groseclose | Valerie Pettine  | Luke Winters        |
| Lauren Haskins     | Justin Pritchard | Robert Wood         |
| Ryan Houck         | Katy-Leigh Reid  | Dana Worby-Robinson |
| Abbey Kinard       | Amy Rocek        | Alyssa Young        |
| Eudora Linde       |                  |                     |

**Department Scholarship Winners**

- Kristen Weidenmuller – Al Mason Scholarship
- Julia Stein - Al Mason Scholarship
- Christine Guenther - Mark Lipper Scholarship
- Adrienne Williams - Wolfram Award in Journalism

Congratulations to  
**Steve Snyder**  
Alumni of the Year

**Students create PSAs for Summit Health**

By Katy-Leigh Reid

Summit Health, located in Chambersburg, PA, contacted electronic media professor Dr. Kim Garris during the fall 2009 semester about a need for two public service announcements on the spread of germs during flu season. Jenna Thieroff and Justin Pritchard, both students in Garris' Basic Media Production Class, were chosen to create the PSA's for Summit Health.

Thieroff was in charge of the PSA that was targeted toward high school and college-aged students while Pritchard was in charge of the one for younger audiences. Both students wrote the script for their PSA, directed and shot the footage for it, and edited the video. They also had the freedom to choose the people in their crew to help them complete the PSA.

Before filming the script, the students met with representatives from Summit Health pitched their ideas to them, and got the ideas approved before they began filming. Thieroff said, "It was a lot of fun and a great experience getting to work with a professional company. I had to respect their wishes on what they wanted in the PSA, and I had to get their approval on everything."

Garris turned the PSAs in to Summit Health, and officials posted them on their YouTube site the next day. The PSAs can be viewed at [www.youtube.com/user/SummitHealth](http://www.youtube.com/user/SummitHealth). The PSA created by Pritchard is titled "Hand Washing with Professor Stickelson." Thieroff's is called "Stop the Spread of Germs."

"Knowing your leadership style is a good thing. From this workshop I learned both positive and negative aspects about my leadership qualities that help me to more effectively incorporate myself and my staff."

2010 will mark the 9th Annual National College Yearbook Workshop, which will take place June 3-5. Bicksler is certain the trip is essential to the Cumberland Yearbook staff.

"This experience allows us to not only connect with professionals

from other schools but also to meet representatives from Taylor Publishing Co., which is a big deal."

Editors, section editors, writers, photographers, photo editors, designers, advertising and business staff, and advisers can all benefit from attending the National College Yearbook Workshop, according to Bicksler.