



# MCAD



MISERICORDIA  
UNIVERSITY

## MASS COMMUNICATIONS AND DESIGN

FALL 2018

### Chair's Note

By Melissa Sgroi, Ed.D.

Thought experiment: How many ways are there to write *we did it again?* I tried to avoid repeating the words I've previously used in this space, but the fact is, we did do it again: We won. Big.

2016 graduate Nick Ciochi won an Emmy Award in Sports Broadcasting for his work with MLB (Major League Baseball) Network. He focused on video production during his time in our program, and he put in many hours of work on student media outlets, particularly our television network MCN 87. He landed a job at MLB network months after graduation, and now he's an Emmy Award-winning media professional.

Our student media staffers brought home awards, too. Student teams took home two 2018 Communicator Awards: an Award of Distinction in the Film/Video - Student category for "Cougar Spotlight: Jeff Kelly" and an Award of Distinction in the 'Film/Video Sports category for "The Zone - Grand Slam Wrestling." Both segments are from Season 10, Episode 1 of "Hey You, MU!" on MCN 87. Finally, Samantha Allen, Multi-media Editor of *The Highlander* student newspaper, won an Honorable mention in the sports photo category of the Pennsylvania News Media Association's 2018 Keystone Awards.

Our students and graduates are also achieving in every other way—with student media work, internships, class projects and success in the professional working world.

Join us.

Email me at [msgroi@misericordia.edu](mailto:msgroi@misericordia.edu).

### Alumnus Wins Emmy Award

By Samantha Midkiff '18

Mass Communications and Design (MCAD) graduate Nicolas Ciochi (2016) won an Emmy Award for Sports Broadcasting in the Outstanding Studio Show – Daily category, which he produced for his work at Major League Baseball (MLB) network.

Ciochi was offered the job at MLB and started working only months after graduation. Ciochi he put in long hours and a lot of hard work before he was honored with his Emmy. His work paid off when he found out that he, along with his coworkers at MLB, received the prestigious honor. "It's something off my bucket list," Ciochi said.

He took on many projects during his time at MLB. During the offseason, Ciochi worked with the National Hockey League.

Ciochi said he got to work with and meet Hall of Famers and other players he had watched on television. He worked with graduates who hailed from big-name schools who told him they had never heard of Misericordia University.



That was when he realized that he could compete with anyone. "You can do anything," he said.

Ciochi found his passion for sports broadcasting as an MCAD major. One of

Ciochi's earliest memories is calling play-by-play for basketball games during his



*Nick Ciochi '16 holds his Emmy Award for Sports Broadcasting.*

sophomore year. Ciochi was also involved with the university's television network MCN87, and the show "Hey You MU," helping behind the scenes on production until he became the host in the 2014/2015 academic year.

Ciochi said his time at Misericordia shaped his life. Ciochi has two words of advice for students: "Work hard!"

"Life is hard. It may not work out, but keep trying," Ciochi said. He added that the work gets stressful, but it's always easier when you have people around to support you, as he had in his professors and classmates in MCAD.

## Graduate Spotlight



Ellen Hoffman '14  
Account Strategist  
Pepperjam, Philadelphia, PA

I manage the affiliate programs for clients in categories such as apparel and accessories in my role. Affiliate marketing is a type of performance-based marketing, and although it's not a college major, or even a college class, my time as an MCAD major helped to set me up for success in my post-grad career.

Working as Editor-in-Chief of *The Highlander* during both my junior and senior years taught me the importance of balance. I had to balance my position as Editor while also completing a full course load and an internship (x 4!). Now, instead of balancing a video class + plus editing stories for *The Highlander* + plus a weekly radio show + plus my internship with the Misericordia Marketing Department, I'm balancing the schedules of a handful of clients. My position is considered an extension of our clients' marketing teams, so I'm often pulled in many different directions – just like I was in college.

Something the Department ingrained in me is the importance of a deadline. Deadlines do not disappear after college. They matter, no matter the job. When the Editor of *The Highlander* writes deadlines on the giant white board, please follow them, if for nothing more than that editor's sanity. Trust me.

Overall, I kept my sanity intact thanks to the professors. They push their students to succeed in the classroom and participate in student media so they're prepared for what's to come in the real world.

Small, but mighty, the Department had a very family-like vibe. I enjoyed having a tight group of "commies," including the professors and the students.

## Two Internships Expand Student's Skills, Outlook and Direction

By Zoe LaPorte '19

### Pennsylvania NewsMedia Association

In March 2018, my advisor sent me an email telling me to apply for the "Online Reporter Project Internship" – a two-day internship in which I would write, report, record and cover the Pennsylvania Press Conference. I put together some favorite articles and photos from *The Highlander* and shipped it off to Harrisburg. In June, I was on my way to Gettysburg for the conference, and I was nervous.

Meeting the three other interns was incredible – my "partner" for the weekend was Ashley, an Ithaca College sophomore who focused on writing the crime beat for the student newspaper. I also met Anh and Megan, two Temple University students with a lot of journalistic experience. Anh had recently returned from a press conference in Hong Kong after interning with the *Philadelphia Inquirer*. Megan also worked with the *Inquirer* but focused on the opioid epidemic. I was a little overwhelmed, but I was proud to be chosen.

We were immediately sent on assignment covering the Keystone Press Awards Ceremony. Ashley and I interviewed Butch Comegys, a *Scranton Times-Tribune* photographer who won the Paul Vathis Memorial Photography Portfolio Award for the second time. We worked together to write a piece about his work. We also covered a panel by Steven Ibanez about using tools and applications to advance a newsroom's reach on social media. We created a listicle, which explained each tool and its usefulness for social media engagement.

The most interesting part of the experience was talking with reporters who have covered intense and often horrific events like mass shootings, accidents, rallies and protests. Ashley and I chatted with *Las Vegas Review-Journal* reporter Rachel Crosby about her coverage of the October 2017 mass shooting.

Crosby's experience caused her to change focus from covering courts to covering

breaking news. Talking to Crosby made this short internship pay off for my future: This is what I want to do.

### African Sisters Education Collaborative (ASEC)

My internship at the African Sisters Education Collaborative (ASEC) was the perfect next step. After the spring 2018 semester, I decided that I not only want a career in communications; I want to be involved in social issues.

ASEC is a non-profit organization, based at Marywood University in Dunmore, Pa., which provides education for religious sisters in 10 African countries on subjects such as finance, administration and technology so that they may become better leaders and workers. ASEC's programs, Sisters Leadership Development Initiative (SLDI), Higher Education for Sisters in Africa (HESA), and Scholarship and Service Learning, provide the services.

The sisters go on to do some amazing things for their communities. They write stories about their experiences, accomplishments and general thoughts and submit them to ASEC, which publishes them on its website, in printed materials and an e-newsletter. The stories are essential to gaining interest from donors.

My position as the Web Content Editor intern was to edit the story submissions, as English is usually not their first language. However, they are wonderful storytellers who love to share. They want to improve their skills, so my supervisor and I held a Zoom presentation on effective storytelling for about 50 sisters, who said they found it effective.

While I wrote articles and video scripts, I also learned how non-profits gain funding and achieve their goals. ASEC is blessed with the fact that their programs make positive change in African communities, but the organization struggles for recognition. It must expand its reach beyond its regular donors and audiences.

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## Profs' Pop Culture Podcast Entertains, Educates

By Dr. Allan Austin and Dr. Patrick Hamilton, Contributors



"Even More Mashed Up," a podcast produced by MCAD, is in its third season. Featuring Dr. Allan Austin of the History & Government department and Dr. Patrick Hamilton of the English department, the show draws from a range of popular culture — television, film, comics, and what have you—to inform what is always a lively discussion by the two scholars.

The podcast, widely expected by some experts to achieve worldwide media domination at really any time now, actually had its modest beginnings over the air, debuting as "The Mash-Up" on Cougar Radio in 2014. The 30-minute show quickly grew into an hour-long extravaganza, and that show morphed into a wide-ranging podcast that covers popular culture in ways that provoke both childish laughter (the hosts') as well as deeper thought about the pop culture that surrounds and shapes us all.

From its start, the podcast has included MCAD students in a variety of roles. The idea came from a then-student who interviewed the profs about their research on comics for a segment on the MCN 87 Television show "Cougar Cast." For what was a 3-minute segment, the interview lasted over half an hour! Realizing that the pair had no problem pontificating about pop culture, the student suggested they do a radio show, and things were never the same! Students have since served in

production on, and as contributors to, both the radio show and podcast.

As Austin and Hamilton are scholars of race and ethnicity in the American experience, it is not surprising that the podcast has included shows about the "Luke Cage" Netflix series or the CW's "Black Lightning." The conversation has also addressed a wider range of topics, whether it be considering the positive and negative qualities of nerd culture, seemingly endlessly debating superhero films (or at least the Marvel ones, as DC, save for "Wonder Woman," has not done much worth debating), or arguing about the merits of recent developments in popular culture, be it films like "Ready Player One" (boo!), or the "Tomb Raider" reboot (Alicia Vikander rocks!), or TV shows like "Riverdale" and "Gotham" (the former better than the latter, but that's a pretty low bar). Such conversations often include astute critique of critics, who should not escape review themselves.

At times, conversation branches into even more esoteric topics such as the nominees for the Toy Hall of Fame or the best and worst breakfast cereals and Halloween candy. The point being, really, that the show offers something for everyone, no matter what one's particular interests in popular culture may be. The podcast can be found and downloaded (free!) at [mashedup.podbean.com](http://mashedup.podbean.com) as well as iTunes.

## Two internships Expand Student's Skills, Outlook and Direction

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My time at ASEC was rewarding in terms of work experience but also in a moral sense. I was part of a fantastic organization that is changing lives. It's

so hard to put my experience into words – but to quote an ASEC Service Learning participant: "This has set a fire in me."

## MCAD Welcomes DelRegno to Faculty



Anthony DelRegno  
Assistant Professor

Anthony DelRegno began his work teaching production, filmmaking and writing courses in 2018. He brings an extensive background in writing, producing, directing, and editing for television. He has 15 years of experience producing short and long format television programming, corporate videos and documentary films.

DelRegno also oversees student content development for programming on MCN 87 television network and Cougar Radio. He has Bachelor's degree in Accounting and Master of Business Administration from Wilkes University, and a Master of Arts in Communication Arts, from Marywood University.

## Students Win Two Communicator Awards for MCN 87 Television

Student crews won for two segments of Season 10, Episode 1 of the show "Hey You, MU!" in spring 2018.

Student crews won the 2018 Communicator Award of Distinction for the Film/Video-Student category for the segment "Cougar Spotlight - Jeff Kelly,"

They also won a 2018 Award of Distinction in the 'Film/Video - Sports' category for the segment "The Zone - Grand Slam Wrestling."



## Another Award, New Features for *The Highlander*

By Zoe LaPorte, Multimedia Editor

After a successful Fall 2018 semester of hard-hitting journalism, the Spring 2018 semester proved to be exciting as well. Our own Multimedia Editor Samantha Allen took home a Keystone Award for her sports photography.

The team has already made strides in the new year by capitalizing on students' artistic ability: *The Highlander* is publishing a bi-weekly comic strip by our Web Editor, Annette Ritzko, and a "Writer's Room" column in which we welcome students' original poetry and prose. Mike Diakunczak continues his interviews with sports standouts for his popular column the "Captain's Corner."

Our staff's goal is to deliver interesting and important stories about, and for, the Misericordia community — whether that involves coverage of the many cultural events, campus wildlife, or campus policy changes — *The Highlander* aims to create page-turning, accurate stories for everyone to enjoy. Under supervision of Dr. Melissa Sgroi, Mass Communications and Design Chair, the staff includes senior English major Daniella Amendola, Editor-in-Chief; senior speech-language pathology major Annette Ritzko, Web Editor; and senior English and communications major Zoe LaPorte, Multimedia Editor. All students are welcome to join the staff or submit photos and story ideas.



Samantha Allen (2018) won an Honorable Mention in the Sports Photo category of the Pennsylvania NewsMedia Keystone Awards 2018 for this shot of the women's basketball game against Lebanon Valley College.

## Service by Design—Serving the community, one design at a time

By Rachel Urbanowicz, Assistant Professor and Advisor



*Service by Design* members pose for a photo. Front row: Sierra Crane (2021), Emilee Krasson (2018); middle row: Kayla Gensel (2018), Amber Kelley (2018), Kendra Addy (2018); back row: Melissa Bostjancic (2018), Adam Myers (2021), Rachel Urbanowicz, advisor.

Service by Design (SBD) provides no-cost, student-created graphic design work for local non-profit clients, as well as departments, clubs, and committees within Misericordia. During the 2017-2018 academic year, SBD created pieces for the Luzerne County Childhood Advocacy Center; the Luzerne County Historical Society (LCHS); the Wyoming Valley Challenger Little League team; the Misericordia Multicultural Club; and the Misericordia English Department. SBD also held two \$5 Headshot Day events, in which Misericordia students, faculty, and staff got professional-quality portrait photos (ideal for LinkedIn profiles) for five dollars, a significant savings compared to a typical portrait studio.

## Sports Broadcasting Grows

By Justin Connolly '19, MCN 87 Producer

Students at MCN 87, our television network, are growing the university's sports broadcasting effort, which they kicked off in 2018.

Each high quality campus production includes an up-to-the-minute scoreboard and is live streamed on the MCN 87 YouTube page, so games are easily accessible to parents and graduates everywhere. When possible, students are creating multi-cam productions with our TriCaster studio control system. The TriCaster system enables the crew to use three cameras and provide the audience with a professional quality viewing experience.

"There are many tremendous non-profit organizations out there, but often, people do not hear about them, simply because it is difficult, and expensive, to get the word out about their cause," said Adam Myers, president of SBD. "By offering complimentary services, we help take some stress off these organizations by helping them promote themselves, using graphic design skills and industry-standard creative programs including Adobe Illustrator, Photoshop, and InDesign."

"Working with the Luzerne County Child Advocacy Center was great because I learned that there are people ready to help children in their time of need," said SBD vice president, Sierra Crane. "In Service by Design, I can learn about many wonderful organizations in this area while also learning how to better my career and work with clients in the real world."

This year, SBD is continuing to work with the Misericordia English Department and LCHS, as well as with new clients including PennDOT, Northeast Highway Safety, and United Cerebral Palsy of NEPA.

In addition to the learning and camaraderie, another great advantage of SBD is, according to Myers, "each marketing piece that the students create can be used in their portfolio when searching for a job after they graduate."

Students gain experience in every facet of production: they operate professional equipment, direct, produce, and they provide live on-air coverage. Student videographers learn every second—or split second, that is—to follow the ball in play and keep the extraordinarily fast pace of sports.

The sports broadcasting effort aligns with the Sports Communication specialization, offered by the Department of Mass Communications and Design and serves as one more outlet that offers students experience and material for the portfolios they need for future media employment.