



MCAD

MASS COMMUNICATIONS AND DESIGN

FALL 2016

Chair's Note

Expanded Opportunity and a New Name to Match: Mass Communications and Design

By Melissa Sgroi, Ed.D.

The Department officially moved from the College of Arts and Sciences to the newly reorganized College of Business, and that situates our program and others within the College of Business for growth. The media curriculum inherently aligns with business, and we are creating interdisciplinary programs and classes that will provide students with a holistic view of the media industry and the diverse applications of their knowledge and skills. The media is not only newspapers and television, and young professionals with convergent media skills are needed in just about every business and non-profit organization.

To better reflect our goals, we have changed our name from the generic "Communications" to "Mass Communications and Design," or MCAD for short.

Our excitement about these changes does not overshadow our students' extraordinary success. Most of our students take not one internship—but multiples! Students interned at many organizations last year, including ESPN Radio, Coal Creative digital marketing in Wilkes-Barre, WBRE TV, Pepperjam Performance Marketing, The Hazleton Standard Speaker, the Scranton-Wilkes-Barre RailRiders, the American Red Cross, and many more sites. They have also served the community in unprecedented ways through Service Learning and student media work.

Drop us a line at msgroi@misericordia.edu to find out more and arrange a visit. You, too, can be like our students—and make it.

Student Media Serves

The media talents and expertise of students in *Cougar Radio*, *MCN 87 television*, *Service by Design*, and many *Service Learning* courses made an unsurpassed impact on the community.

By MCAD faculty

The Communications Department's students and faculty are examples of service: They completed seven Service Learning courses, and they worked in student media—the Department's Service by Design student group, *Cougar Radio*, and television station *MCN 87*—to benefit multiple community organizations. Students benefitted professionally, too: Their work produced artifacts for their portfolios, which are crucial for landing coveted jobs after graduation.

The Wyoming Free Library

Communications Department (and Women with Children Program) graduate Colleen Garrison (2015) asked Service by Design to create a new logo and brochure for the library's 90th anniversary in 2017.



Cougar Radio Student producer photo: Senior Erin Dougherty hosts a show on Cougar Radio.

Service by Design members Megan Kishbaugh (2016) and junior Elizabeth Radnor developed the new logo, featuring a figure jumping with a "parachute" made out of a book, and a tagline that reads "Adventures Beyond Books." Students in Advanced Public Relations class then applied the logo to a brochure that they developed. Students' work is on the Wyoming Free Library website, for which they created a new website banner graphic.

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Junior Felicia Glover, senior Erin Dougherty, faculty advisor Rachel Urbanowicz, Courtney Garloff (2016), senior Christa Porasky and Nick Ciochi (2016) celebrate their work at the Wyoming Free Library.

Graduate (Spotlight (

**Courtney Garloff (2016),
Marketing Assistant**

**Solar Innovations
Architectural Glazing
Systems, Pine Grove, Pa.**

My job is to assist in daily internal and external marketing. Every day is different; my main responsibilities include blog writing, press release writing, social media management, and various design projects.

My other responsibilities include preparing presentations, photographing products to send to customers, and assisting with tours. Each day moves quickly from one activity to another. I was fortunate to be hired at Solar Innovations part time during the spring semester of my senior year, which not only helped me ease into the workforce, but also allowed me to finish my college career without the stress of finding a job. There is no doubt that this would not have been possible without my Misericordia education.

The COM department prepared me for the ever-changing demands of my career. To succeed in communications industries, you have to be able specialize in one facet while also being knowledgeable and capable in the rest. I specialize in public relations, but I would not be able to succeed in my career without knowing how to design page layouts, write a good blog, and how to elevate social media accounts.

My time working in *Cougar Radio*, MCN 87 television, Service by Design, and my personal favorite *The Highlander* gave me experience. Although I was lucky to ease into full time work, the transition didn't faze me. Experience, including multiple internships that the department helped me to get, prepared me well.

Student Media Serves continued from previous page

"We are very grateful for the work and creativity the students have put into helping us with our branding," Garrison said. "The logo and slogan look absolutely fabulous!"

Wilkes-Barre Innovation Center

The name "Inspiration Alley," created by senior Erin Dougherty, was chosen by the Greater Wilkes-Barre Chamber of Business & Industry for a conference room in a 5,000 square-foot technology workshop and multimedia center at the Innovation Center building in Wilkes-Barre. Erin's entry was one of the five finalists for the "Name the Tech Workshop" contest, to name the new complex within the Innovation Center building. The winners (of the overall name and the conference area names) were announced at the grand opening of the new tech center on April 20, complete with a ribbon-cutting ceremony

attended by local businesspeople and politicians. Erin had entered the contest at the request of COM Assistant Professor Rachel Urbanowicz.

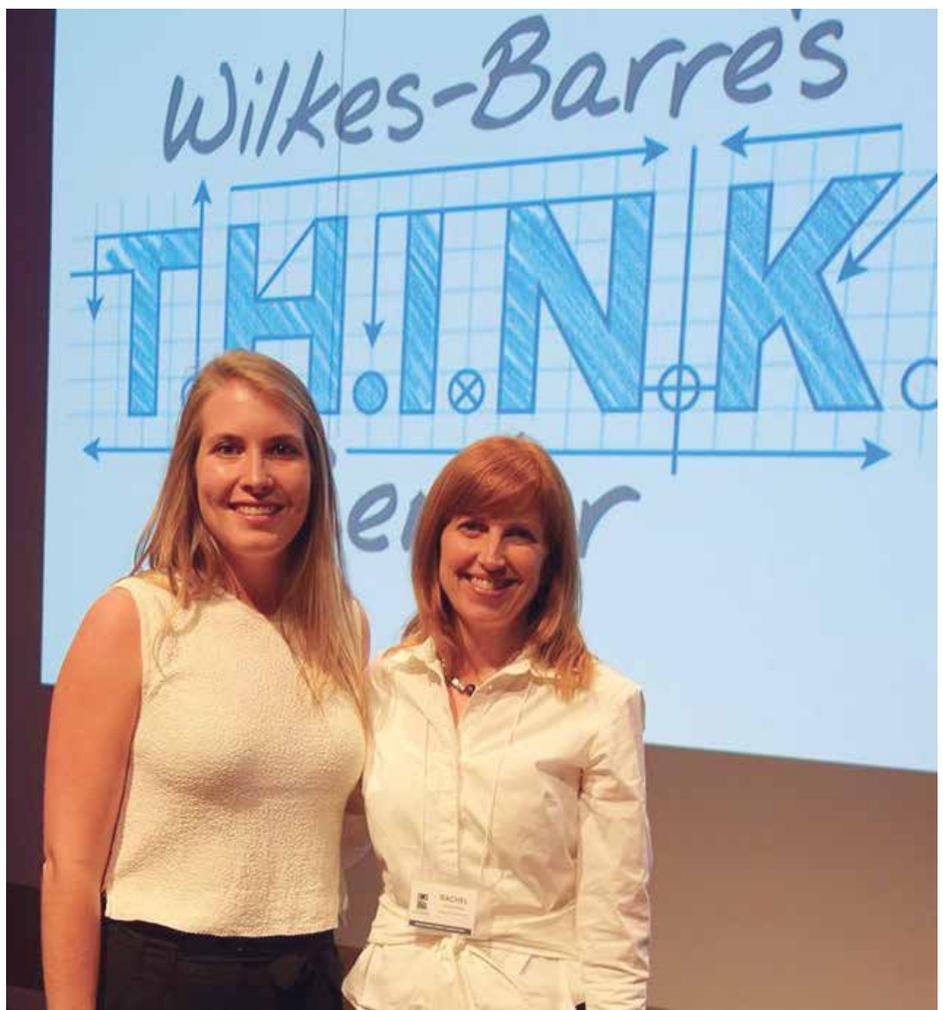
Misericordia Study Abroad-Away

Students in Advanced Public Relations class created a colorful, eye-catching brochure to help students understand the program's benefits and logistics. They also created a video featuring student testimonials and photos. Marguerite Roy, who directed the program until August 2016, was pleased with the results, as was university President Dr. Thomas Botzman, who sent personal thank-you letters to each of the five students.

Dallas Bicentennial Logo

Service BY Design member
Caitlin Meehan (2016)

designed the logo selected
by the Dallas Township Commissioners



Senior Erin Dougherty and Assistant Professor Rachel Urbanowicz pose at the grand opening celebration of the new tech workshop in the Wilkes-Barre Innovation Center.



Students designed an active and colorful brochure to attract others to study abroad opportunities.

for its 2017 celebration of the community's 200th anniversary. Meehan's winning logo represents Dallas as a place for families, education and industry to grow. "We appreciated how hard she worked on the project," said Liz Martin, Dallas Township Supervisor.

"It's On Us"

Service by Design students worked long hours to make the Misericordia "It's On Us" event, held April 17, a success. "It's On Us" is a nationwide campaign to end sexual assaults on campuses, with the goal of making everyone accountable. Students created a series of posters, and a promotional video, which featured faculty and staff.

As MCN 87 staffers continued to produce the shows "Hey You, MU" and "Sports Reporters," they partnered with Service by Design members to create the video portion of campaign. Since the video has aired, the campus group Promoting Healthy Relationships through Empowerment and Education (PHREE) has seen an increase in students who volunteer to be peer advocates and serve as PHREE peer educators.

Commission on Economic Opportunity (CEO) and Wyoming Valley Children's Association

Students in Video I continued to work with local non-profit organizations

by providing marketing videos that the organizations wouldn't otherwise be able to afford. The work also provides students with portfolio-ready material as a result of a single video course. The CEO video is designed to assist the organization's recruitment and fundraising efforts, while the Wyoming Valley Children's Association features its video on its website.

Community Arts and Culture

Cougar Radio staffers stepped up outreach to local musicians to supply original content, and they have increased the amount of daily content and shows. The "The Mash-Up," a pop-culture talk show hosted by History professor Dr. Allan Austin and English Professor Dr. Patrick Hamilton, continues to be a big draw—and the topic of a lot of hearty campus conversation.



A teacher speaks in a student-produced video for the Wyoming Free Library in Wyoming, Pa.

Graduate (Spotlight)

Megan Kishbaugh (2016),
Marketing Proposals
Specialist

Reed Smith LLP, Pittsburgh

As a freshman Communications major, I was set on graphic design—nothing else, and I was very shy, too quiet to speak up or get fully involved. But the COM program forced me to break out and try things that I would have never (ever!) tried before.

There are three media practicum courses in newspaper, radio, and video that each major has to participate in, and while I thought they had nothing to do with my future plans, they helped me to become interested in much more than I had anticipated. My Journalism II class is where found my love for research and writing. In no way did I think that I would want to look for a job that included these tasks, but when the time came, research and writing were at the top of my list.

As a Marketing Proposals Specialist, I am responsible for many tasks. In simple terms, a prospective client will send in a request for a proposal, and I take on the role of project manager for that request. A request for a proposal, or an RFP as we call it, is just the prospective client asking, "How will having a relationship with your firm benefit me?" We do our best to answer that question with the hope of making the prospective client an actual client.

I create the project timeline, assign roles and responsibilities to colleagues, gather information, and research. I also assist in writing, designing and editing, and serve as the contact person.

One of the main things I learned in COM is that the job market, especially entry-level in our field, is very competitive, and you must

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2012 Graduate is Working with the Stars

2012 Communications graduate Matt Grant is a film production worker who has helped make “Creed” with Sylvester Stallone, “Bridge of Spies” with Tom Hanks, “Sully” with Tom Hanks and Clint Eastwood; and “John Wick II” with Keanu Reeves. He also does reality TV—“Dancing with the Stars” and “Amazing Race.”

One of Matt’s jobs on the “Creed” set was to do “lock-ups,” which means he had to ensure that the scene ran smoothly without interruptions. But paparazzi were always trying to snap photos. So he said he struggled to deter the photographers until Stallone and Michael B. Jordan finished a scene. “Then, Stallone suddenly says, ‘Hey, why don’t the umbrella guys get a picture?’” Grant recalled.

Grant said it is terribly unprofessional in the business to be star-struck. But he met Stallone, chatted with him a bit, and took a photo with Rocky Balboa himself.

Grant said he gets all of this work through connections, which he earned. “As a piece of advice, promote yourself. Always be on the lookout because you may find your next job in the unlikeliest of places.”



Graduate Matt Grant punches it up with Sylvester Stallone in front of the “Rocky” statue in Philadelphia.

Graduate Spotlight

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have something on your resume that makes you stand out. For me, that was experience. I wrote for the newspaper, assisted with a segment of a student-run MCN 87 television show, hosted my own radio show, designed and coordinated an entire campaign for a cancer charity event, had a summer internship at a graphic design firm, and much more. My supervisor at Reed Smith was so impressed with the experience that I managed to accumulate in college that she almost bragged when she introduced me to the department on a video conference.

COM gave me everything I needed to be prepared for employment, even the help to discover which job was right for me.

The Highlander Took Home Two Keystone Awards (



This photo is part of graduate Jennifer Mathiesen’s photo story that won first place in the Keystone Awards.

Staff members of The Highlander were honored with two Pennsylvania News Media Association Keystone Awards.

Web Editor and columnist Jennifer Mathiesen (2016) won first place in the Photo Story category with “Jim Thorpe,” which she shot to accompany her “Running Wild” column about things to do in Northeastern Pennsylvania. Copy editor Colleen Garrison (2015) won Honorable Mention for her personality profile “Life of a Student Mom: Exhaustion and Joy.”

Garrison, who was also a member of the Women with Children Program, profiled a student mom’s day-to-day adventures at home, work, and school. Mathiesen ran wild on the newspaper’s pages each issue as she investigated Northeastern Pennsylvania’s attractions for her column. Her nuanced reviews helped readers plan their weekend free time (when they had it).