



## Google Glass: Looking Toward the Future

Sarah Goldy-Brown

The world of journalism and documentary film may just start changing before our very eyes. Literally. Google's latest product, Google Glass, makes wearable technology a reality.

Glass sits right on consumers' noses, similar to a pair of glasses. However, unlike most eyewear, these glasses have a tiny computer screen in the upper right corner. It enables users to utilize GPS functions, check texts and email, and take pictures and video. Users can control Glass through either touch or voice, commanding it to open up an app or start a Google Hangout session. The device serves as an accessory to a smartphone, not a replacement, and runs through Wi-Fi or a phone's 3G connection.

Right now, Glass remains in its beta phase and has many glitches regarding battery life and storage capacity, but the concept has the potential to revolutionize the communication world. For example, Glass will facilitate journalists' ability to capture a true firsthand perspective on any story, because the video will capture exactly what they see before their eyes. Vice producer Tim Pool told Journalism.co.uk, "I'm imagining the journalist on the ground and they're talking to a producer and everything seems calm, then something happens and, all of a sudden, gunshots in the distance and you say 'okay Glass, hang out with...' and you're broadcasting live in seconds." Glass can directly connect what you see to another person via Google hangout, Google's video chat program. This function makes

live streaming from eyes to TV a very attainable reality.

Glass also creates a completely new way to film documentaries. Documentary videographers know how uncomfortable a regular camera makes their subjects feel, but Google Glass offers a new, more comfortable alternative. "When we wanted to allow subjects to sink back into their regular routine and rhythm we left the room and said, 'wear this, we'll be standing on the sidelines or not even here, so do your thing,'" says Hannah Roodman, New York-based documentary maker, in an interview with Journalism.co.uk. Putting the power into the hands of the subject not only allows viewers to gain the subject's perspective, but it makes the film more genuine.

From providing people with someone else's point of view to airing live video footage, Google Glass provides many new ways for journalists and documentarians to perform their jobs. However, Glass could possibly encourage unethical practices. Junior journalism major Danielle Burkett foresees potential problems with the new hands-free technology. "I think it's a really cool idea, but I understand that people would be a little wary of it because you



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never know when someone will be filming. That could be a really big invasion of privacy for some people and lead to filming without consent.”

Others journalists, like Alex Hern, of The Guardian, agree. Hern states in an interview that Google Glass gives journalists the opportunity to ignore the social contract they have with the public. “We use big cameras and if we point those cameras at you in a public place you should probably be aware that you might be on TV,” says Hern (Mousetrap Media). Glass gives journalists an easier and somewhat inconspicuous opportunity to record someone’s every move without once asking for consent.

As means to tackle the potential ethical dilemmas and to encourage use of Google Glass in journalism, the University of Southern California will hold the first [Glass Journalism](#) class this summer. Students from varying academic backgrounds like business, multimedia journalism, and computer programming will take the class with the ultimate goal of developing new journalism apps for Glass. Creator of the class and web journalism professor Robert Hernandez has received some criticism for his support of Glass, but he sees its potential. “This class is not aimed at hypotheticals or an abstract concept of what it could be. We’re not talking about the future of journalism, we’re building it,” said Hernandez in an interview with International Business Times.

Messiah College hopes to host a Glass demonstration in the coming years so students can witness the potential of the new technology. 

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## Student Intern Pursues Sports Radio Dream Career

Sarah Goldy-Brown

Tune in to [SportsRadio 94WIP](#) on Monday or Wednesday from 9 a.m. to 1 p.m., and you may just hear Mike or Ike mention their intern, Joel.

Junior broadcasting major Joel Hoover decided to spend his entire year studying at Messiah College’s Philadelphia Campus. During his fall semester, he spent his time volunteering at a local soup kitchen and after-school program, taking classes at Temple, and adjusting to life in the city. As spring rolled around, he began an internship with one of Philly’s top sports talk radio stations.



Hoover rides the subway into Old City every Monday, Wednesday, and Friday for his 14-hour-per-week internship. On Monday and Wednesday, he works as the production assistant for the Mike and Ike Show, a midday show airing from 10 a.m. to 1 p.m. He arrives at the station at 9 a.m. for his morning talk with Mike, Ike, and the show’s producer, Eric, where they discuss information and content for Hoover to research. As the show airs, Hoover sits at the computer in the studio next door. “I love the thrill of getting to track down statistics and information in the middle of the show and feed it to Mike and Ike for their use. Even though I’m not actually giving my voice on air, it’s great to feel like I am contributing to the on-air content and helping to enhance it and make it better,” says Hoover.

He sees his duties on Monday and Wednesday as the perfect opportunity to practice fact-checking and good journalistic principles for reporting that he learned in his classes at Messiah. “Even on the radio, checking facts and getting information from reliable sources is as important as in print, especially since we are broadcasting it live and trying to give information quickly.”

On Fridays, Hoover works in a different area, the promotions department. There, he calls prizewinners to get their information, sorts prizes, cleans up the office area, and makes airchecks. To make an aircheck, Hoover uses techniques learned in his A/V Newsgathering class to edit radio clips of the on-air talent reading promotional content.


Although he enjoys most days, Hoover admits that the industry he interns in has its difficulties. “It’s

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challenging to work in a field that can have some very cynical people, as well as others that can be somewhat crude. Perspective can sometimes be lacking in the sports reporting industry, especially because there are big personalities and people who like to feed the crazy sports fans out there with banter and strong opinions that are sometimes a bit too strong,” says Hoover.

However, the sports radio industry has surprised Hoover in a positive way. He has received advice from show hosts Michael Barkann and Ike Reese, who have given him hope that some people in sports broadcasting still can have a positive perspective and focus on the big picture.

Hoover, an avid sports fan, also greatly enjoys the sports aspect of his internship. “Conversing with Mike and Ike about their experience in the industry and their opinions on the current news in sports has also been very enjoyable because they have a wealth of knowledge and good opinions on what is currently happening, especially since Ike was a former player for the Philadelphia Eagles.”

Along with increasing his sports knowledge, Hoover has gained some knowledge about his potential future career path. “I know that getting to actually BE on air is going to be a challenging, long journey, whether it’s TV or radio, and that’s been evident working here. However, I know I would enjoy being on air, and one of the hosts of the show I work for encouraged me to chase after what I really want to do,” says Hoover. Right now, he dreams of a career as a play-by-play sportscaster and hopes this internship in Philly will provide him with advantageous connections for the future. 

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## Professor’s Research Evaluates Gen. Ed. Communication Classes

Sarah Goldy-Brown

Dr. Kate Simcox, associate professor of communication, traveled to Portland, Ore., last month to present a poster at the Association of American Colleges and Universities’ conference, [General Education and Assessment: Disruptions, Innovations, and Opportunities](#). The conference featured innovative presentations about how colleges and universities can

fulfill the need for change among general education assessment practices. Dr. Simcox’ research sought to shed light upon the discrepancies between different general education oral communications classes.

Having taught the basic COMM 105 course throughout her entire career, Dr. Simcox has realized how crucial communications skills are to a student’s success. “Research suggests that when students increase their communication competence, they are less likely to drop out of college, their grades improve in all their classes (partially because they are more confident and less apprehensive about communicating...), they get along better with roommates, friends, and professors, and they are better able to secure employment post-graduation,” says Simcox. She feels committed to ensuring that all Messiah students make progress in their communication skills and began her study to ensure just that.

Dr. Simcox’s research began in the fall of 2013, when she proposed the project to college administration. In the spring semester of 2013, she completed the majority of the research and writing and began preparing her poster presentation. Her trip to Oregon enabled her to share her findings with other scholars who work in similar fields. “It was wonderful to dialogue with other administrators and faculty about my project. I also really valued connecting with numerous Comm faculty members doing assessment work in their own departments. I received a lot of positive feedback.”

During her study, she researched four areas regarding general education communication classes: purpose, process, assessment, and future plans for oral communication instruction. Her research sample consisted of 15 sections of Fundamentals of Oral Communications, taught by 11 faculty members to more than 400 students at Messiah College. Dr. Simcox also analyzed all syllabi, course calendars, assessment data, textbooks, and relevant institutional documents. During conversations with faculty and students, Dr. Simcox had professors rate their student’s performance in different areas and then asked students to reflect on the course objectives. After conducting further research, consulting professional trends, and analyzing her gathered data, she developed recommendations for improvement.

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## Alum Finds Success On His Own Terms

Sarah Goldy-Brown

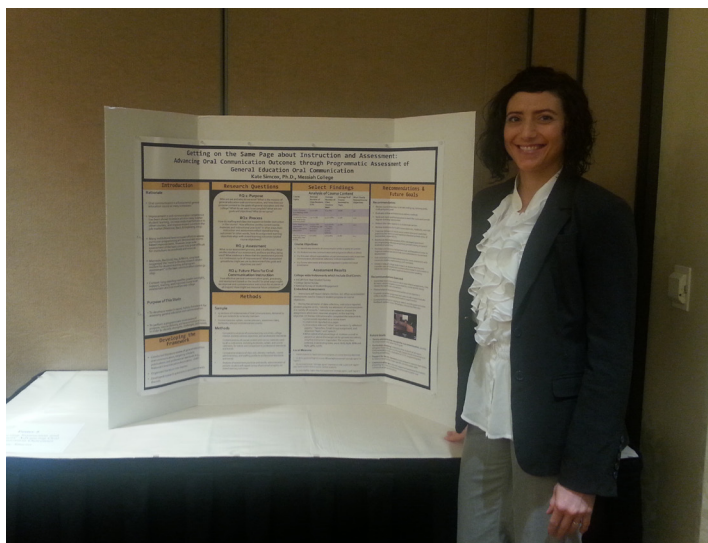
“I’m not sure what I want to do when I grow up—but I’m having fun deciding.” Andrew Brown’s (COMM/PR ’04) fun has ranged from interning with an MLB team to starting his own company to now working to produce Madden NFL video games.

After graduating from Messiah, Brown served as a “glorified intern” (his title) with the Philadelphia Phillies and then worked in sales and recruiting. Later, he decided to try out the world of entrepreneurship and started working on a couple of start-up companies with Kevin Langdon (’01).


Together, in 2005, they created [oobgolf](#), a stat-tracking site for amateur golfers, and then Naugle Group, which provided talent-resourcing services to web companies in the U.S. In 2009, they sold oobgolf to a Mississippi company and moved there to fulfill the terms of their deal. Although he no longer owns the company, Brown marks oobgolf as his proudest achievement. “Most startups fail in the first year. We made oobgolf successful enough that it not only sold but still survives today as a known website in the golf industry.”

In 2011, Brown and his family moved to Orlando, Fla., where he started his current job as a producer with EA Sports. As an associate producer on Madden, a professional football video game series, he strives to make the game as great as possible. Generally, this requires giving feedback in regards to quality, budget, creative, and legal matters. This past year, he started working on a new project to enhance the quality of the game experience. “I’m working on a mode in the game called Ultimate Team as well as a really cool camera project where we go to each of the NFL teams and take pictures of the players so their faces can be in the game,” he says.

Brown enjoys his job, but he admits that making video games has its difficulties. He works long hours and does not always see his family as much as he wants to, but the difficult days are worth it. “There are days when my job feels very much like work, but in the end, we’re trying to make an amazingly fun experience for millions of NFL fans. I know how hard



Dr. Simcox makes several suggestions to improve the quality and delivery of Messiah College’s Fundamentals of Oral Communication general education requirement. In general, she recommends that the department eliminates major differences across the varying sections of COMM 105. This would require, amongst other things, a reevaluation of textbook selection, shared exam questions, common assignments, and more communication between professors. In addition, she proposes that the department revise course objectives, evaluate its online sections, reduce class capacity to 25 students per section, seek the most qualified instructors, and provide regular training opportunities.


So far, Dr. Simcox has launched an instructor research site to facilitate the sharing of course information, created a common assignment and rubric to collect results on student performance, and conducted instructor training on speech recording and feedback options. Looking towards the future, Dr. Simcox hopes to secure administrative oversight for oral communication and to begin curriculum mapping to chart students’ progress in communication skills over their entire college career. She also wants to provide all Messiah College faculty members with resources to improve their ability as instructors and to assess major-specific communication skills. Ultimately, she aims to create a communication lab where students can receive support and assistance in developing and rehearsing their oral presentations. 

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Andrew Brown currently resides in Orlando, Florida with his wife Abby (COMM/PR '04) and three sons: Holden (4), Jude (2), and Davis (2). They have not yet visited Disney World or the beach.

one of my days can be. If I can make someone's day better when they come home and fire up their video game console, then I'm doing all right!"

To current students, he offers this advice: "You get to make your own path, but you have to choose to do it, and put in the work to make it happen. I always considered failing, if on my own terms, to be a win for my career path." Brown also encourages students to make the most of their time in college. "I rushed college. I graduated early in the name of saving a few bucks. In the end, I'd have happily taken on that little bit of extra debt, for another semester or two of college life. It gets REAL real after you get that diploma. Chill out on getting there." 

## Students and Faculty Demonstrate Commitment to Sustainability at Humanities Symposium

Emily Carter

Themes of resilience, sustainability, and re-imagining the future permeated the 2014 Humanities Symposium, which took place Feb. 26-28. Peabody Award-winning broadcaster and urban revitalization strategist Majora Carter offered the keynote address, and students and faculty from the Communication Department took part in various presentations.

### "Imago Dei"

Professor Nathan Skulstad facilitated a screening and discussion of his documentary film, "Imago Dei." The film, which depicts an Orthodox Iconographer, explores questions of faith and the human condition by examining the implications of being made in the image of God. Transporting viewers into the world of the artist, the film forces its audience to ponder what it means to be made in the image of an invisible God. Skulstad, who specializes in documentary production and the exploration of faith and spirituality, received a Social Sciences and Humanities Research Council of Canada Grant for his work.

### "Sustainable Resilience: Culture Meets Communication to Address the Challenge of HIV/AIDS Orphans in Southern Africa"

Dr. Nance McCown and students from her Public Relations Campaign class hosted a panel discussion, which highlighted their work with Forgotten Voices, a local, non-profit organization dedicated to equipping churches in Africa to care for AIDS orphans. Brittney Radford, a junior public relations major, explained, "PR Campaign helped Forgotten Voices by conducting research and implementing their rebranding efforts via traditional media and social media." This involved creating a media kit and delivering it to various media outlets and generating Facebook updates, Tweets, Pinterest pins, and Instagram posts. Radford stated that the class began by conducting research, which consisted of selecting a target audience, examining other non-profit organizations, and conducting in-depth phone interviews with key stakeholders. They then focused their attention on rebranding efforts.



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“A lot of people weren’t yet familiar with Forgotten Voices, so we had to personally tailor the message as a rebranding launch, but with a focus on sharing Forgotten Voices’ story,” said Radford. “Speaking at the symposium was a great experience for me. It not only helped spread awareness about Forgotten Voices, but it was also an opportunity to share our experiences and how we used our skills in PR to further Forgotten Voices’ mission.”

### “The Real Food Challenge: Bringing Real Food to Messiah College”

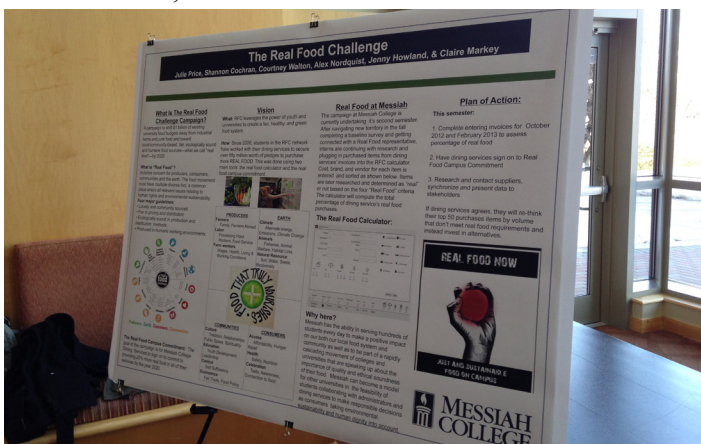
Senior public relations major Shannon Cochran played an influential role in bringing the Real Food Challenge (RFC), an initiative designed to encourage universities to adopt sustainable food practices, to Messiah. Cochran, who interned with the RFC during the fall of 2013, explained, “The goal of the RFC is to have 20% of our school’s food be ‘real food’ by 2020. Real food is defined as local, fairly produced, humane, and sustainable. Its goal is encompassed in the idea of social justice for consumers, producers, communities and the earth.” After an initial suggestion from Dining Services, Messiah decided to take up the challenge. During her internship, Cochran remained heavily involved in the research process. “We examined two months of food invoices, hundreds of them, and entered them in the Real Food Calculator, which helped us define what was real food in Messiah’s dining system--where is it coming from, who is producing it, does that company provide good working conditions for employees and treat their animals fairly? Once we had entered certain items into the calculator, we started calling up organizations, asking them about their policies and looking into what is in the food,” she said. When asked how her work

with the RFC related to the theme of the Symposium, Shannon responded, “Our project related directly to the theme of sustainability and re-imagining the future because we started a movement at Messiah to help our students and faculty not only become more aware of their food choices, where it comes from, and how it’s treated, but we also brought a new idea that students haven’t thought about before. This is what leads us to pursuing a life of sustainability and answering the call of tending to the earth, the animals, and the safety of all living beings.” Cochran acknowledged that her internship with RFC allowed her to gain a new perspective, recognizing the importance of sustainable practices and being good stewards of earth God has given us.



### “Sustainability at Messiah College”

Junior film and media arts major Lindsay Corriveau and sophomore digital media major Alicia Sims teamed up to create the film, “Sustainability at Messiah College.” Lindsay noted that the film, produced at the request of Craig Dalen, Messiah’s Director of Sustainability, features sustainability projects at Messiah. With the help of Sims, Corriveau was able to capture most of the larger projects on campus. Dalen has since used the film in presentations at colleges across the United States. Corriveau said, “Through the process of making the sustainability video, Alicia and I learned not only about the technical ways in which Messiah is working towards a more eco-friendly future, but also how dedicated our students and staff are to the hard work that the movement requires. We’re very proud of the Sustainability Department for their strides in their field and can’t wait to see what the future brings.”



# pARTy like Picasso Unleashes Creativity

Emily Carter

On March 10, the Communication Department hosted its spring COMMunity event, pARTy like Picasso. Students and faculty—including a few younger family members—de-stressed while tapping into their inner creative muse. The event featured arts and crafts, a photo booth, snacks, and music from Dylan Lee Music and Brian Gallagher. Many attendees brought non-perishable food items to donate to New Hope Ministries.



*"COMMunity" even comes through in student artwork!*



*COMMunity students Susannah Goodman and Jen Morgan proudly hold up their art work.*



*Brian Gallagher and Dylan Kalogris created a coffeehouse atmosphere with covers and original tunes.*



*Besides markers, pARTy like Picasso featured Play Doh, paint, and chalk stations, as well as an interactive film trivia game.*



*Hayley Cowoski, a sophomore PR major, shows off her creativity with chalk.*

# SPLICE

The Messiah College Student Film Festival

Sunday **April 27,**  
in **Parmer Cinema**  
**6:30-8:30 p.m.**

Reception to follow in  
**Howe Atrium**

Co-sponsored by:  
**The Department of Communication**  
and **The Office of Admissions**



*The Department of Communication and The Office of Admissions welcomes all COMMunity students and alumni to the Splice Film Festival. Tickets are required but free and are available through the ticket office in Eisenhower or by calling 717-691-6036.*