

Editors:
Derek Forney
Kelsey Peachey
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Lithuanian Language Tidbits

Hello: *labas*
Thank you: *ačiū*
Please: *prašau*
Yes: *taip*
No: *ne*
Coffee: *kava*


Labas from Lietuva!

Heather Nero

When considering different study abroad opportunities, I thought Lithuania was the last place I would ever find myself. To be honest, I didn't even know it was a country until I heard about it through the EpiCenter. Now, after nearly six months of anticipation, I am living abroad in Klaipeda, one of the country's few cities, attending classes at LCC University, and meeting people from all over Eastern Europe. I drink tea with my Belrussian roommates, eat zeppelini (fried potatoes stuffed with meat) for dinner, and go grocery shopping at Maxima or Iki. On Friday night, I am probably at Memilis, a local hot-spot favored among LCC students and professors, eating kepta duona and singing karaoke.



And then, of course, there are classes. I think the best part about studying abroad is that fun and school overlap; I enjoy my classes almost as much as I enjoy the weekends. The classroom dynamic at LCC is unlike anything I've ever experienced. Being at an international university, I have classes with people from all over the world. One of the classes I am taking here is Intercultural Communication; I am the only American in the class, my professor is Lithuanian, and the class is compiled of people from all over Eastern Europe. Despite the fact that Eastern European countries are close geographically, many aspects of their cultures are very distinct. It is interesting to see first-hand how each student's culture differs from another, and how they view other parts of the world, especially America. And if that isn't culturally challenging enough, learning about intercultural topics in Lithuania, of all places, is especially interesting because the country itself has very little diversity.

I have learned so much in the two short months I have been here, not only in the classroom, but through the friends I've made, the places I've traveled and simple, everyday experiences. Follow me during my semester abroad at <http://labasfrom-lithuania.blogspot.com/>. See you next semester! 



As a Comm major, you will likely have to go to Philly, or will just choose to go because of the stories your friends will tell you about it. For more information about the Philly Campus, see Ashley Cole in the EpiCenter every Wednesday!

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Is Grad School for Me?

Derek Forney

To go to graduate school, or not? That has been the question of my summer and the semester so far. Last month, the Career Center held a graduate school luncheon. Along with Dr. McCown and a few other public relations concentration students, I decided to check it out and see what I could learn that might persuade me in one direction or another.

I've toyed with the idea of going to grad school from time to time. However, finances and questions about getting out in the job world have left me conflicted. At the beginning of this semester, I hadn't yet taken my GRE's or seriously explored what schools to apply to, so I went to the luncheon more to see why I should go in the future, but not right out of college.

The panel of three alumni included a theatre director, a counseling professional, and a lawyer. Each had different reasons for going to grad school as well as various amounts of work experience before attending. As the panel discussed various topics and answered questions from the audience, I was able to reaffirm that I didn't want to go to grad school immediately, but it is definitely something I want to do after working for several years. Along with that thought, two other points presented themselves.




Firstly, thinking of grad school as an investment that can pay off in the future helps reconcile the expense. While grad school definitely adds another cost to all the loans from an undergraduate degree, these loans are deferred while you go to grad school. Another aspect to leverage comes from the increased income that corresponds with a master's or higher degree. While statistics vary on how much more a master's degree will earn over a bachelor's, in many cases a master's can increase an individual's marketability among employers.

I also realized that taking the time for personal reflection can help determine if now is the time to pursue grad school. It is important to think about personal and career goals. Concentrate on your ambitions and career goals, and consider if going to grad school would improve your chance of getting a job, garnering a higher salary, or just improving your future.

For me, these two points helped me to refine my plans for grad school. While paying for grad school may seem

ominous now, a higher paycheck and the possibly of deferring loans will make the opportunity more affordable. After the luncheon, I took some time to reflect on my ambitions and career goals. I would like to teach at some point, which will require a master's degree. I would also like to learn more about the use of video in promotions, marketing and the web. Technology and trends continue to grow and change, so while I have learned so much in the last year, I have a lot more to learn. Also, as my career progresses, so will my goals. To better understand my career and to succeed, a graduate degree will be helpful.

While grad school is not for everyone, I highly suggest sitting down with your advisor and talking about your goals. For more information about grad school, see Christy Hanson in the Career Center.

Check out the the Alumni Interview on [Page 5](#) for more perspectives on attending graduate school. 

Kupcakes for Kris

Lauren Schick

Sharing Christ's love in tangible ways... Isn't that what we're called to do as Christians, as servants for Christ? Communication students had the opportunity to do just that. Uniting dozens of community members, they helped ease one local couple's financial burden. Kris Green, a resident of Camp Hill and active member of the Central PA Public Relations Society of America (PRSA), had been valiantly battling lung cancer for months. When she learned that she was no longer responding to treatments, her colleagues and friends within PRSA rallied around her.

The PRSA Chapter asked Kris and her husband, Mike, what they could do to help. Kris' friends were heartbroken to find out that the couple needed financial support, specifically for her treatments and funeral expenses. In response, the PRSA Chapter created "Kupcakes for Kris," an organization to raise money for Kris' financial needs. Kris' friends teamed up with The Uncommon Caterer, the Hershey Medical Center (where Kris worked) and our very own Public Relations Student Society of America Messiah College chapter to host a benefit. Everyone worked tirelessly to create a website, contact media and advertise the event in

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the short weeks that followed. Thanks to the hard work of everyone involved, Kupcakes for Kris' premier event launched on September 23rd. Armed with yummy "kup-kakes," coffee, and cheer for Kris, the group set up a station at the Hershey Farmer's Market. The Uncommon Caterer donated mini cupcakes for people to pre-order and/or devour on the spot. They also collected donations through the newly launched Kupcakes for Kris website. The Hershey Ronald McDonald House received the extra cupcakes.

Sadly, Kris Green passed away on October 5th, losing her hard-fought battle against cancer. Although its name-sake is no longer with us, Kupcakes for Kris will continue as a living legacy. Its founders hope to help other families in similar circumstances meet their financial needs. Kupcakes for Kris encompasses Kris' energetic, positive spirit. Our PRSSA students were blessed to use their gifts to bring comfort in the midst of pain. Messiah's PRSSA volunteers collected donations and explained the cause to curious market-goers. "Surprising joy emanated from every aspect of this event, from promoting it to consuming its cupcakes," Liz Warren says, "joy that derived from helping someone so in need. I found the most personal satisfaction for my work when speaking with Kris' husband, Mike. His incredible gratitude for our work made all the effort into such a rewarding and worthwhile experience!"

You can support this cause too through a new event, continuing Kris' legacy. Enjoy some wonderful music at the "Kupcakes for Kris Benefit Koffeehouse" on November 12th. Come to West Shore Evangelical Free Church from 6:30-9:30 p.m. to help Messiah's PRSSA raise funds for Kupcakes for Kris. Indulge in yummy cupcakes and enjoy the atmosphere as different artists serenade you with their eclectic musical styles. For just \$5, students can relax with friends and share in the opportunity to help others in need. Community members pay \$10 per person or \$25 per family. It's the best of both worlds— what more could you want?

You can also donate online at www.kupcakesforkris.org and join the event group on [Facebook](#). We'll see you and your friends there! 

DJ Spotlight

Name: Abby Zeigler

Birthday: October 2

Major/Concentration: broadcasting with production conc.

Favorite Bible verse: Psalm 138:8 "The Lord will fulfill His purposes for you."

Favorite Messiah food: Peach French Toast

Ideal job: Working anywhere pertaining to the Christian Music Industry

Who is your inspiration: I don't think I could narrow it down to one person. There are so many people who have influenced me during my lifetime.

Radio show: Monday Meltaway on Mondays from 8-10

What type of music do you like to play/hear on WVMM: Alternative Christian Music

How long have you been listening to WVMM: Since I was in 6th grade...which was about 8 years ago!

Campus involvement: I work at the radio station, and am involved with Tabitha's knitting group

Favorite band: There are just too many to choose from...

Genre of music: Contemporary Christian Music

Season: Autumn

Drink: Water

Candy: Dark Chocolate

Movie: Pride and Prejudice

Ice cream: Chocolate Chip Cookie Dough

Social media: Twitter



THE MONDAY MELTAWAY

MONDAYS 8-10PM - The V 90.7



WVMM Launches New Website

Kelsey Peachey

If you haven't noticed, WVMM has a new, edgy logo. But that's just the beginning of WVMM's overhaul.

Last spring, the radio station went through a time of rebirth and change. In my class, Intro to Radio, we gained a lot of hands-on experience by working and completing hours at WVMM. At that time, the website contained outdated content and design, and did not appeal to viewers. It was boring to say the least. As a manager of WVMM, I wanted to utilize the web more, to better reach listeners. I started a complete overhaul of the website last year and finally launched the new website on September 15, 2010.

The new website contains several upgraded features:

- Capability to listen online
- Interactive schedule of student shows
- Featured show of the month
- List of upcoming sports games broadcast live on WVMM
- Schedule of upcoming concerts at Messiah
- Photos

Listen to 90.7 WVMM, The V, stationed in the Larson Student Union. Filled with student talk, a wide variety of music and programming as well as news and sports play-by-play, the V is here for you. Call in and request songs at x5351 or through [Facebook](#). Station manager Amy Besserer would love to hear from you!

"Like" Us on Facebook



Get connected with the Communication Department online. See what's new with social media practices, student projects, internship opportunities and much more!



For more reasons why you should check out WVMM, here is what first-year Messiah student Darrel Cowan says: "WVMM has definitely made my Messiah College experience better because not only am I listening to different artists and genres of music, I am able to share them with all of my friends, on and off campus. Plus I don't think I would've had the chance to meet so many upperclassmen. It makes the transition from high school to college easier."

To learn more about WVMM and to view the new website go to [www.messiah.edu/wvmm!](http://www.messiah.edu/wvmm) 

Alumni Interview: Law-Penrose

Lauren Schick

It's Thanksgiving time—time to count your blessings. Have you ever thought about your classes, your papers and the countless all-nighters as gifts? Jared Law-Penrose, a '07 graduate, and his wife Melissa (also a Messiah grad), feel strongly that a college education is a "passport to privilege." Education opens doors of opportunity for us as Christians to better our world.

Jared and Melissa have found higher education to be one avenue to influence those around us. Jared and Melissa both have high aspirations in regards to higher education. Jared enrolled in his first graduate class with Northwestern's Public Policy distance program this fall. Unfortunately, his employer recently found out that he will be unable to pay for Jared's education until later in the year. However, he has not given up hope and aspires to continue his program as soon as possible.

During his junior year, Jared studied through the Communication Departmental Honors Program. During his time abroad, he explored aspects of media in Russia and its relation to Christian media stewardship. Melissa, a psychology undergrad, worked in Northern Ireland for a year after graduating, and recently completed her master's degree in peace and conflict studies from Arcadia University.

Melissa and Jared's graduate school experiences couldn't be more different. Melissa attended classes full-time to complete her degree in two years. Her traditional graduate program was more academically rigorous and focused than her undergraduate studies. Jared's classes will be part-time, online. With more and more students going back to school for advanced degrees, online programs have become common. Graduate programs vary in their program offerings, requirements for application, and even the context of courses (in-person versus online).


Jared and Melissa faced challenges in the midst of Melissa's graduate studies. They're prepared for similar obstacles when Jared starts classes, too. Besides the academic component, the couple struggled with balancing time. "It's hard having a life and going to school," Melissa explains. "In undergrad, you go to school and have a life, but since (most people) live on campus, your life is inevitably meshed with your school." Jared and Melissa had to work harder to maintain their strong relationship. They also adjusted to Melissa's first pregnancy during this time. Now, the couple delights to have 3-month-old Collis by their sides. With Melissa's master's degree complete, the couple agrees that it's Jared's turn to pursue his degree.

Jared hopes to earn a Ph.D. to pursue his passion for media stewardship, research he first began while studying in Russia. With her peace and conflict studies degree, Melissa would like to work with an international organization doing human rights work or international development. Aside from meshing these professional goals together, the couple also looks forward to watching baby Collis grow, and continuing to raise their family.



What should you do if graduate school is on your horizon? Jared suggests expanding your ideas about what program to enter. Do not limit yourself to getting a master's or Ph.D. in communication. If communication is what you want to do, there are other avenues (like public policy) to get where you want to be, especially if a company offers to pay for your schooling. He suggests applying to many schools at multiple levels. This provides you with a broad spectrum of options.

Melissa suggests waiting to go to grad school until you know what you want to study. "Grad schools want to know what you will bring to their program. You need to be focused; understand what exactly you want to study and why," she says.

Jared and Melissa provide the perspective that attending college is a privilege, a gift. What we do with our education should demonstrate our thankfulness for that gift. 

Heather Murphy, Social Media Consultant: An internship success story

Derek Forney

Heather Murphy had the fun and memorable opportunity to work as Ambassador John R. Bolton's personal social media consultant. Bolton is the 25th U.S. Ambassador to the United

Nations and regularly appears on Fox News. As a consultant, Heather worked with Bolton on a daily basis to update and teach him about his Twitter, Facebook and YouTube accounts. She remarks, "He was very friendly and it was comical at times to see such a well accomplished, successful and powerful man get so giddy about learning how to 'Tweet from (his) Blackberry.'"

In the politically charged environment of Washington, D.C., most students in the Council for Christian Colleges & Universities' Best Semester Program major in political science, economics, history or pre-law. Last spring, Heather, a senior in the public relations concentration, broke the trend by participating in the American Studies Program and living right on Capitol Hill with students from other schools all over the nation.

While in D.C., Heather interned with The American Enterprise Institute for Public Policy Research or AEI. AEI is a non-profit, non-partisan think tank focused on educating young people about moral issues within public policy, called the "Project on American Values and Capitalism." Heather was able to apply her public relations and marketing skills to help develop the organization's social media presence. She also assisted in the planning and organizing of events and lectures, and brainstormed ideas and plans for the project itself.

As a public relations student, Heather learned "how to adapt to and associate with various groups of people to ultimately go beyond just fitting in to developing relationships. Just like in public relations, we worked with various cultures, religions, races and demographics, adapting specific messages to those publics."

Even though the internship was not directly focused on communication, Heather learned a lot about how public relations improves communication in all industries and environments. Heather found this to be very important, "especially in such a scandal-ridden and politically charged environment as D.C. My PR classes, Intro and Crisis Comm. especially helped prepare me to take on my PR and marketing-focused internship."



The hardest part of the internship was working with 39 students from other colleges and Ivy League schools. "They had experienced a lot more than I had, coming from a small school and small town. (But) it was so cool to learn and experience new things with very different, fun, interesting, and smart people."

An internship with AEI made it possible to see people like former Vice President Dick Cheney and his wife, Lynne, and Ambassador Bolton, as well as other D.C. celebrities who worked with AEI. The organization hosted several different events through the semester that made it possible for interns to socialize, learn, explore, travel and network, among other things. Lunches were always memorable. "The interns always sat together and formed a

little family, all while being surrounded by big-wig lobbyists, politicians, and policy experts," Heather says.

Internships like Heather's come in many shapes and sizes, but it all starts with landing one. Check out the internship opportunities at the end of the newsletter as well as on the Internship Center's website: http://www.messiah.edu/external_programs/internship/.

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Guess who!

Each month, we will give you a fun fact about one of your communication professors. See if you can figure it out!

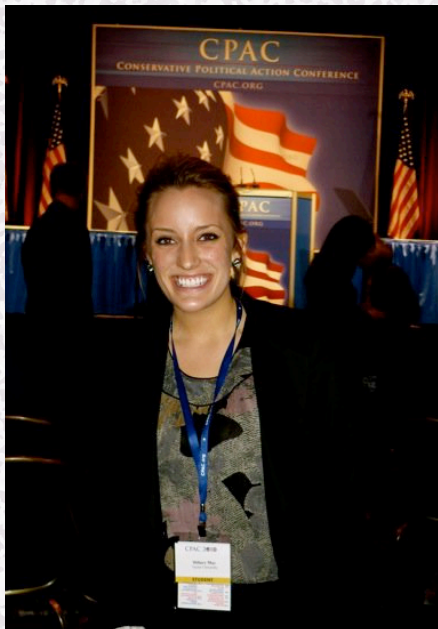
"I love watching the show Dancing with the Stars. I'm half embarrassed to admit it, because I thought it was a really stupid idea when it came out, but I am very hooked on watching it. Who am I?"

Check back next month for the answer!

Last month's mystery professor: Dr. Nance McCown once played Daisy Mae in the musical "Li'l Abner."

Internship: American Enterprise Institute for Public Policy Research

A non-partisan, not-for-profit institution dedicated to research and education on issues of government, politics, economics, and social welfare.



Internship Advice from Heather

“Think big! Why not apply to various internships in fun and interesting locations with a lot of potential opportunities for growth and new experiences? Get as many as you can and keep in mind that the internship could serve as a networking opportunity into either a better internship in the future...or even a job down the line.”

- Pay attention to current events
- Investigate for more details
- See the opportunity in anything
- Take chances
- Be outgoing

**ALWAYS REMEMBER THE VALUE
IN NETWORKING!**




It's almost Thanksgiving...

So tell us what you're thankful for!

If you haven't "Liked" the Comm Department on [Facebook](#), now's the time! Then on November 18th, comment on the "What are you thankful for" post. We all have been



blessed with so much and the Department would love to help you share your thoughts of gratitude with others. 

3D @ Messiah

Reid Perkins-Buzo

It's no secret that the past year has brought a new emphasis on 3D films in the area of feature films. With the release of Avatar in December 2009, the tide of 3D continues to roll forward bearing both good and not-so-good films in its wake. Some films like the widely panned "Clash of the



Titans" lost points for their use of 3D, while others like Tom Burton's "Alice in Wonderland" were lauded for successful use of digital conversion. Shooting 3D has become a shibboleth of the major film directors, with Steven Spielberg shooting "Tintin" (pronounced "tantan" for those in the know), James Cameron shooting "Sanctum" (plus "Avatar 2 and 3"), George Lucas remastering all of the "Star Wars" series, and Peter Jackson directing "The Hobbit 1 and 2" all in 3D. The next few years' releases will continue to be dominated by 3D movies.

Not to be out-done, last J-term I shot an experimental 3D video in our media production studio. It used a simple side-by-side rig like the one in the photo. Side-by-side rigs



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are fine for long shots in 3D—that is, where the subject is further than about 12 feet away. But for close-ups, the distance between the lens centers becomes a problem, since it is generally larger than the distance between the human eyes and becomes noticeable. Matching this distance (called the inter-ocular distance) is a critical factor in shooting close up 3D shots that don't give the audience a splitting headache. As top visual effects supervisor for Industrial Light and Magic John Knoll has observed, "James Cameron says that 3D is best for intimate dramas, when the camera feels closer to the characters. Stereo depends on a broad depth of space, with some objects close to camera and others a little further away. A big wide shot doesn't show a lot of depth. A lot of shots on 'Star Wars: Episode One,' which we are converting now to 3D, were big vistas, spectacular shots—and by their very nature, we won't see a lot of depth in the 3D version. The depth will play better in shots where the characters are prominent and closer." Side-by-side camera rigs will always have problems in the intimate shots where 3D works best.



So I wasn't satisfied with my side-by-side rig, and looked around for better solutions. One of the companies which helped Cameron design his rig for "Avatar" was 3D Film Factory in Los Angeles. Cameron's rig is known as a "beam-splitter" since it splits the light coming into the rig into two light-paths, sending one of them to one camera and the other to a second camera. The cameras must be identical and capable of being genlocked, so the images captured match exactly, frame-by-frame. I had been following 3D Film Factory's work for a few months when they announced that they would be making a miniature version of a beam-splitter. Through the use of a beam-splitter the intimate shots where 3D excels can be captured. The photos of the beam-splitter (3D-BS mini) taken from the 3D Film Factory website (see above) show what the rig looks like.

That's enough for now. More 3D news in the next newsletter! Stay tuned! 

Internship Opportunities

Harrisburg Regional Chamber & CREDC

Location: Harrisburg, Pa.

Major: Communication, Public Relations, Marketing

Description: Event planning assistance for upcoming events; assist coordinator with development and dissemination of event marketing collateral material; assist in development of committee meeting agendas and minutes; communicate with Chamber members with event details, assignments etc.; attend as many upcoming events as schedule allows; and other duties as deemed appropriate by events marketing coordinator, director of communications, or senior management.

Contact: Nicole Keiner, nkeiner@hbgrc.org
717.213.5040

The Bravo Group

Location: Harrisburg, Pa.

Major: Communication/Public Relations

Description: The Communication Intern will be responsible for providing support to the Communications team at Bravo. Responsibilities include developing press releases, media alerts, fact sheets and backgrounders on client issues; contacting appropriate media on behalf of clients; developing research materials on client objectives; and assisting with special events and appropriate meetings.

Contact: Jill Smith, jsmith@thebravogroup.com.

Hershey Entertainment and Resorts

Location: Hershey, Pa.

Majors: Public Relations, Marketing

Description: This paid position will assist the promotions team with the planning, coordination and fulfillment of promotional agreements and events for Hershey Entertainment & Resorts. The position is available for the Spring 2011 term, January-May.

MUST apply online at HersheyJobs.com

Tierney Communication

Location: Harrisburg

Major: Public Relations

Description: Gain experience in media monitoring, maintaining various databases and media lists, researching information for current clients, drafting pitches and formatting presentations, performing general administrative office duties, and working as part of a team in a professional atmosphere. Stronger consideration may go to those candidates with the ability to work all or most of the day 2-3 days a week. Our regular office hours are Monday through Friday, 9 a.m. to 5:30 p.m.

Contact: Erin Bray, ebray@tierneyagency.com

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Whitaker Center for Science and the Arts

Location: Harrisburg, Pa.

Major: Public Relations

Description: Assist with media coverage and placements in publications; weekly and monthly distribution of Whitaker Center events to various media; press releases; collateral distribution and inventory; website proof reading, photo acquisition, etc. Provide advertising support and liaison with sales representatives. Support promotional initiatives through research, development and on-site supervision. Provide administrative support.

Contact: Katie Hicks, khicks@whitakercenter.org
717.724.3857

CURE International

Location: Lemoyne, Pa.

Major: Public Relations, Communication Studies

Description: Interns would work alongside the director of the "Connections of Life" program, assisting him in communication, promotion, and implementation of this new program. Since this program is a new facet of CURE, the intern will have the opportunity to utilize his/her creative skills as the program develops.

Contact: Heather Hunter, hhunter@cureinternational.org
717.730.6706

Suasion, LLC

Location: Dillsburg, Pa.

Major: Communication, Public Relations, Marketing

Description: Conduct market research; write copy for news releases, websites and brochures; participate in creative thinking and brainstorming sessions; create and update databases; event planning.

Contact: Megan Kurtz, Megan@thesuasionway.com
717.432.2468

Clear Channel Radio

Location: Bala Cynwyd, Pa. (Philadelphia region)

Majors: Broadcasting, Public Relations

Description: Assisting the promotions department with contacting winners of contests, data entry, promo set up at remotes.

Contact: Loraine Ballard Morrill, LoraineMorrill@clearchannel.com
610.784.5255

Look out for next month's stories!

There is so much we didn't have room for this month that we had to push it to the next issue of *Commraderie*. Here's a taste of upcoming stories:

- Corvettes for Chip Documentary
- DJ Spotlight and Alumni Interview
- Lambda Pi Eta — What Is It?
- And many more!



WJTL FM/Creative Ministries

Location: Lancaster, Pa.

Major: Broadcasting

Description: We are seeking to host interns with a passion for communication and a desire to learn more, including the opportunity for on-air experience. Internships would include on-air time, office time, and opportunities to be involved at community events.

Contact: Stacey Gagne, Stacey@wjtl.com
717.392.3690

American Red Cross – Cumberland County – Emergency Services

Location: Carlisle, Pa.

Majors: Public Relations, Marketing

Description: Update agreements between businesses/ organizations and American Red Cross. Collect required demographics, data, and maps for damage assessment. Assist the Emergency Services Director with the marketing of business partnerships that provides additional resources for a responsive effort.

Contact: Stacy Yurko, syurko@ccarcpa.org
717.243.5211 x 24

Philadelphia Eagles

Location: Philadelphia, Pa.

Major: Public Relations

Description: The Eagles Youth Partnership Summer Intern will assist the EYP Events Manager in all aspects of planning and executing the annual Eagles Carnival and Auction as well as other seasonal events. Events may also include Locker Room Breakfast and Annual Eagles Playground Build.

Contact: InternRecruiting@eagles.nfl.com
215.463.2500

WITF, Inc.

Location: Harrisburg, Pa.

Major: Communication, Marketing, Public Relations

Description: Assist with direct marketing campaign and special event planning and execution. General administrative support, maintaining marketing materials and research.

Contact: Theresa Kurtz, teresa_kurtz@witf.org
717.707.3000

Get-Kinetic, Inc.

Location: Philadelphia, Pa.

Major: Film

Description: Person will assist Production team with accounts payable/receivable, project budgeting, financial planning, market research and planning, competitive analysis, film and video production assistance, project coordination, and general business administrative tasks.

Contact: Kathryn Lahr, Kathryn@get-kinetic.com
215.425.8020