

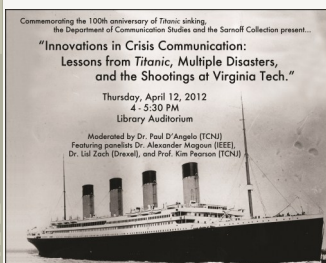
THE ROAR

COMMUNICATION STUDIES AT TCNJ: A NATIONAL LEADER IN STUDENT-FACULTY ENGAGEMENT

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Crisis Communication Event A Resounding Success



Revised from an article By Andrew Miller of *The Signal*

On Thursday, April 12, 2012, three expert panelists gave presentations on “Innovations in Crisis Communication”, an event organized by the communication studies department that analyzed changes present in post-disaster communication — among citizens and journalists — since the time of the sinking of the Titanic.

The college event was also a celebration of the Sarnoff Collection, which displayed in the lobby of the College’s library the telegraph key that General Sarnoff used to transmit messages to and from the Carpathia— the ship that rescued survivors of the Titanic.

The panel was moderated by Dr. Paul D’Angelo, associate professor of communication studies.

Lisl Zach, an assistant professor at the iSchool of Drexel University, defined the term “disaster” in order to make sure that the audience had a clear under-

standing of her analysis.

“A disaster is a state in which people are taken out of normal life, things aren’t controllable anymore, and things don’t make sense,” she said.

Zach’s presentation focused on how individuals use communication to cope with a disaster.

She referenced the Costa Concordia cruise ship disaster that occurred in January, 2012, and highlighted an important change in crisis communication.

“Communication of this event did not come from the captain first. Someone called their family first, who then called their coast guard,” she said. Individuals on the Costa Concordia even recorded the ship as it sank, meaning that the world knew about this disaster as it was occurring.

Zach contrasted this to the three days that passed before The New York Times ran a story about the sinking of the Titanic.

In addition to describing the methods of disaster communication, Zach spoke about how individuals feel about giving and receiving breaking news information.

“People want to give information in crises,” she

said. “They want other to know how they felt about it.” Because of accessibility of information now, everyone has an opinion on events, whether or not they have factual information, Zach said.

Alexander Magoun, former Sarnoff collection curator, currently outreach historian for IEEE, a professional association for advancing technological innovation, characterized the use of maritime radio in the years before the sinking of the Titanic, and how the public viewed maritime radio at that time. “Why were people shocked?” he asked. “How could this have happened?” they asked.”

Aside from reasons such as the incredible loss of life, Magoun argued that the way ships were portrayed by media contributed to astonishment felt after the event. “A broad environment of technology and popular wonder existed at the time; the vast public believed that ships were safe,” he said.

Magoun cited examples of how writers for magazines such as Cosmopolitan were hired to provide fictional short stories about ships. The great loss of life after the sinking of the Titanic, coupled with the misguided societal perception that ships were just about indestructible, were the chief reasons people did not anticipate the catastrophe.

Kim Pearson, chair of the African American studies program and associate professor of journalism/professional writing at the College, geared her presentation to journalists, focusing on communication in the wake of the Virginia Tech shooting.

“Virginia Tech was one of the first times in which the people with smart phones played an important part of news and where social media played an important part of the journalistic environment,” she said.

Students were able to text their parents, and vice-versa, to confirm their safety.

Pearson also appealed directly to journalists, telling the audience about changing ways journalists acquire information. “Journalists used Facebook and Myspace to identify students. They trawled social networks for student contact info,” she said.

The “crisis communication” panel complemented a course on RCA and the history of media in the 20th century offered by the dept. of communication studies, which played a leading role in bringing the Sarnoff Collection to TCNJ in January, 2010.

INSIDE THIS ISSUE:

<i>Alumni Success</i>	2
<i>Fulbright Scholar</i>	3
<i>Seniors Shine</i>	4
<i>Alumni Profiles</i>	4-5
<i>Department News</i>	6-7
<i>Seeing Eye Project</i>	8
<i>Student Awards</i>	9
<i>Faculty Profile</i>	END

Where Are They Now?

Communication studies department's graduates have gone on to further their studies and accomplished incredible feats. Included are just a few of the many successes that have passed through Kendall Hall.

Wissel, Domenick, '12 studying for a master's in public relations at the Newhouse School of Communication, Syracuse University.

Ward, Katie, '12 studying for a master's in science in public health at Johns Hopkins.

Scarfone, Victoria, '12 studying for a master's in public

relations management at NYU.

Sotolongo, Alison, '12 studying for a master's in college student affairs at Rutgers-New Brunswick.

Nouri, Arash, '11, studying for a master's in accounting at Rutgers-Newark.

Webb, Jacqueline, '11, studying for a master's in speech pathology at Columbia University.

Pagan, Hannah, '11, studying for a law degree at American University.

O'Gorman, Emily Jean, '11, studying for a master's in clinical social work at Temple University.

Novick, Flora, '10, studying for a law degree at Temple University.

Wright, Joshua, '09, studying for a law degree at the University of Pennsylvania.

Amanda Burd, '10, finished a master's in public administration from the Maxwell School of Citizenship & Public Affairs, Syracuse University. She now works as a Health Insurance Specialist, Centers for Medicare and Medicaid Services in the Office of Financial Management, Baltimore.

Kristen Kiernicki, '09, finished a master's in health communication from the University of Kentucky. She is now a Patient Recruitment Specialist at Acurian.

Janna Raudenbush, '09, finished a master's in communication/public relations from the University of Maryland. She is now a Public Affairs Specialist for the Office of Inspector Gen-

eral for the Department of Health and Human Services.

Erin Dillon, '09, finished a master's in communication studies/public relations at Emerson College, Boston. She now works as the Health Promotion Marketing Coordinator, Cambridge, Massachusetts Public Health Department.

Danielle Catona, '08, finished a master's degree in communication studies/health communication at Penn State and is a Ph.D. candidate in communication studies at Rutgers. She served as an adjunct professor in the TCNJ communication studies department, teaching Interpersonal Health Communication.

Rowena Briones, '08, finished a master's in communication/public relations, as well as the coursework for her Ph.D. in communication/public relations, both from the University of Maryland.

Tom Hipper, '07, finished two degrees: master's in health communication from Penn State University, and master's in science in public health from Johns Hopkins. He is now Public Health Planner, Center for Public Health Readiness and Communication, Drexel University School of Public Health.

Jean Lutkenhouse Brechman, '06, earned a Ph.D. in communication studies from the Annenberg School of Communication at the University of Pennsylvania and will start teaching at TCNJ as an assistant professor in marketing fall, 2012.

Internship Panel Connects Alumni and Students

By Tyler Olsson

This 2012 spring, honor society Lambda Pi Eta and the Communication Studies Department teamed up to produce the first annual internship panel in the Library Auditorium.

Six alums returned to offer advice about job-hunting and opportunities in their respective fields. Whether they remained working under the communication studies umbrella or not, the panelists all seemed to agree on the sentiment to keep an open mind.

With a degree in communication studies, graduates possess versatile skills that can translate into any working environment.

After each panelist spoke for about thirty minutes each regarding their personal journeys into

the workplace, students in attendance were able to meet with them afterwards and ask more personal questions.

Lambda Pi Eta hopes to continue this tradition in the ongoing attempt to connect current students to the alumni that have gone before them.



Communication Studies Student Secures Fulbright Fellowship

Courtesy of TCNJ News

TCNJ senior **Carolina Chica** has received a Fulbright Fellowship to be an English Teaching Assistant (ETA) in India next year.

The communication studies and women's and gender studies double major is not foreign to foreign travel; two years ago, she studied abroad in Egypt. According to Chica — who is also in the Equal Opportunity Fund (EOF) program and the College's Women in Learning and Leadership program, two organizations she calls "crucial" to her undergraduate experience — when she first learned she had won the scholarship, she cried "tears of joy."

"Never in my wildest dreams did I think that I would be able to call myself a Fulbright scholar... I read the email from Fulbright several times before realizing that I had received the ETA to India," she said in an email. "Coming from a single parent home where money was always a problem, I never imagined that I would get to see the world. So now that I've had these experiences, I can't get enough of traveling. Not only traveling, but going places no one really thinks about."

According to Chica she learned of the Fulbright English Teaching Assistantship from the Institute of International Education — the same institute that two years ago awarded her with a competitive \$5,000 Benjamin Gilman International Scholarship to spend the spring of her sophomore year studying abroad at the American University of

Cairo.

Chica, who is also a recent inductee of the nation's oldest academic honor society Phi Beta Kappa, added that she chose to teach in India, because along with Middle Eastern culture, Indian culture has always "fascinated" her.

For this reason, while she is



teaching in India she said that she also plans to "fully integrate" into the Indian culture in addition to increasing her knowledge of the country.

"I think that the best experiences in life come when you step outside your comfort zone," said Chica. "...I think my interest in travel comes from being curious about the world. I've come to realize how much I love learning... I think in the globalized world that we live in, we need to pay attention to the places less traveled."

This interest in cultural exchange is exactly what the Fulbright Program is all about, according to its website.

Established in 1946, the Fulbright Program is sponsored by the U.S. Department of State's Bureau of Educational and Cul-

tural Affairs. According to its website, the scholarship — which sends qualifying Americans to one of 155 countries for one year to engage in lecture and/or study in any of a wide range of academic disciplines — was designed to "increase mutual understanding between the people of the United States and the people of other countries."

Following her year abroad, Chica said that she hopes to go to graduate school to earn her Master's in International Relations from the Maxwell School at Syracuse University. Chica is the third TCNJ student to receive this prestigious opportunity in the past three years.

According to Nancy Freudenthal, assistant provost in the Office of Academic Affairs and the College's representative for the Fulbright Program and other national competitive scholarships and fellowships, in total, seven College graduates have received a scholarship through the Fulbright Program. TCNJ also has had students who have received major fellowships/awards including the Marshall, Soros, Truman, Goldwater, Udall, Boren and Gilman.

"Whenever a TCNJ student wins a major national award, I am always delighted for the student," she said in an email. "...I'm also proud of the College because it shows that we can prepare students as well as just about any undergraduate institution in the country."

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-CAROLINA CHICA

Senior Screening Perfect End To Students' Careers

By Tyler Olsson

Family, friends and fellow students piled into the Library Auditorium on Saturday, April 28th for a special event for graduating seniors. Nine students presented portfolio pieces to represent their education and skills acquired while attending TCNJ.

All students were members of Professor Terry Byrne's practicum course, which was designed to prepare students for the working world and the communications-specific industry.

Michelle Mau, Francis DeCarlo, Greg Aaron, Melissa Virzi, Anthony Restivo, Kirsten Anderson, Alex Seninsky, Tyler Olsson, and Caitlyn Preciado presented works ranging from short films to audio recordings.

Mau featured a short film, "Baby Food," that was inspired by a storyline created as a high school student. She then wrote the script in her screenwriting course at TCNJ and created the film in her senior year.

DeCarlo also contributed a short film entitled "Separation" that depicted a sister's attempts to reconnect with her drug-addicted brother.

Greg Aaron presented a play-by-play recording of a New York Knicks game, as well as acknowledging his parents as a constant inspiration in his life.

Melissa Virzi's short film, "Brave New Radio," featured students rallying to save their recently shut down student-run radio

station. It was inspired by true events at KUSF.

Anthony Restivo recorded a narration of Edgar Allen Poe's "The Cask of Amontillado," in which he played the role of each voice in a chilling rendition.

Kirsten Anderson and Alex Seninsky presented a trailer to a film they are currently working on regarding a mysterious set of greeting cards and their impact on the film's protagonist.

Tyler Olsson presented play-by-play highlights from the Camden Riversharks 2011 season.

Caitlyn Preciado rounded out the evening by presenting her short-film interpretation of Dr. Suess' "Oh, The Places You'll Go!" that featured live-action narration.

The program ran for just under



three hours, with an intermission midway through that included refreshments for students and others in attendance.

The department hopes to continue this event as an opportunity for students to demonstrate their growth and share their passion with fellow students and loved ones.

Alum Finding Success Far from TCNJ's Campus

By Audrey Hix



After four productive years at the College of New Jersey, alumna Rebecca Vogt, '11, headed west last fall to follow her dreams of being a TV reporter.

"Big Sky Country," as she affectionately calls her new home in Kalispell, Montana is home to KCFW-TV of NBC Montana.

"I was excited to start out somewhere new," Vogt says, adding that starting out in a smaller market will give her a chance to learn her trade as her career advances.

During her undergraduate years, Vogt interned with CBS 3 Eyewitness News in Philadelphia, CBS New York, and Channel One News. After graduation, she spent the summer reporting for WGHT 1500 AM, Pompton Lake's local radio station to keep her skills fresh.

Of Montana, Vogt says, "Everyone is strangely super nice—nothing you'd see in New York or New Jersey."

Above Left: Becky Vogt, photo courtesy of Becky Vogt

Bottom Left: Library Auditorium, photo courtesy of TCNJ website

Alumni Profile: Jonathan Peck Points to College as Launch Pad for Achievements



By Carly Koziol

Jonathan Peck entered the College in 1992 as an ambitious freshman and left the institution as an accomplished role model with his fellow Class of 1996.

Starting off on the right foot, Peck was elected freshman class President. When not studying towards his Communication Studies major and Political Science minor, Peck spent his spare time participating in theater, choir, wind ensemble, and the jazz band. "I couldn't have asked for a more enriching social and educational experience," said Peck.

As he embarked upon his senior year, he was elected President of the Student Government Association. The two years prior, he had served on the Board of Trustees as a student member.

Mr. Peck was an accomplished student by the time he approached graduation, but he had goals that reached far beyond the walls of the College to surpass the boundaries of the nation. Mr. Peck won one of the most prestigious scholarships ever awarded to a College alumnus: a Marshall Scholarship.

"Dr. Pollock was the inspiration behind the entire process, going out of his way to encourage me to apply and providing

invaluable guidance through the application and interview process," he noted.

A sibling to the Rhoades Scholarship, the Marshall Scholarship "finances young Americans of high ability to study for a graduate degree in the United Kingdom," according to the Marshall Scholarships website. Up to 40 scholarships are awarded annually. Finalists are interviewed at the UK embassy in Washington, DC.

While at the University of Sussex in England, Peck spent two years researching the relationship between political communication and the Internet (which was then in its infancy). "I was curious to know how the Internet was impacting people's perception of political empowerment," he explained.

After completing his Mater's at the University of Sussex in 1998, Peck spent three years working for Executive Communications Group, a specialized consulting firm, where he served as strategic communications consultant. "I was a strategic communications consultant teaching senior-level executives how to become more effective, persuasive presenters," said Peck. He directly attributed his public speaking skills to his undergraduate and graduate work.

Peck attended Columbia University School of Law where he graduated in 2004. He went on to become an associate at Latham & Watkins, an international law firm with

"approximately 2,000 attorneys in 31 offices around the world," according to that firm's website.

Now an associate at Patton Boggs LLP, Peck "helps clients navigate challenges presented by high profile complex mass tort cases, often involving thousands of plaintiffs," according to his profile on Patton Boggs's website.

In addition to his normal client work, Peck regularly represents clients that cannot afford to pay on a pro bono basis. One particularly meaningful case involved representing a woman who was the victim of domestic violence in which Peck obtained a restraining order against her batterer and court-ordered child support for her children. In another case, Peck represented the mother of a child who was abducted, ultimately reuniting the child with his mother after many years.

In order to cater to his love of teaching, Peck continues leading public speaking and persuasive communication seminars to lawyers and non-lawyers alike. He also mentors young lawyers on legal writing and courtroom advocacy.

Parting with words of wisdom, Peck offered a piece of insight for current students at the College: "From doctors to lawyers, from scientists to teachers, from engineers to economists . . . no matter what the profession or discipline, *everyone* is in the communication business to one degree or another. The best communicators rise to the top of all professions. If you are an effective communicator, the possibilities are limitless."

Communication Studies Professor Claims Social Inequality Mirrored In Media

Courtesy of TCNJ News

Social inequality is a theme running through the articles selected by John C. Pollock, a professor of communication studies, for a special issue of a leading journal, *Mass Communication and Society*, in November/December 2011. Titled "The Community Structure Model: Innovations in Exploring the Impact of Society on Media", the symposium views media from a "contrarian" perspective.

Instead of examining the impact of media on society, the perspective adopted by most media scholars, the "community structure" approach does the opposite by exploring the impact of society on media.

The symposium made two major contributions to traditional community structure literature. One is that scholars have moved far beyond traditional measures of community political power to encompass a far greater range of community demographic variables or aggregate measures of community identity, membership, participation, production, consumption or access, ranging from income or education to health care access.

Although previous research in the community structure tradition emphasized "top-down" roles for media as "guard dogs" protecting or reinforcing the interests of elites, articles in the new collection emphasize "bottom-up" roles for media as mirrors of the interests of "vulnerable" groups such as the poor, the unemployed, those in high crime areas, as well as those who have been historically marginalized such as women, gays,

African-Americans and Hispanics.

According to guest editor Pollock, who served as a Senior Fulbright Scholar in Argentina giving lectures on journalism, amassing evidence that media can mirror social inequality represents an "emerging realignment" in modern journalism research. Pollock said,

"Traditionally, US journalists have clearly articulated professional norms of 'objectivity' and 'balance,' avoiding the appearance of favoring the interests of any particular group. In Argentina, by contrast, where I spent the spring of 2010 giving lectures on the connections between social inequality and media coverage, journalists are proud to champion the interests of the disadvantaged, proud that they illuminate inequities in affordable housing, access to education, access to health care, and living conditions generally."

Pollock continued, "I hope that the same respected US journalism tradition that threw a spotlight on inequitable treatment of women and African Americans can nurture journalists' confidence in their capacity to illuminate modern social inequality generally."

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-DR. JOHN C. POLLOCK



Communication Studies Alumni Luncheon Emphasis on Flexibility, Change

By Audrey Hix

Students, professors, and alumni alike learned the same lesson on March 17th, 2012, when the Communication Studies Department celebrated the accomplishments and contributions of alumni at the Communication Studies Alumni Luncheon. Alumni and faculty gathered on March 17th to reconnect, network and enjoy lunch together.

After a casual hour of networking with fellow alumni and professors, attention turned to the afternoon's guest speaker, Stu Goldstein. As attendees enjoyed a light lunch, they listened to Goldstein, a 1972 TCNJ English department alumnus and Managing Director of Corporate Communications at the Depository Trust and Clearing Corporation offer his wisdom and advice.

Drawing a bold, zig-zag line for the audience, Mr. Goldstein emphasized that in today's world, a career path may not be the simple, straightforward line it used to be. His own experiences illustrate the idea. Though he graduated with an English degree, much of his work now relates to the field of Communication Studies. Flexibility and openness to change, in addition to learning new skills, are key to success in a world that is constantly being rocked by a dubious economy or new technological advances.

The theme continued throughout the day, when current students arrived for the chance to meet TCNJ alumni. Many students wanted to get the chance to make professional contacts, while others wanted a job or career advice. Alumni were excited to hear what TCNJ's students are learning, but their advice was the same as Mr. Goldstein's— a willingness to step outside of comfort zones pays off in the long run.



Top: From left to right, speaker Stuart Goldstein, Kristen Kiernicki, John Pollock, and Dean John Laughton

Bottom: From left to right, Kristen Kiernicki, Patrick Lavery, Amanda Burd, and Joshua Wright

Small Group Communication Class Fundraises For Seeing Eye

By Liz Huttner

A group of five students, Caitlin Eggert, Manny Gonzalez, Liz Huttner, Maggie Rogers, and Henry Schaffer, from The College of New Jersey (TCNJ) were put together to work on a project in Com 250- Small Group Communication, a spring, 2012, class taught by Dr. Anntarie Sims. All of the students are Communication Studies majors in all three tracks.

After some time, they decided to do a Pay it Forward project to raise money and awareness for The Seeing Eye, which provides dogs for the blind. The Seeing Eye, based out of Morristown, NJ, breeds and extensively trains dogs to be used as Seeing Eye guide dogs.

The Seeing Eye breeds Golden Retrievers, Labrador Retrievers, German Shepherds, and Golden-Labrador Retriever mixes to be trained as Seeing Eye guide dogs. Individ-

The Seeing Eye, it goes through comprehensive training and testing until it is determined perfect for the purposes of being a guide dog.

The students set a goal to raise \$5,000 for the Seeing Eye. If this goal were achieved, the group would have been able to name its own Seeing Eye puppy. Although this goal was not reached, the group still raised 600 dollars. The group held several fundrais-

cards) about The Seeing Eye to those who approached them.

A total of 10 puppy-raisers brought their puppies to our meet and greet and shared information. The group also had a very special guest come to the event, a blind woman named Jordan. She brought her retired Seeing Eye dog, her current guide dog, and one of the puppies she is raising with her roommate.



The event had a great turn-out, with approximately 200 students and faculty stopping by the Sundial Lawn to meet the puppies being trained for The Seeing Eye and to find out more information. Monetary donations were also received.

All in all, the project was a major success. The group raised massive awareness around campus for the Seeing Eye. All of the proceeds from the events were sent to The Seeing Eye directly. For more information on the Seeing Eye, please visit



ers before its Pennies for Puppies Meet and Greet final event on April 4, 2012 that included a dog walk around campus, three bake sales in TCNJ's student center, a fundraiser at the restaurant Cheeburger Cheeburger in Lawrenceville, NJ, and a candy sale fundraiser through Carella's Chocolates in Hamilton, NJ.

At the Cheeburger Cheeburger and Carella's fundraisers, 20% of the profit went to the Seeing Eye. At each of these events, the group offered information (pamphlets and information



uals can aid the organization by raising a puppy for 12-15 months and training the puppy basic commands.

When the puppy goes back to



www.seeingeye.org to find out how you can help.

Communication Studies Students Rack Up More International, National, and State Awards

Courtesy Of TCNJ News

TCNJ Communication studies students have triumphed recently at international, national, and state levels.

Carolina Chica '12 (West New York), majoring in both communication studies and Women's and Gender Studies, learned in mid-April, 2012, that she has been selected as a US Fulbright Scholar to teach in India next year. Carolina is at least the second communication studies major to win that honor, earned previously by Charles Restrepo for work in Korea. Carolina learned to teach English as a second language through a "Sesame Workshop" and spent a semester abroad in Cairo. Indeed, her achievements and volunteer work on behalf of Oxfam, TCNJ's Center for Global Engagement, and the communication studies department earned her the highest honor offered a junior by faculty, the "Promise of Achievement" award. Admitted to Phi Beta Kappa and Phi Kappa Phi as a senior, Carolina is the lead author of a refereed paper on "Nationwide Coverage of Latino Immigration: A Community Structure Approach" presented at the annual conference of the National Communication Association in New Orleans, November, 2011.

Presenting more refereed papers than students from other predominantly undergraduate insti-

tutions, TCNJ communication studies students have also triumphed at recent scholarly conferences. On April 21, 2012, Domenick Wissel '12 (Westfield) and Katie Ward '12 (Montvale) presented a paper on "Cross-national Newspaper Coverage of Water Handling: A Community Structure Approach" at the nation's most prestigious health communication conference, the biannual University of Kentucky Health Communication Conference, Lexington, Kentucky. Do-

of the University of Kentucky, coauthored with professors Paul D'Angelo and John Pollock (Communication Studies, TCNJ), professor Donna Shaw (Journalism, TCNJ), and fellow alumnae Janna Raudenbush '09 MA, Maryland (Hellertown, PA) and Amanda Burd '09 MPA, Maxwell School, Syracuse (Lambertville), was titled: "Exploring the Impact of Media Systems on Agenda-Setting: Coverage of HIV/AIDS Topics and Frames in Four Sub-Saharan

African Newspapers 2002-2007."

A third paper presented at the Kentucky conference by alumna Danielle Catona '08 (West Caldwell), now Ph.D. candidate in communication studies at Rutgers, was titled: "The Impact of HIV Stigma on Disclosure Efficacy for Individuals Managing HIV/AIDS".

Other TCNJ communication studies student papers compared cross-national coverage of compelling political and social issues. Caroline English '13 (Chesterfield), Brianna O'Connor '12 (Freehold), and Kyle Smith '13 (Ocean) coauthored "Cross-national Newspaper Coverage of Revolution in Libya". Emily Mankowski '12 (Montgomery), Mason Miller '13 (Rumson), and Robert Tronolone '12 (Flemington) coauthored "Cross-national Newspaper Coverage of Disaster Relief in Haiti". Those papers were presented at the annual conference of the New Jersey Communication Studies Association (NJCA) held at Monmouth University, April, 2012.

Whether comparing coverage among multiple metropolitan areas in the US or among capital cities among a wide range of nation-states across the world, all student co-authors used a "community structure approach", reversing traditional scholarly interest in the impact of media on society to focus on a reverse perspective: the impact of society on media. The "community structure" approach examines links between urban or national demographics and reporting on political and social change and has been featured recently in a special scholarly collection of articles in the November/December, 2011, issue of a leading journal, "Mass Communication and Society".

All student papers were written for a summer MUSE project (on coverage of AIDS in four Sub-Saharan African countries) coordinated by Pollock, D'Angelo and Shaw, or for classes in communication research methods or international communication.



menick has enrolled in the master's program at the Newhouse School, Syracuse University, and Katie has enrolled in the master's in science in public health program at Johns Hopkins University. The paper was co-authored with Allura Hipper '12 (Little Silver) and biology major Lauren Klein '12 (Succasunna), who will attend medical school at the University of Virginia. The paper on "water handling" was the only paper accepted for presentation by undergraduates at the entire conference.

Another paper at the Kentucky conference presented by TCNJ alumna Kristen Kiernicki '09 (Horsham, PA), now a master's communication studies graduate

Faculty Spotlight: The Facts About Farbman



By Domenick Wissel

Jake Farbman serves as an adjunct professor for the department of communication studies at The College of New Jersey. Due to his incredibly affable and helpful nature, he has attained the distinction of becoming one of the most well regarded professors at the College. However, Professor Farbman is a man of many roles. In addition to his professorial duties, he is a practitioner of public relations and, of course, husband to the lovely Rita.

Professor Farbman has an extensive and impressive background in communication studies. He received his associate's degree in communications/journalism from Salem Community College and his bachelor's degree in communication studies and master's degree in public relations from Rowan University. He holds an Accredited in Public Relations (APR) credential from the Public Relations Society of America's Universal Accreditation Board and is currently taking classes in Rowan's doctorate in education program. He has served as the director of communications for the New Jersey Council of Community Colleges since 1999.

Professor Farbman has been an adjunct professor at the College since 2001. He was of-

fered the position after Dr. Don Began, his mentor from during his time at Rowan University, suggested him to Dr. John C. Pollock. Professor Farbman currently teaches Strategies of Public Relations, a class he refers to as the highlight of his week. He considers himself lucky to be surrounded by such talented and tight-knit faculty members and students.

"Being an adjunct for TCNJ, I have received more than anything I've ever given," said Farbman. "I absolutely love being part of the TCNJ community. Every day I wish that there were more I could do for the students and the faculty at TCNJ."

Many students would beg to differ, as Professor Farbman is admired for his engaging and hands-on teaching style. He allows his students to collaborate in teams of their own choosing to create public relations plans and media kits for real-world clients, and he regularly meets with teams outside of class to track their progress. This results in truly impressive public relations plans that have frequently been enacted by the clients.

In addition to fostering students' abilities, Professor Farbman has a knack for engaging with his students on a personal level. Senior communication studies minor Alison Sotolongo fondly remembers being persuaded by Professor Farbman himself into taking his class.

"I first met Professor Farbman in fall of 2010 after I e-mailed him asking if he would be interested in being interviewed for a video my friend and I were making. He was more than accommodating and even came up with a humorous skit for the video. He invited me to take his class, and I ended up taking the class the next fall. It was by far one of my most favorite classes at TCNJ. It was challenging at times, but very rewarding in the end. Professor Farbman is one of my favorite professors!" said Sotolongo.

Professor Farbman has a vast array of interests outside of the realm of communication studies. He is passionate about

music; he loves going to concerts and playing music, particularly the guitar. He is an ardent sports fan who roots for the Philadelphia sports teams the Flyers, Eagles, Phillies, and Sixers (in that order). He also buys, sells, and collects rare comic books. He holds the distinction of having the #1 ranked collection of DC Bronze Age First Issues, for which he has received a trophy. However, Professor Farbman notes that his most important hobby is spending time with his lovely wife Rita.

Overall, Professor Farbman is passionate about his role as a professor at the College. He finds it most rewarding to aid talented students.

"I was a community college student once, and no matter where I go in life, I will always be that community college student. I was told I wouldn't amount to anything, and my parents told me they couldn't afford to send me to college," said Farbman. "I had it pretty bad as a kid, but there are those who were worse off than I, so to help with students who are like me and had it worse off is the most rewarding part of my job."

The College of New Jersey



Communication Studies

"A National Leader in Student-Faculty Engagement"

If you are interested in contributing to the newsletter or have any suggestions, please contact Dr. Pollock at Pollock@tcnj.edu.