

The Roar

Communication Studies at TCNJ: A National Leader in Student-Faculty Engagement

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Lambda Pi Eta National Honor Society honors new members in wake of Hurricane Sandy

By Anne Montero

On Sunday Nov. 4, in true performance fashion, Lambda Pi Eta, the TCNJ chapter of the national honor society of The National Communication Association, held its induction ceremony for the Fall 2012 Inductees despite the havoc Hurricane Sandy had wrecked on the campus and state earlier in the week. The induction ceremony was modest but heartfelt, with an opening statement by Professor Lorna Johnson, who thanked the family, friends and LPH members old and new alike for attending the ceremony and spoke about the privilege of being a member of LPH. She attested to the hard work and accomplishments of LPH, noting legacy events like the professor panel and internship panel, hosted annually by LPH.

Special guest speaker, Communications Studies alumni Kristen Kiernicki, took to the podium to address the audience. Kiernicki shared her experiences in LPH, praising the organization as one that helped her find her place at both TCNJ and within her Communication Studies major. She expressed that the organization was one that opened doors for many students, one that opened doors for her. It was an honest and heartfelt sentiment about the organization that offered such a promising hope for the future inductees of the organization. She finished her speech by urging all new members to embrace their new memberships and work hard within the club. Natalie Steel, LPH President, concluded the ceremony by introducing the organization's Executive Board.

Some members of the Executive Board then gave a brief history of the organization and the meaning behind the Greek Letters of LPH, Lambda, Pi and Eta (which stands for logos, pathos, and



Lambda Pi Eta welcomes its new members at the induction ceremony on Sunday Nov. 4, 2012, just days after the hurricane.

ethos; the three pillars of communication). All of the new members were then officially inducted and presented with a certificate. The new members included: Kaitlyn Allen, Tara Criscuolo, Leah DePalo, Conor Greene, Justine Karl, Sally Milnes, Annie Montero, Kaitlyn Nichols-O'Neill, Lauren Piccarelli, Melissa Radzimski, Ashley Reed, Maggie Rogers, Briana Rojas, Angela Scaramella, Thomas Smeaton, Allison Smith, Joseph Vasile, Allison Wentling, and Kelsey Zinck.

Under applause and praise by LPH members, family, friends, and professors, the new LPH members were welcomed by all. Light refreshments and pictures concluded what was a thoughtful, welcoming and rewarding induction ceremony.

Dr. Pollock honored by MCandS at annual conference, named "Distinguished Educator"

TCNJ Press Release, Aug. 29, 2012

By Amy Macintyre

Communication Studies professor John C. Pollock was given the annual "Distinguished Educator" award on Friday, Aug. 10, 2012, by the Mass Communication and Society (MCandS) Division, the largest subunit of the Association for Education in Journalism and Mass Communication, at the latter's annual conference in Chicago August 7-12, 2012. The Distinguished Educator award is the highest honor awarded annually by MCandS to those who have had a significant effect on communication pedagogy through excellence in teaching and mentorship.

Presenting a plaque for the award, Teaching Award Committee co-chair Prof. Jay Hmielowski cited Pollock, a professor for 20 years at TCNJ, for several contributions:

- He received a number of supporting letters from faculty and students nationwide in addition to the initial nomination
- He has helped over 100 student research teams (all undergraduates) present papers at national communication conferences
- A number of those papers have won top paper awards

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AWARD / Communication studies professor praised for model work

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- He frequently sends students to top communication, public health, and public affairs graduate programs across the country
- In 2003 he won the Thomas A Veenendall Award for National Communication Association's "Adviser of the Year" from Lambda Pi Eta, the national communication student honor society.
- He won The College of New Jersey's "Mentoring Student Research" award in 2002.

Summarizing his remarks, Prof. Hmielowski praised Pollock for the "trust, admiration, friendship, even love he inspires in his students", adding that "Your record as a teacher and scholar is one that I (and many other assistant professors) will model as we move forward with our careers."

In his formal presentation on teaching during the MCandS Division's Promising Professors Workshop, Pollock posed two questions guiding him to write an article on his pedagogical philosophy in *Communication Teacher* (22:1, January, 2008). How can we help students experience the commitment, high purpose, and deep

satisfaction experienced in bringing a complete research project to professional levels of excellence? How can we close the enormous intellectual distance between standard short exercises (essay or exams) in traditional class work and more thorough, literature rich, meticulously analyzed, issue-oriented work of scholars? Pollock then outlined the four key components of his "communication commando model" designed to create a "research culture of excellence":

Clear expectations: professional rather than undergraduate standards of excellence; the instructor is not the audience; he functions as a team "coach". Previous student papers presented at scholarly conferences are "templates of excellence." Collaborative team research on substantive topics of critical social/political importance chosen by students themselves

Highly structured classes with frequent feedback; quick "snowball" format of weekly written assignments with immediate, extensive feedback; front-loaded semester writing: Second draft aggregating all assignments into a paper, complete except for data collection, is due by the midterm.



Dr. John Pollock and Domenick Wissel, class of 2012. Wissel is now pursuing a masters at Syracuse's Newhouse School.

Mentoring outside the classroom, at conferences, and across the life course.

Thanking the Mass Communication and Society Division for the award, Pollock expressed appreciation to his highly motivated students over twenty years at The College of New Jersey, to his colleagues both inside and outside the Dept. of Communication Studies at TCNJ, and to his own devoted mentors in college and graduate school.

Professor Profile: Danielle Catona, TCNJ Alumna turned adjunct professor

By Liz Hutner

Danielle Catona, a TCNJ graduate in the class of 2008, notes that TCNJ will always be her favorite school. And today, Catona is an adjunct professor in the Communication Studies department at her favorite school! After applying early decision and getting accepted to TCNJ, Catona went on to graduate with a Bachelor of Arts in Communication Studies with an interdisciplinary concentration in Health Communication, and with minors in Psychology and Marketing.

As a student at the college, she was a member of Lambda Pi Eta, Phi Kappa Phi, and



Danielle Catona studied Communication Studies at TCNJ.

Golden Key. She says she will always remember Dr. Pollock's Health Campaigns course and Jake Farbman's Public Relations course. In fact, Professor Farbman helped

Catona get internships at the Family Resource Network and Autism New Jersey during her senior year. Additionally, her paper for Dr. John Pollock's Research Methods class received the Steven A. Smith Award. Catona then went on to attend Pennsylvania State University, where she received a Master's degree in Health Communication. The National Communication Association's Communication and Aging Division recognized her thesis as thesis of the year.

Currently, she is a doctoral candidate in Health Communication at Rutgers University with an expected graduation in May 2014. Her dissertation will focus on older

adult health, specifically older adult fall prevention. Catona feels fortunate to be able to teach at TCNJ again, as she will be teaching Interpersonal Health Communication and Family Conflict next semester; she describes it as "giving back to the department." When she assigns readings and projects, she makes sure that they have a practical application, and that they can inspire others to pursue advanced research. Catona also enjoys advising students who either want to get a job or attend graduate school.

Please do not hesitate to contact Professor Catona!

For more information, visit the faculties page at www.tcnj.edu.

Spotlight On... Professor Byrne

A Portland Screening and "Possession"

By Rachel Chlebowski

Professor Terry Byrne of the Communications Department and Radio/TV/Film track was part of the making of an independent film that was screened this past August at the Columbia Gorge International Film Festival in Portland, OR. The film, *Possession*, was filmed in 2011 and was also screened more recently at the Lone Star Film Festival in Dallas, TX, a bigger festival attended by some industry "heavyweights."

Possession, directed by Dan Cordle and written by Jennifer Harlow, is about a woman who inherits land in Texas. Beth Carwyn, the main heroine, visits Texas for her father's funeral and learns that her stepmother inherited everything but a large ranch. When she and her husband visit the ranch, they find an ominous squatter, but also maps with notes about the land. The film is both thriller and mystery, as it becomes increasingly essential for Beth and her husband to find out what makes the land so valuable.

Professor Byrne says, "When I read the script, before it was shot, the thing I liked best about it was [that] the female character is the one who's tough. I liked



Professor Byrne teaches classes such as Film and Society within the Communication Studies Department.

that Jen Harlow wrote a strong woman character." Impressed by Harlow's script and characters, Professor Byrne joined the special effects team for the film, helping out with the opening credits and also indirectly with the quick shots of Texas sunrise that can be seen in the trailer [here](#).

Also seen in the trailer (at its end) are the super-slow-motion drops of water that play in the film under the opening credits. Professor Byrne explained to me that they needed to get a special camera that could shoot super-fast—say, a thousand frames per second—so that when they play the footage at a normal film speed of 24 frames per second, the water drop would appear to be falling extremely slowly. The camera they used, which came

from a science lab in England, could shoot up to ten thousand frames per second. "I had never shot that fast," Professor Byrne recalled of the thousand-frames-per-second experience.

But what about the experience of having a film screen at a festival? Professor Byrne attended the Columbia Gorge International Film Festival in Portland this past August, where they had a question-and-answer session and were just able to socialize with other filmmakers. On having a film screen at a film festival, Professor Byrne said: "It was... kind of like being a celebrity in a very small way. It was fun to

have something screening."

Professor Byrne did not attend the recent screening of *Possession* at the Lone Star Film Festival in Dallas, but it is still exciting for him that the film was screened there, as it could potentially be picked up for distribution. The Portland screening in August was the 2011 film's first public screening.

More recently still, Professor Byrne has been working on still photography. Four of his pictures were displayed at the 1650 Gallery in Echo Way, CA.

For more information on *Possession*, visit possessionthefilm.com.



A still from Professor Byrne's documentary "Bleeker Street," which appeared at the 1650 Gallery in Echo Park, CA.

Summer Study In South Africa

On Dec. 5, 2012, Dr. John Pollock's proposed health communication summer internship, set to take place at the University of KwaZulu-Natal, Durban, South Africa, was approved for academic credit by TCNJ.

According to Dr. Pollock, the internship will run from July 28 to Aug. 18, 2013. Students will study methods for improving health and reducing risky behavior regarding HIV/AIDS. This method, known as Entertainment Education, has been funded by Johns Hopkins, USAID and the President's Emergency Plan for AIDS Relief (PEPFAR). Tours and trips that may take place during this internship include various exotic animals, cave paintings, dramatic mountain passes, rope bridges and seascapes.

For more information regarding this amazing opportunity, contact Dr. Pollock (pollock@tcnj.edu) or Dr. Jon Stauff, director of the Center for Global Engagement (stauffj@tcnj.edu).

Registration is recommended by March 1, 2013. The class is listed as Summer Com 399-10 and the course number is 60727.

Intersexions: Public Health Comm. Club hosts Brown Bag Series, offers insight into South Africa's number one TV drama

By Melissa Radzimski

On Friday, Nov. 16, 2012 at 11:30 a.m., TCNJ's Public Health Communication Club and the Communication Studies Department hosted the Brown Bag Series event Sex Drama: South Africa's Secret Weapon Against AIDS at the Mildred & Ernest E. Mayo Concert Hall.

The afternoon presentation and discussion focused on South Africa's "number one" soap drama *Intersexions*. Recently awarded a Peabody Award and several South African Film and Television Awards, *Intersexions* touts both artistic and social justice achievements, focusing predominantly on the plight of HIV and AIDS in South Africa.

Dr. John C. Pollock and Dr. Yifeng Hu led the discussion. Joining them included the president and secretary of the Public Health Communication Club, Jim Etheridge and Jordan Gauthier Kohn, respectively.

The event began with a brief introduction of HIV in South Africa as well as a general overview of the drama. Dr. Pollock explained that *Intersexions* proved to be "an example of entertainment education," or, the use of media to educate an audience while simultaneously possessing entertainment value.

The featured episode consisted of three main characters: twenty-something urbanites dealing with the broadening fissure that divides



traditionalism and modernity, while tackling universal feelings of love. Caught in a passionate triangle, the three South Africans deal with the realities of HIV, while subtly promoting safe-sex behavior as a natural and even "cool" lifestyle. Although Ntombi and George love each other, she proclaims that she does not want their relationship to be based on sex. During one scene, Ntombi and George break away from passionate foreplay and both verbally attest that a condom must be sought before they have intercourse. Their responsible disposition seems second nature to them, and most importantly, easy to accomplish.

Although a Western audience may deem the content of this episode unrealistic, Dr. Pollock presented astounding statistics about HIV in South Africa.

"More than one in 10 people has HIV or AIDS in South Africa, compared to one out of 600 in the United States." He continued that the show "means a great deal" to its South African audience and asserted its "groundbreaking" nature.

The panel of professors and students then began a discussion, applying communication models and theories to the soap drama. Dr. Pollock focused

on the Health Belief Model, showing that in the featured episode, "(protection) is a natural thing" for the characters. The television series at large, and the particular episode, succeeds at presenting the realistic facts of HIV, while reaching a highly susceptible demographic: young, sexually active people in South Africa.

Dr. Hu also led a conversation about Privacy Management Theory, which focuses on the conceptual idea of disclosure. Honing in on a scene in the episode in which Ntombi informs George that she is infected with HIV via a text message, it was noted that because of HIV's pervasiveness in the nation, the disease is less taboo. Students brought up that technology in particular deters social discomfort in most cases and Ntombi may have done it via text for that reason.

Those looking to get involved with the Public Health Communication Club can reach out to its advisors, Dr. Pollock and Dr. Hu. The Club is looking for new members and encourages more attendance at their open-to-the-public events. Next semester, they even plan on campaigning on campus for the fight against skin cancer.

Students interested in pursuing health communication on an academic level should investigate the Interdisciplinary Concentration in Health Communication offered by the Communication Studies Department.

Professor Profile: Kristen Kiernicki, new adjunct, but veteran student

By Liz Hutner

Kristen Kiernicki cannot escape The College of New Jersey's Communication Studies Department. A new adjunct professor here at the College, Kristen is the subject of this professor spotlight.

Kiernicki graduated from the College in 2009 with a Bachelor of Arts in Communication Studies in the Public/Mass track with a concentration in Health Communication, with minors in Marketing and Deaf Studies. She notes that her favorite classes at TCNJ were Social Marketing and Health Communications and Strategies of Public Relations. Kiernicki also points out that

having great relationships with Dr. Pollock, Dr. D'Angelo, and Jake Farbman has helped her tremendously both during her time at the College and even today. While studying at TCNJ, Kiernicki dedicated her time to rowing, serving as President of Lambda Pi Eta, and helping to found The Roar and the Public Health Communications club.

After college, Kiernicki attended a two-year Master's program at the University of Kentucky, receiving a degree in Health Communication. "If I could go back five years, I would make the same decision again," Kiernicki notes. "I would not have either of my jobs today (She also works in patient recruitment

for clinical drug trials) if I did not attend graduate school," said Kiernicki. Upon her graduation, she received a call from Dr. Pollock three weeks before the semester started, asking her to teach COM 103.

The next thing she knew, she was teaching a class she had taken herself just seven years ago. When asked about what it is like being on the other side of the classroom, she explained that it is "strange." Not looking much older than her students, Kiernicki thought she would have trouble gaining respect from them. However, Kiernicki has created a comfortable environment in her classroom. "I am straightforward with them and treat them like adults."

Kiernicki is a vital part of a lot of TCNJ Communication Studies events on campus. If you see her at one, or in her classroom, stop by and say hi! If not, you may find her in the library being a student in disguise!



Kristen Kiernicki graduated from TCNJ in 2009.

Congressman Holt addresses healthcare

By Carly Koziol

“Watching legislation is like watching sausage being made; you don’t want to watch, even if you like the outcome,” said New Jersey Congressman Rush Holt on Nov. 9 during an address to the College in the new education building.

Holt focused on the future of healthcare during the event co-sponsored by the Communication Studies Department and the Public Health Communication Club. “Healthcare is one of the great changes in American public policy,” he said.

Newly reelected on Nov. 6, while



Public Health Communication Club secretary, Jordan Kohn and president James Etheridge with Congressman Rush Holt.

holding office since 1998, Holt was enthusiastic about healthcare reform. He spoke about how important it is to listen to the needs of citizens and piece together their concerns in order to develop a cohesive policy.

Holt commented on Obama’s efforts in healthcare reform, noting the President received criticism for not “hammering out” specifics rather than praise for his efforts. Holt said the Healthcare Reform Act follows a historical pattern, pointing to the formation of Medicaid and Social Security. When people aren’t receiving the care they need, it is America’s duty to act.

Women will no longer face discrimination and more emphasis will be placed on preventative medicine. Through improved communication the reform plans to decrease repeated tests, thus lowering costs. Holt advocates paying for the quality of care and end results of healthcare practices as opposed to paying for inefficient and redundant procedures.

“The attitude will change,” said Holt about the reform. “If you’re in America you can count on having great healthcare.”

“I think Obamacare is beneficial because it guarantees that everyone will



Congressman Rush Holt and President R. Barbara Gitenstein on Nov. 9.

receive treatment,” said communication studies student U-Jinn Lee.

Regardless of political affiliation, Holt was well received by all who attended. Students were eager to ask more questions about the new landscape after the 2012 election, but Holt’s assistant whisked him away to attend his next matter of congressional business. Rarely do you witness students disappointed to have a “lecture” come to a close on a Friday night.

Lambda Pi Eta intern panel explains the ins and outs of interning

By Karachi Ukaegbu

On Dec. 5, Lambda Pi Eta hosted the annual Internship Panel - their final event for the semester in TCNJ’s business building. The Communications Studies students gathered together to gain some insight on how to break into a successful and satisfying career after college. With internships spanning from public relations and news to television and film, three students shared their experiences and words of advice on the “Do’s and Don’ts” of internship etiquette.

Victoria Covert is the assistant to the creative director at the Princeton University Office of Communications. Alec Plasker interned in the advertising department for Nickelodeon at Perceptual Productions, a post-production house in New York City. Rachel Chlebowski worked as a workshop specialist at the Bedford, Freeman and Worth Publishing Group in Hamilton, New Jersey.

As you may know, internships bridge the gap between college and your career. Whether it is an academic assignment or practical application, nearly every class in your major provides insight into your prospective career. Alec commented on how he was able to incorporate knowledge from COM classes into his experience in a professional environment. “I benefited from everything I learned in my COM classes. Try to learn all aspects of production and as much software as possible.” Culminating a variety of skills makes your resume competitive and could

possibly land you interview above other applicants.

Why are internships so important? Internships are a proven way to gain relevant knowledge, skills, and experience while establishing important connections in the field. Victoria said, “As an intern, you get to see the inner workings of the office, and over time, you discover that every single thing you do really counts. Also, internships are your chance to prove that you are a valuable future employee.”

“It is important to quality control your internships,” Alec explained. In order to have a well-rounded internship experience, be alert and vocal. They value your opinion and want to help you gain a well-rounded internship experience. All in all, maintain a positive attitude and speak positive even if you had a bad experience.

Students shared tips on how to properly exit an interview and leave a memorable mark at the company. A few suggestions were to mail a genuine hand-written letter to your supervisor and fellow employees who helped or influenced you during your internship. Also, remember to keep in touch! The relationships you build during your internship could be your ticket into getting hired after graduation.

How can you get an internship? The most direct way for students to learn about internships is through our TCNJ Career Center. Talk to your professors inside and out of the classroom! Most importantly, networking is key! Even talk to your fellow COM peers and students in other majors you might be interested in.

Lorna Johnson Elected Chair of the Communication Studies Department

Lorna Ann Johnson (also known as Lorna Johnson Frizell) is a filmmaker and mother whose previous works have been screened at film-festivals within the US, including the New Orleans Film Festival, the Mill Valley Film Festival and Women in the Director's Chair as well as internationally. Her film *My Wolverine* received the Jury Award at the 5@5 Program at the 1998 Mill Valley Film Festival and Best Experimental from the National Black Programming Consortium. Her documentary *Freedom Road* (2004) which profiles women prisoners in a memoir writing workshop has been broadcast nationally on US television and has been screened internationally. It is currently distributed by Women Make Movies. In late 2006 she was invited to present her body of work at the Whitney Humanities Center at Yale University. *Just Another War* chronicling the impact of war on three women is her most recent work. It has recently been screened at the 2008 Athens Film Festival in Ohio and the 2009 Montreal International Human Rights Film Festival. Johnson became the chair of the department when Dr. John Pollock completed his term as chair in August 2012.



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Communication Studies Student Updates

At this year's 98th National Communication Association Annual Convention in Orlando, FL, November, 2012, five student papers co-authored by a total of fourteen students were presented.



Kristen Kiernicki (class of '09), Caroline English, Michelle Davies and Amy Wilson at the NCA Annual Convention in Orlando, FL.

Congratulations to the following students for their presented papers:

Michelle Davies, Ann-Marie Effingham, Brad Heisler,

Nationwide coverage of same-sex marriage after New York legalization: A community structure approach.

Caroline English, Brianna O'Connor, Kyle Smith,

Cross-national newspaper coverage of revolution in Libya: A community structure approach.

Victoria Vales, Amy Wilson, Victoria Scarfone, Carly Koziol, Pat Flanagan,

Nationwide newspaper coverage of same-sex marriage: A community structure approach.

Domenick Wissel, Katie Ward, Allura Hipper,

Cross-national coverage of water handling: A community structure approach.

Emily Mankowski, RJ Tronolone, Mason Miller,

Cross-national newspaper coverage of disaster relief in Haiti: A community structure approach.

Submissions for the 99th National Communication Association Annual Convention opens on Jan. 14, 2013.

For more information, visit natcom.org.

Communication Studies Faculty and Alumni Updates



Dr. Susan Ryan screened her documentary “From the ‘Burg to the Barrio” on Dec. 8 at The Mill Hill Playhouse in Trenton. The project took eight years of work and research, with the help of many students. The documentary illustrated the cultural shift in Chambersburg from an Italian community to predominantly Latino. A large number of Chambersburg residents and members of the Trenton community attended the screening, which generated a lively post discussion.



Dr. Gary Woodward presented his work twice during the past year. On April 18, 2012, Woodward presented “The Vanishing Agora” to Chi Upsilon Sigma at TCNJ. On Nov. 15, 2012 Woodward presented “Reconceptualizing the Rhetoric of Intention” at the National Communication Association’s Annual Meeting in Orlando, Fl. Besides sharing his work, Woodward also received the honor of becoming the Chair of Panel on Rhetoric and New Media at the Annual Meeting of the Rhetoric Society of America in May of 2012 in Philadelphia, Pa.



On Dec. 20, 2012 Dana Eisenberg received the Teammate of the Year Award from BLH Technologies, Inc. This company established an annual award for the teammate who contributed most significantly to the success of the company. Dana received a personal bonus and will have the honor of directing \$15,000 in charitable contributions on behalf of BLH. Dana may select from more than 30 possible national, state, and local charities and disperse the \$15,000 to up to three organizations. The charities were selected with BLH clients in mind. Many of these charities focus on health promotion, disease eradication, and disadvantaged populations.

Vibrant Student Outreach



For information on all the clubs and societies within the communication studies department, please visit communicationsstudies.pages.tcnj.edu.