

# The Roar

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

Spring 2013

Volume 5, Issue 2

## Graduation 2013: Senior Comm. Studies students get ready to move beyond TCNJ

By Melissa Radzinski

Ask most TCNJ seniors and they will probably agree that graduation is a double-edged sword. While the expansive liberty of the real world promises limitless possibilities, it also casts a shadow of uncertainty. For those graduating, the status of “student” will cease in a few weeks – an entire lifetime dedicated to textbooks and tests – all of it will vanish. It’s a rough tumble into the twenty-something years, which, according to Taylor Swift (yes, why not?) we’ll rejoice in a bar somewhere, clink mugs, and agree that we’re all “happy, free, confused, and lonely in the best way.”

But let this time not commence without being pummeled by the paramount question: “So what are your plans after graduation?” Both haunting and vapid in nature, this question should be tattooed on everyone’s forehead in a “Chiller” font with the image of a middle finger adjacent to it.

It’s basic knowledge that some (many!) of us lack plans. Yet, there are a large portion of us who do have plans; and if we don’t, we sure are spending an exorbitant amount of time trying to, even if that means catching up on episodes of *Breaking Bad* while fine-tuning our LinkedIn



Natalie Steele (left), with sister Veronica Steele (right) hopes to pursue a career with Teach for America or a similar foundation.

profiles.

But the Class of 2013 should not be divided into the “planners” and “non-planners.” We have certainly evolved from the wide-eyed freshmen archetype. We collected in Ewing with a singular purpose: to be TCNJ students. And now we’ve surpassed that.

Needless to say, there remains a sense of excitement in the air. This is particularly displayed through the insights of various Communication Studies students, who commented on post-graduation prospects with a positive flair.

“I definitely plan to stay in touch with the Comm. Department and all the awesome friends and mentors I have met here at TCNJ,” said Natalie Steele, who is graduating in May with a degree in Communication Studies in Radio/TV/Film and a double minor in Business Management and Psychology.

She mentioned that her current internship with Teach for America has sparked an interest in “the movement to fight educational inequality.” She hopes to pursue a career with Teach for America or a similar foundation.

Michelle Futerfas was accepted into one of the most prestigious programs in the country. She will be pursuing a Ph.D in Health Communication at the University of Maryland beginning in August 2013.

U-Jin Lee, a Communication Studies major and Journalism minor, is “dreading graduation” because of the “amazing friendships and connections with professors” that she’s built. But in the Fall she will attend Columbia University’s School of Journalism, pursuing a Master’s degree in Broadcast Journalism. In five years, she hopes to be a television reporter, promising her audience a compelling story with every ounce of truth.

Ashley Hunt is a Communication Studies major and Marketing minor who will trek down to the Sunshine State after graduation. She will be working in a Miami-Dade County school through City Year Miami, providing one-on-one attention to students through mentor and after-school programs.

Ashley Fabien will venture to Florida, too, working for Teach for America in Miami. She is a Communication Studies and Marketing minor as well. Megan Busch is attending the Master’s



Lisa McKeegan will be attending the Newhouse School at Syracuse University for PR.

program in Corporate and Public Communication at Monmouth University

Seniors Ann Marie Effingham, Carly Koziol and Lisa McKeegan will also be pursuing degrees in higher education. Effingham will be attending law school at the University of Maryland, Baltimore, and Koziol will be at Rutgers University-Camden for law school as well. McKeegan will be studying Public Relations at the Newhouse School at Syracuse University.

“It’s like reaching the top of a mountain and seeing how many others there are I can climb,” said Tyler Fugazzie. For the Class of 2013 at TCNJ, graduation is just a mountain among many.

### Inside this issue...

Graduation Spotlight	page 1
Prof. Lorna Johnson Wins Award	page 2
Students Win at NJCA	page 2
New Book for Dr. Pollock	page 3
D.C. Health Conference Exclusives	page 3
Dr. D’Angelo Takes Sabbatical	page 4
Alumni Make it in Music	page 4
WTSR: More Than Student Radio	page 5
Alumni Day 2013	page 5
Prof. Farbman’s Top 5 Tips	page 6
Entertainment Education Pioneer	page 7
Alumni Corner: Updates	page 7
Dr. Ryan Documents Change	page 8
Prof. Profile: Dr. Katie Margolis	page 8
Senior Spotlights	page 9

## Chair of Dept. earns 2012 Leeway Foundation Transformation Award

By Carly Koziol

Lorna Johnson, the new chair of the Communication Studies department, found herself at the intersection of art and social change. At the crossroads of these two notions sat \$15,000.

Johnson recently accepted an award from the Leeway Foundation, where her commitment to film and social issues was recognized in the form of the foundation's 2012 Transformation Award.

The foundation supports artistic expression that creates awareness of those on the margin, encourages sustainable communities, and promotes movements for economic and social justice.

"It was affirming," said Johnson, referencing her recent win. Extraordinary poets, singers, and sculptors were all in attendance at the awards ceremony. Johnson felt honored to be worthy of recognition as one of the winners among the group of talented recipients. "Normally I compete with other filmmakers, so it was a great experience being exposed to other forms



*Lorna Johnson accepted an award from the Leeway Foundation for \$15,000.*

of art," she said.

A level of trust goes unspoken by the foundation in the form of an unrestricted award. While \$1,000 is set aside for community-related funding, the balance is left up to the discretion of the winners.

Recipients remained dedicated to a body of work for a period of 5 or more years. Commenting on Johnson's work, the

Leeway Foundation said "she sees making the disconnect between lived reality and the idealized world created by Hollywood imagery visible as a guiding principle of her work."

Johnson plans to create another film with the money, staying true to her field and personal mission. The projected film revolves around loss and immigration. "I'm examining the areas of what you lose and what you gain when you must give up your identity," she said. Having immigrated from England with her parents who were born in Jamaica, the subject matter runs close to her heart.

The film's topic came to Johnson during the mortgage crisis. "White-collared professionals were losing things they were told they'd never lose," she said. Realizing this question was applicable to the life of an immigrant, she plans to explore who a person becomes when they lose their identity.

As Johnson continues to remain prolific in the field of filmmaking, this filmmaker is one to keep on the radar; for her future is sure to hold many more honors bestowed for her unique way of examining life.

## Comm. Studies students take top honors at NJCA conference

By Kelsey Zinck

Saturday, Apr. 20 was a great day for TCNJ students at the 17th annual New Jersey Communication Association Conference (NJCA). Six groups of students presented papers on various topics, and one came away with the prize for the Top Undergraduate paper at the conference. A paper on cross-national coverage of human trafficking using a 'community structure' approach taught in communication



*Students Kelly Alexandre and Cynthia Sha (left) were a part of the group who took the highest undergraduate honors at the NJCA. Tyler Fugazzi and Jordan Kohn (right) also presented papers at the NJCA conference on Apr. 20, 2013.*

research methods classes, written by Kelly Alexandre, Kelsey Baire, Jessica Johnson, and Cynthia Sha, took top honors. Jordan Kohn presented a paper entitled "Cross-National Newspaper Coverage of Child Labor," and "Nationwide Coverage of the Debate Concerning Autism and Infantile Vaccinations," was presented by Tyler Fugazzi and Lisa McKeegan. Three more student papers were presented: "Newspaper Coverage of Planned Parenthood," discussed by Ashley Reed and Kaitlyn Allen; "International Newspaper Coverage of the European Sovereign Crisis" by Alli Wentling; and "Nationwide Newspaper Coverage of Detainee Rights and Guantanamo Bay," by Kelsey Zinck, Maggie Rogers, Eric Moran, Matthew Salvatore.



*From left to right: Cynthia Sha, Kelly Alexandre, Kelsey Baire, Allison Wentling, Tyler Fugazzi, Dr. John Pollock, Lisa McKeegan, Jordan Kohn and Jessica Johnson at the NJCA Conference on April 20, 2013.*

# Media and Social Inequality book garners attention for Comm. Studies Prof. Dr. Pollock

By Kelsey Zinck

When most people sees Dr. John C. Pollock, they see what seems to be an ordinary professor in his suit and tie, carrying a briefcase filled with student essays. However, deep in the confines of Kendall 238, there are papers that contain some of the newest and most interesting research findings utilizing the community structure approach. These findings can be seen in Dr. Pollock's new book, *Media and Social Inequality: Innovations in Community Structure Research*, published in 2013 by Routledge.

Instead of taking the traditional approach to educational research, in which one looks at how media affect society, the community structure approach looks at how society affects the media. Dr. Pollock published *Tilted Mirrors: Media Alignment with Political and Social Change* in 2007, which was a collection of his own theoretical work, as well as case studies conducted at TCNJ utilizing the community structure approach. Though his new book is based on the same principles as *Tilted Mirrors*, it offers more up-to-date studies utilizing the community structure approach,



*Professor John C. Pollock recently wrote his newest book, Media and Social Inequality: Innovations in Community Structure Research.*

with research and articles by top community scholars in the nation. *Media and Social Inequality* is an edited book that grew out of a special issue of *Mass Communication and Society*, published by Taylor & Francis. After working on this book for the first six months of 2012, Dr. Pollock finally got to see his work come to fruition this year.

This new book makes three major contributions. First, the compilation opens up the floodgates to different measures of political and social structure, particularly measures of inequality. Second, unlike the journal issue, the book

contains two special chapters: one is the extended introduction, containing nationwide coverage of the Occupy Movement, and the other explores nationwide newspaper coverage of universal health care, co-authored with TCNJ alumni Kristen Kiernicki and Patrick Lavery. The third contribution was especially gratifying for Dr. Pollock. He said that all of the authors looked at inequality in reporting on political and social change, no matter what their methodological and sample issues were.

As humbly mentioned by Dr. Pollock, *Media and Social Inequality* is selling well, especially abroad. When asked what his new ventures would be,

Dr. Pollock was quick to state his interest in working on projects in the entertainment-education field.

"I want to find a way to have TCNJ help spread awareness and create coalitions among various fields to use entertainment-education to address critical issues, such as gender violence, poverty, and pandemics such as AIDS," he said. "I hope to do this through various forms, particularly cell phones."

Dr. Pollock deserves the many accolades he has garnered through his work in developing the community structure approach and has high hopes for prospering in the entertainment-education field.



*Professor John C. Pollock wants to find ways for TCNJ to spread awareness of issues such as poverty, AIDS and gender violence.*

## TCNJ students exclusively invited to DC Health Communication Conference

TCNJ Press Release

On Mar. 29, two Communication Studies students were the only undergraduates in the nation selected to present refereed papers at the biannual DC Health Communication Conference held at George Mason University in Fairfax, Virginia. Junior Jordan Kohn (left in photo) presented a paper co-authored with Christiana Nielsen and Dasia Stewart on "Cross-National Coverage of Child Labor: A Community Structure Approach." Junior Sally Milnes (right in photo) presented a paper co-authored with Christine Rehm, Olivia Hanis, and Jonathan Day on "Nationwide US Coverage of Medicated Children: A Community Structure Approach." Two years previously (2011), two TCNJ students, Katie Ward and Erin Prendergast, were also the only undergraduates in the United States invited to present papers at the DC Health Communication Conference.



## Dr. D'Angelo takes sabbatical to focus on work and projects outside of the classroom

By Liz Hutner

Many Communication Studies students were disappointed in the Fall of 2012 when, as they registered for the spring 2013 semester, they did not see “Dr. Paul D’Angelo” listed in the faculty field next to any of the classes being offered. That is because Dr. D’Angelo, Associate Professor of Communication Studies, was participating in an approved sabbatical, or a semester away from the classroom to spend his time on his own projects.

To receive a sabbatical at TCNJ is not easy. Dr. D. first had to apply for his sabbatical through the school’s sabbatical committee. Once that was approved and his recommendations were approved, the school’s provost then granted him his sabbatical. He says he feels very fortunate and lucky to have been granted this sabbatical, as they are rare at the College.

Professors spend their sabbaticals doing various activities, and Dr. D. spent his working on four big projects, three of which were papers. The first paper he worked on was a piece on a media effect called “Priming.” Dr. D. teaches this effect in his Com 272 class, “Theories and Effects of Media Communication.” He worked on this published paper with a colleague at Texas



*Dr. D'Angelo took a sabbatical for the Spring 2013 semester to work on projects outside of TCNJ.*

Tech, Erik Bucy. This was also the one trip Dr. D. made during his sabbatical. He had the chance to spend time in Texas and present his work to graduate students at Texas Tech. The second project he worked on was one with a colleague from the University of Zurich. This study is a content study on media coverage, specifically news coverage that covers the news media in political campaigns.

The third project, another content study, consisted of data he collected with students that looks at how the Abu Ghraib prison scandal was covered. Although this can be a slow process, Dr. D says he couldn’t have made “legitimate headway” on these papers if he did not have this

time away from the classroom.

Even though he spent a lot of time working on these three projects while on sabbatical, Dr. D. has an even bigger project in the works. Currently in the proposal stage, he is working on a short textbook about news framing. This eight-chapter book may be published by Polity Press, a well-known international academic press. “Since there is already so much written about news framing, I have to find a way to structure the eight chapters in a vibrant and creative way,” said Dr. D. The proposal for the book will be done by July, and he hopes to start composing content by this fall.

When asked how his sabbatical has changed him as a professor, he said it has helped him find his “research voice.” As he writes drafts and gives presentations for his papers, he feels more confident in being able to present his own scholarly research in his classes. Also, this sabbatical could not have come at a more perfect time, because Dr. D. will be teaching Com 390: Research and Methods and Com 172: Intro to Mass Media next semester, and will be entering the classroom with not only more academic research of his own, but also newfound confidence and expertise.

## TCNJ Alumni make it big in the music business

By Melissa Radzimski

Bruno Mars and Macklemore are battling as both achieved the #1 spot in the Billboard Hot 100 in April. For most music lovers, this chart system appears to be rather ubiquitous. Even Top 40 radio stations reference the ranks.

Not surprisingly, Billboard consists of a dedicated team of individuals who tirelessly immerse themselves in new music. They cover everything from Justin Timberlake’s newest album to that buzzworthy indie artist constantly re-emerging on the front page of Pitchfork.

It should be known, though, that two players in the Billboard game are recent TCNJ alums...and best friends. Jason Lipshutz and Chris Payne both graduated with bachelor degrees in 2010 (Jason was an English major and Chris was a History and Secondary Education major). They lived together their senior year at TCNJ and even hosted a radio show at WTSR, where they playfully discussed their knowledge of music, as if they were constantly reading from some mystic tome.

As TCNJ undergrads, they both decided somewhere along the line to seriously pursue music journalism; and since then, they’ve both acquired positions as Associate Editors at Billboard. I had the chance to ask both Chris and Jason some questions about their past and present, from TCNJ to Billboard and everything in between.

**ROAR:** What are your days at Billboard like?

**Jason:** [M]y days consist of reporting music news and handling any pop-related features that are posted on the site. I also frequently contribute

feature stories to Billboard magazine and edit the print edition’s weekly single reviews.

**Chris:** As an editorial assistant, I do a little bit of everything and get to work with just about everyone else on the editorial team. I look for potential news stories, write all sorts of stories and reviews, do interviews, and edit and post other peoples’ stories. I’m also in charge of the internship program, so I’m the one the interns report to throughout the day.

**ROAR:** Chris, you were the Music Director at WTSR. How did that help you in the professional world?

**Chris:** [Being the] Music Director worked out like an internship in a lot of ways. I got a real taste of what the music business was like (via college radio and record labels) and made connections that are still valuable to me today. I got experience writing album reviews, concert reviews, doing interviews, and following music on a week-to-week basis.

**ROAR:** What advice would you give a TCNJ student who wants to dive into the music journalism world?

**Jason:** Any student who wants to be a music journalist should do whatever they can to get an internship at a major music publication. Even if it means commuting up to New York; there is absolutely no substitute for the real-world experience an internship offers.

**Chris:** It’s all about making connections and getting practical experience, so keep an open mind about casting a wider net - get experience writing about broader topics - entertainment, culture, current events, whatever interests you. If you’re passionate about writing music that drive will always be there and you’ll be ready when an opportunity arises.

# WTSR: More than TCNJ's student radio

By Rachel Chlebowski

The College of New Jersey's student-run radio station has been around for over 40 years. Broadcasting from the basement of Kendall Hall since the 1950s, the FCC commissioned "WTSR" to Trenton State in 1966. The call sign letters originally stood for Trenton State Radio, but when the school changed its name to The College of New Jersey in 1996, the call letters stood instead for TCNJ Student Radio.

WTSR airs on 91.3 FM and through live streaming on the Web 24 hours a day, seven days a week, year-round. The station plays new indie and alternative music in its dayside programming and features over 20 genres of specialty music. Radio shows are hosted by community volunteers, alumni, and current TCNJ students.

Alec Plasker and Dan Nestman, both seniors, co-host a college rock-themed specialty show titled "Left of the Dial with Alec and Dan" on Thursday nights this semester from 8:00 p.m. to 10:00 p.m. Alec, a Communication Studies major and the Promotions Director on the General Board of WTSR, says that WTSR "completely changed my Comm and TCNJ experience. I've made so many friends, been a part of so many awesome projects, and events and learned a lot about music along the way."

WTSR gives students the chance to host their own radio shows, "express yourself over the airwaves and make connections with some really cool people," as sophomore Communication Studies major Emily Melendez put it. "It gives you a better idea of what our Comm dept. is capable of doing."

WTSR is entirely student-run by a General Board of twelve student positions, three of which are part of the station's executive board. Current Station Manager Alli Wentling has been part of the station since her first semester at TCNJ, and next year she will serve as the Station Manager for the second consecutive school year. Being part



WTSR's boardmembers pose for a picture at their 2013 banquet.

of WTSR has "truly been one of the most influential forces upon my time here at TCNJ. It's allowed me to network with so many people throughout the school, has introduced me to some of my closest friends, and has also given me valuable communications experience."

Students involved with WTSR gain the experience of working with a real radio station. Whether in production, promotions, news or sports, WTSR proves to be a more than valuable experience. "I've gotten jobs thanks to the skills and passion I have learned from working at a radio station," shares Plasker.

WTSR is one of the leading college radio stations. "Last year, we hosted College Radio Day, which was really exciting for the station," says Wentling. This year, WTSR is working with Lions Television, Lambda Pi Eta, and the Communication Studies Department to host multiple networking events. Our college radio station is also going to be the official radio station of the Trenton Half Marathon. At the college, in the community, throughout the county, or on the Web, WTSR is leaving its musical mark.

## Peck credits TCNJ faculty for launching his successful career

By Kelsey Zinck

Jonathan Peck, class of 1996, led this year's Alumni Day, advising students to create relationships with faculty members and to listen to their advice when it comes to careers.

Peck, one of the department's most outstanding students, found himself in a position that no other communication studies student from TCNJ has been granted since the program began in the 1950's. Peck was awarded a Marshall Scholarship, afforded by the UK in gratitude for the Marshall Plan that helped Europe out of the trenches of economic crisis after the Second World War. Peck is the only TCNJ student to be awarded the scholarship, and the first communication studies student to ever be awarded a Marshall



Scholarship. Roughly 30 to 40 awards are given to students across the United States each year, and Peck was lucky enough to be given this opportunity.

Now a lawyer with a Columbia law degree at Patton, Boggs, LLP, Peck was able to speak about that profession as well as the success of TCNJ communication studies students in the workforce.

In a truly eloquent fashion, Peck spoke about the easy transition from the hard work and

dedication instilled in students at TCNJ to maintaining a stable career. He also encouraged alumni to "take a student to lunch," a metaphor for helping students find jobs and internships all while keeping the TCNJ community connected. Peck also expressed his thankfulness to our TCNJ faculty while he was a student here for their mentoring and advising while he was an undergraduate. While adding a little humor, he was able to liven up the room and help students realize that the alums present were once nervous students sitting in the same seats, harboring feelings of anxiety and anticipation while considering future career plans.

Students had the opportunity to mingle with over 20 alumni of various fields, such as public relations, marketing, brand

managing, media buying, medical writing, production assistance, news reporters, and many other fields. Additionally, there were also many alumni in attendance who were able to speak to students about attending graduate school and how that can change career paths.

The 2013 Communication Studies Alumni Day was filled with excitement over the past and present success of students who have completed or are working on completing their degrees from TCNJ. Students were fortunate to have the opportunity to speak with alumni, network, and further understand what potential career paths entail. Overall, the event was considered a huge success and valued greatly by students and alumni alike.

# Farbman's top five tips for aspiring communication specialists

By Lisa McKeegan

As both a practitioner and teacher of public relations with years of experience, Professor Jacob (Jake) Farbman has a lot of great advice to offer students looking to enter the professional world. He offers five major tips to help rising professionals as they network and seek out internships.

**1. Network.** Start networking right away. And don't forget, there is no need to limit yourself to current professionals! Your peers are a great place to start. Your classmates might have internships now that you would like to get involved with in the future. They may end up being your colleagues someday. Network with them in class, at campus events, and at any communication conferences you attend.

To many stressed out students, the sometimes elusive idea of "networking" can seem overwhelming. How can you make a good impression during those couple of minutes you have to talk to someone at a networking event or career fair?

## Jake's tips:

- Get people to talk about themselves. Ask them questions about their interests, jobs or internships they have, and projects they have worked on.
- Ask for the person's business card, and make sure you follow through. After the event, sit down and email or call everyone you met to set up informational interviews\* (see tip #5).
- If a guest speaker talks to your class and he or she sticks around for questions, make sure you go over and ask questions! Too many students just get up

and leave, and that leaves a bad impression.

- Make sure you have a firm handshake, and always make eye contact when you shake someone's hand.
- Wear your nametag on the right side. That way when you reach out to shake someone's hand, the nametag pops out.
- If you have a cold drink, always be sure to hold it in your left hand. You don't want to be remembered as the person with the cold, clammy handshake.
- Make sure you know the dress code of the event and dress accordingly.
- Be sure to follow through. Woody Allen said that 80% of success is just showing up. You have to show up on time, and you also have to produce.

## Side Note: Should students bring their own business cards?

It can't hurt! "One of my students made her own website," said Farbman. "She had her portfolio and resume featured on the website, and made her own business cards with the website address. That is important because the web is such a viable tool now, and if you can show that you can use it to market yourself, you can certainly use it to promote an organization."

**2. Network with professors.** We hear about internships and job openings all the time.

**3. Act now.** "I wish I could tell you how many seniors come to me in the spring semester of their senior year saying 'Prof, can you help me find a job?' I say 'sure, what are you interested in?' Too many students

reply with 'I don't know.'"

It's so important to take as many internships opportunities as you can. Even if you can't intern for credit, do it during the summer when you have more time. Internships will make you more marketable to employers and graduate programs, and they will help you figure out what you want to do.

**4. Find a professional mentor.** If you have the chance to intern somewhere, leave a positive impression and maybe someone will take you under his or her wing and teach you things you won't learn in a classroom. That mentor can also be a professor who can help guide you toward a particular career path. Professors have connections to people that students don't have.

**5. Set up informational interviews.** These are a great way to get a sense of what a certain field is like without the stress and pressure of a job interview. You'll usually get a tour of the facilities and meet lots of people. When you sit down with whoever is interviewing you, ask "What does someone like me have to do between now and the time I graduate to start a career and become as successful as you?" That person will give you more insight than any textbook, and may lead to an internship.

"I know a student who had an informational interview with his friend's dad who worked at the NY Giants. He spent his four years at TCNJ as an intern for the Giants," Farbman says.

Clearly networking is important in the communications industry, and it is never too early to start making connections! So follow Professor Farbman's advice. Make eye contact, don't be the guy with the limp, clammy handshake, and meet as many people as you can! You never know who will end up getting you a job.



For information on all the clubs and societies within the communication studies department, please visit [communicationsstudies.pages.tcnj.edu](http://communicationsstudies.pages.tcnj.edu).

## Arvind Singhal: Top U.S. entertainment educator comes to TCNJ

By Nicole Ferrito  
Courtesy of *The Signal*

Students and faculty at the College got to experience a master class on entertainment education taught by Arvind Singhal, who has studied and worked with this public health communication strategy for years. The method has been conducted to produce positive social change in countries such as India and South Africa.

He is the Samuel Shirley and Edna Holt Marston Endowed professor of communication studies and director of the social justice initiative in University of Texas – El Paso’s Department of Communication.

Singhal’s visit was sponsored by the Public Health Communication Club, the Cultural and Intellectual Community Program Council, the School of Education, the Center for Global Engagement and the School of the Arts and Communication.

Entertainment education involves the use of story telling in hopes of altering negative social behavior. Singhal shared a quote by one of his favorite authors, G.K. Chesterton, “Fairy tales are more than true ... not just because they tell us that monsters exist, but because they tell us that monsters can be vanquished.”

This quote is directly related to the philosophy behind entertainment education, Singhal explained, because, “it is a global storytelling process.”

“The pen can move in any direction it wants,” he said. If there is a social issue, or a “monster,” that needs to be addressed, new and positive social norms have the potential to be created through this form of health communication.

He gave an example of how entertainment education was implemented in Bihar, India.

Women tend to be looked down upon in India and are not treated as well as men. In many cases, young girls do not even know their own ages because their birthdays go uncelebrated.

This social issue was addressed through a radio soap opera, which told the story of a girl who wished to have a birthday celebration, as her brother did. Because the creators of this radio soap opera “hold the pen,” they made the story move in a positive direction.

In the end, the young Indian girl was able to have a huge birthday celebration. The whole village took notice and realized celebrating a young girl’s birthday would be a good thing.

Singhal went on to explain that through this Indian soap opera, the normal “script” was rewritten



to have a better outcome. Though it was a fictional radio show, it resulted in positive change in real life. A young girl celebrated her birthday in a village where the show was broadcast. They soon noticed more girls celebrating their birthdays, and then riding bikes, enabling them to attend school.

This is just one of many instances where the implementation of entertainment education has made a difference and contributed to positive changes among various social and health problems.

Singhal discussed other influential figures that have used this “re-scripting” method of communication. He mentioned both Mother Theresa and Ghandi and the ways in which they profoundly impacted society.

He gives the example of how Ghandi ended violence among Muslim and Hindu Indians, by refusing to eat until people stopped

killing. This unique approach to dealing with such a large-scale problem is similar to how entertainment education works.

Ghandi can be considered a “re-scripter” because he overcame the “monster” of violence by acting out to initiate social change.

Looking at life in a different way and approaching situations in ways you would never think to approach them was an important part of his message. Singhal asked his class to stand up and sit back down on their chairs in a way they have never sat on chairs before. The audience, though slightly reluctant, began to sit down in obscure ways.

“You’ve just changed the normal ‘script’ of how to sit on a chair,” Singhal said.

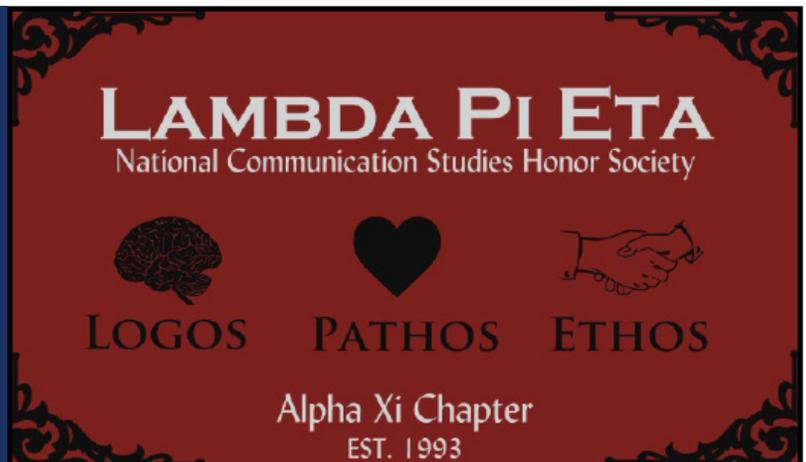
Singhal ended his class discussing the ways in which video games can be used as a medium to rescript social and health problems that exist today. He explained how Jane McGonigal, a game designer, created a game called “Evoke,” which enables people to collaborate and come up with ways to solve real-world problems.

“Stories matter, but multiple stories matter even more,” Singhal said. If many people offer different perspectives on a problem, there is hope for change.

### ALUMNI CORNER

Alumna Erin Prendergast, class of 2011, has been accepted into the George Washington University School of Public Health for the 2013-2015 term.

Alumna Rowena Birones received her Ph.D in health communication at the University of Maryland this past year. Birones was recently named assistant professor in the Communication Studies Department at Virginia Commonwealth University where she will be starting this Fall.



The Communication Studies Honor Society, Lambda Pi Eta, will soon have a banner hanging in the Brower Student Center. A big thank you goes to President Natalie Steele for the design and execution of the banner.

## Dr. Ryan recruits TCNJ students to assist with most recent film

By David Karas

Courtesy of the *Times of Trenton*

Chambersburg used to be a neighborhood that was called home by Italian immigrants seeking to start a new life. Eateries, bakeries and cannoli were commonplace, and a close-knit community emerged.

Today, elements of that same atmosphere remain, just with a different international flavor. While some of the neighborhood's newest residents hail from Guatemala, Costa Rica, Ecuador and other Latin American countries, they share many of the same characteristics of their predecessors.

It was this transformation that piqued the interest of Susan Ryan, a filmmaker and professor of film and documentary studies at The College of New Jersey, who decided to make the 'Burg's history the subject of her latest film.

"I was very interested in the process of how a neighborhood changes," said Ryan. "I really wanted to understand more about what it is that is so special to so many people about Chambersburg."

From the *'Burg to the Barrio'* is a 45-minute film that highlights the changing landscape of the city's historic "Little Italy" neighborhood



Dr. Susan Ryan's most recent film is from the 'Burg to the Barrio.'

from its roots to the present day, paying particular attention to the transformation of the cultural setting as the population has shifted.

What Ryan discovered is that the neighborhood has long served as a sort of first step for recent immigrants to the United States.

"I hope that I have been able to show not only the differences between what much of the Italian community remembers of Chambersburg, but also a lot of the similarities that they share with the newer residents in terms of their interests in family, food, and work, and religion," said Ryan.

From street festivals to community meetings with Trenton police officials, English as a second language classrooms to bakeries, the film takes viewers throughout the historic neighborhood, interviewing residents and business owners to paint a picture of how the neighborhood

has changed, and how it has stayed the same.

While some of the historic mainstay eateries have closed their doors, others remain open and continue to serve the same customers who attended their grand-opening celebrations.

Some have also changed hands from owners of Italian heritage to those from Ecuador, Colombia, Guatemala or other Latin American countries. With the shift has come a change in the types of food offered, now catering to the evolving Latino population in the neighborhood.

The piece also captures the reaction of a previous generation of immigrants — primarily Italian individuals and families — to a new group that has brought with them a different language and culture.

"One of the most surprising things that I learned was that in the beginning, the Italians weren't always welcomed in Chambersburg and were criticized in many of the same ways that the Latinos are today," said Ryan. "For example, they were criticized for having too many people living in a single house, and for bringing crime into the neighborhood, similar to the complaints that you hear today about the Latinos."

Using archival photos, the film

also presents images of the origins of Chambersburg as it evolved to serve as Trenton's restaurant district, even drawing celebrities and movie stars from New York City to grab a dinner or early evening snack.

Ryan began thinking about the film several years ago with a colleague, Rachel Adler, a coproducer of the film and associate professor of sociology at TCNJ. Adler's work, Ryan said, has focused on researching ethnic neighborhood change in cities across the country — in particular, the evolution of Trenton's "Little Italy" to a haven for South and Central American immigrants.

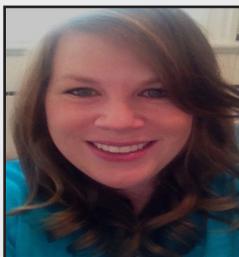
Over the last four years, Ryan shot the film and conducted interviews with the help of current and former TCNJ students. She credited their assistance in putting together a film covering such a broad period of history.

It took a while to whittle down the more than 40 hours of footage to a mere 45 minutes, Ryan said, but the process revealed some interesting observations about the progression of the neighborhood.

While Ryan acknowledges that some characterize Trenton as being in a state of "disarray," for the newest part of the population, Chambersburg is a home.

## Dr. Margolis: Star teacher in interpersonal, health communication

By Jim Etheridge



Dr. Katherine (Katie) Margolis can be considered one of the Communication Studies Department's best-kept secrets. Her charismatic attitude and extensive knowledge in the field of communication studies make her not only a favorite professor among students, but also an extremely valuable asset to the department.

Why is she a secret, though? Dr. Margolis teaches only one night a week, as her other time is devoted to her main job and to her

family. This combination makes Dr. Margolis a powerful instructor. Dr. Margolis will be teaching Interpersonal Communications (Com 242) in the fall. Having been a behavioral strategist at multiple health market agencies, and a research scientist for the Centers for Disease Control (CDC), Dr. Margolis' previous and continuing experiences in the field of health communication and interpersonal communication allow her to interject real life examples into her lesson plans.

Dr. Margolis didn't always fancy herself a professor though; when she first entered Cornell University to complete her bachelor's, she was interested in writing and journalism, and was a writer for the *Cornell Daily Sun*. Her interests shifted, however, to public relations, and remained there until her first PR internship, when she realized that PR wasn't for her. It wasn't until her senior year as an undergrad, while working on her senior research thesis, that she realized that she wanted to be a professor.

With this newfound interest in research and an aspiration to teach, Dr. Margolis attended graduate school after Cornell. She enrolled in a doctoral program at Michigan State University. There she earned her master's in Communication with an emphasis in interpersonal communication, and her Ph.D in Communication with an emphasis in health and interpersonal communication.

It was at Michigan State that Dr. Margolis began teaching. Since then she has taught a variety of communication courses including Theories of Communication, Interpersonal Communication, Organizational Communication and Public Speaking at Davenport University, the University of Pittsburgh, and, of course, TCNJ.

Dr. Margolis continues to teach because she truly enjoys working with students in and outside the classroom environment. She has been known to offer quite a number of internships in her line of work!. Please do not hesitate to contact Dr. Margolis!

## Senior Spotlight: Futerfas and Lee land exclusive spots at top grad schools

By Deanna Biase

On college campuses nationwide, the month of May is dedicated to seniors celebrating the end of their academic careers, saying goodbye to textbooks and homework assignments, and shaking the hands of their future bosses. Michelle Futerfas and U-Jin Lee are among those celebrating—but for very different reasons. Both Futerfas and Lee competed against many exceptionally talented and bright students nationwide to land two coveted spots in top graduate programs in their respective fields.

Futerfas, a top Communication Studies major with an interdisciplinary concentration in Health Communication and minors in Professional Writing and Marketing, will pursue a Ph.D in Health Communication at the University of Maryland beginning in August 2013. Being directly accepted into a Ph.D. program is exceedingly rare, and Futerfas is one of only a few students from the department in the past twenty years to do so. In addition to her doctoral coursework, Futerfas will be responsible for teaching two undergraduate introductory courses to incoming students in communication studies.

“It’s surreal,” Futerfas beams. “I’m in shock. Thrilled and excited, but in shock.”

The process was daunting, the application tedious, and the statement of purpose intense. Once submitted, she then had a lengthy phone interview with the department chair.

“I was nervous, but confident,” Futerfas admits. “I knew this was my dream and had to prove it in the interview.”

Her hard work paid off. She was contacted almost immediately with a fully



*U-Jin Lee will be studying broadcast journalism at Columbia University in the Fall.*

funded offer for admission to the doctoral program.

“I was speechless,” she laughed. “My jaw dropped. I was with my friends and just couldn’t believe it!”

Futerfas’ interest in health communication first began when she took a Theories of Persuasion course led by Professor Gary Woodward. Her work there inspired her to take Health Communication Campaigns, a class led by Professor Katherine Margolis, which expanded her knowledge of the field and pushed her to think outside the box. Margolis was impressed with her work and offered her an internship at HealthEd, a healthcare marketing agency focusing on Direct To Patient marketing and education, which Futerfas eagerly accepted. There, she worked on a variety of projects for major pharmaceutical companies and focused her time on a project for patients diagnosed with the Hepatitis C virus. It was this work that most prompted her decision to pursue her Ph.D.

When asked about her time at TCNJ, Futerfas replied eagerly, “The experiences and opportunities I had at The College of New Jersey shaped my career path. I look forward to one day becoming a professor and inspiring students as I was here at TCNJ.”

U-Jin Lee, an honors student and a Communication Studies major with a concentration in Radio/TV/Film and a minor in Journalism, received a similarly exciting email—one which admitted her to Columbia University for a Master of Science degree in Broadcast Journalism. Lee worked tirelessly throughout college to ensure her spot.

Lee’s mother emigrated from South Korea to the United States when Lee was five, leaving her husband behind, to ensure that her children could take advantage of the creativity encouraged by the United States system of education. Lee immediately began to pursue music, playing the piano and flute, and advancing to violin when she was nine. In middle school, Lee was accepted, through rigorous audition, to the Pre-College Division of the Juilliard School and continued her musical studies there for eight years.

Lee always wanted to major in music. As a musician, she craved being able to communicate through sound and performance and understood the impact that



*Michelle Futerfas will be at the University of Maryland this Fall working on her Ph.D.*

various forms of communication could have on those listening. When arriving at TCNJ, she joined the orchestra but was encouraged to begin exploring the communication side of performance as well. Surprisingly, she found that communication was where she belonged, and decided to pursue the Radio/TV/Film track.

Through internships and coursework, Lee honed in on her true passion. She spent the summer of 2011 in South Korea working for Educational Broadcasting System, the only educational television and radio network covering South Korean territory, and the only South Korean radio and television network without a separate regional service. She was responsible for planning a large scale documentary film festival, as well as other smaller scale productions. She knew she loved the television side of the industry, but production planning was not for her. In the summer of 2012, Lee interned at Fox Channel 9 News in Secaucus, NJ. There, when assisting anchors and shadowing reporters, she decided her ultimate goal was to become a foreign correspondent.

“I speak English, Spanish, and Korean,” she laughed. “I hope that helps!”

Lee is seen as a role model in her track, working closely with faculty and encouraging and supporting her peers.

“I think it’s all about having a passion,” Lee mused, when asked about her career. “Find something you love, ask questions, be inquisitive, learn all you can, work hard. That’s certainly something I learned during my time here at TCNJ.”