



# MCAD

## MASS COMMUNICATIONS AND DESIGN



MISERICORDIA  
UNIVERSITY

FALL 2017

## Chair's Note

By Melissa Sgroi, Ed.D.



Our students did it yet again: Three students won media awards. Each student honed his or her skills through work in class and student media—MCN87 television, Service by Design,

Cougar Radio and *The Highlander*—and they compete with students throughout the state and the nation.

We are also celebrating our new Sports Communications Specialization, which is enrolling now.

Sport communication is a growing segment within the field, as it involves the robust integration of multiple media products and platforms. Students who select the specialization will gain instruction and experience in journalism, broadcasting, marketing, public relations, graphic design and electronic and social media in the context of sport media.

We also want to spread the word about our graduates' professional success and our students' diverse internship experiences. First and second year students have many opportunities, too. We provide them with a firm foundation by taking them on field trips and featuring class speakers. We also include service learning in our classes to give students a chance to create media for community clients—very early in their college careers.

Our students make it—and you can, too. Contact me at [msgroi@misericordia.edu](mailto:msgroi@misericordia.edu) to discuss your goals.

## Sports Broadcasting Grows

By Dan Kimbrough, Assistant Professor

New equipment purchases, with help from Athletics and Alumni Relations, allows for expanded coverage of MU events. We've upgraded our state-of-the-art Tricaster system to allow for NDI capabilities, which means we can send a video signal from different areas of campus back to our TV studio in Lower Walsh Hall. We can do multi-camera live production from Mangelsdorf Field, Anderson Sports Center, and the Lemmond Theater. These events will be live streamed so off campus fans will be able to view events. We also have new cameras that will allow for single camera events to be live streamed as well.

Cougar Radio and MCN 87 are working on covering all MU home athletic events



Sean Lynch (2018) calls a game with Parker Abate (2019).

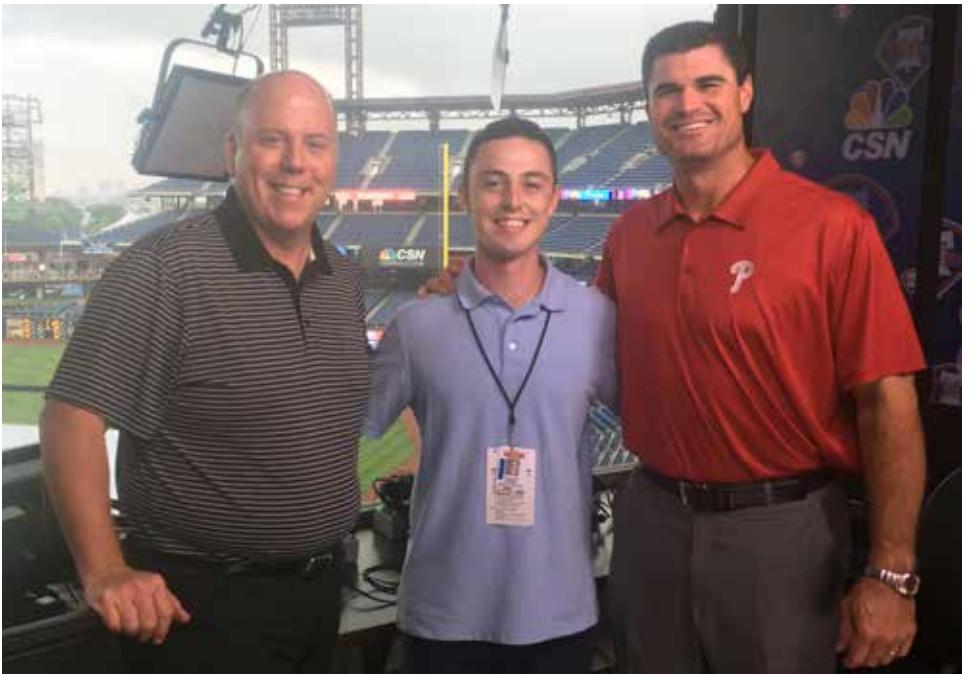
so that family, friends and alumni of MU can stream the events. This will also help bolster our new Sport Communication curriculum as students will get hands-on training in shooting, producing and directing live sports and events.

## Annual Student Media Trip to New York City



MCAD faculty and students who participated in student media attended the Cooper Hewitt Museum and watched a live broadcast of ABC's "The Chew" in New York City as part of the MCAD's annual Student Media Trip.

## Internship News



Sean Lynch (middle) worked with Tom McCarthy (left), and Ben Davis, who are on the Philadelphia Phillies TV broadcast team.

### Michael Gombita (2018)

When I first met my professors, they emphasized internships. I had low expectations that all I was going to do was run coffee orders, but my internships over the past three years have shaped my career goals.

The first, at WBRE/WYOU TV in Wilkes-Barre, Pa., gave me the chance to write stories and create an anchor demo reel. I even ended up in the sales department thinking that was something I wanted to do. After some time, I felt TV was not right for me. So I decided to change.

I got my second internship with Coal Creative, a digital marketing firm in Wilkes-Barre, Pa., due to my strong video background. It was a great experience, but I learned that I wanted to do more than video to grow my expertise.

During that time, I also seized many opportunities on campus. I held leadership positions in most student media outlets, and I founded the university's student-run philanthropic organization. Because many people have valued my expertise in my field, I got my third internship working as a digital media intern university student activities. I created the first social

To succeed in media, you have to gain as much experience as humanly possible. That experience comes from internships, and MCAD has done a fantastic job of preparing students for them.

My first internship enabled me to be a part of the broadcast team for the 2016 Mid-Atlantic Regional Baseball Tournament. I broadcasted 14 games on ESPN Radio, Williamsport, for thousands of listeners. The following year, with the Wilkes-Barre/Scranton Penguins, the AHL affiliate of the Pittsburgh Penguins, I worked alongside the radio broadcasters, making game-day media packets and creating content for their weekly publication, Breakaway. I grew interviewing skills as I was often around press conferences and post-game interviews with players and coaches, many of whom are now Stanley Cup Champions!

My third internship was with Comcast Sportsnet Philadelphia and the Philadelphia Phillies—my proudest accomplishment. I spent the summer working in the production truck and the broadcast booth, trying to soak in everything about broadcasting as possible. As part of the production team, I helped build highlight packages, tried my hand at producing, operated a camera, and served as stage manager. I didn't realize how fast-paced a control room could be until I saw the production truck at work.

As a broadcaster at Misericordia, just being able to observe the likes of Tom McCarthy, John Kruk, Ben Davis, and Mike Schmidt was an experience of a lifetime.

I've gained the experience of some students in their second year of grad school. I now have a portfolio double the size of students at larger universities because MCAD allows you to do as much as you want, when you want. That is why I truly believe that I will be successful in the workforce, and I couldn't be more grateful to be a part of this program.

## Working Students Story Wins First Place Keystone Award

Christa Porasky (2017) won First Place in the feature story category in the Pennsylvania News Media Association's Keystone Awards 2017 for her story "Working Students Face Grueling Path to Uncertain Future."

Porasky exhaustively researched her story providing national statistics on postsecondary students who juggle work and school, and she spent time in the field with students to provide insights into their lives.

## Students Receive Communicator Awards in International Contest



Matthew Scanlon and Melanie Quintanilla strike a pose in the television control room.

The Academy of Interactive & Visual Arts recognized two MCAD seniors for their outstanding media work.

Melanie Quintanilla (2017) earned a Communicator Award of Distinction

in the Websites – General-Nonprofit category after she designed the website for Reaching Beyond Limits ([reachingbeyondlimits.com](http://reachingbeyondlimits.com)), an adult day care program for people ages with intellectual disabilities and autism spectrum disorder.

A Communicator Award of Excellence was awarded to Matthew Scanlon (2017) in the Film/Video - Student category. His one-minute video is posted to Reaching Beyond Limits' website. He was responsible for on-location videography shoots, editing, and writing the script for the voiceover.

Quintanilla and Scanlon completed their work as part of the Service Learning initiative of Assistant Professor Rachel Urbanowicz.

## Field Trips, Speakers, Service Learning Allow Students to Check Out 'Real World' Early

By Rachel Urbanowicz, Assistant Professor

First and second year students regularly receive valuable insights through service learning client projects, guest speakers, and field trips.

### Graphic Design Class: The Print Shop

Payne Printery is a large-scale print house only a five-minute drive from Misericordia, and so Jim Sabulski, manager of the campus print shop, Cougar Prints, helped coordinate field trips to Payne for students in Introduction to Graphic Design. Students learned how design preparation for print production is a vital step in the process. Shaun Daney, Payne's vice president of sales, showed students the various high capacity printers, die cutting machines and processes to help them understand the world beyond desktop printers.

**Service Learning: Insalaco Center**  
Students in Introduction to Public Relations class worked with an internal service learning client, the Insalaco

Center for Career Development (ICCD). They developed a survey for the entire student population to help the ICCD understand its target market, how to improve student communication and ultimately gain more exposure and increase student participation in services.



Chelsey Tupper of Ideaworks Marketing speaks with public relations students in September 2017.

The client met with the class on multiple occasions: the initial client meeting and message development session; the survey launch; and also for final student presentations of additional PR strategies students developed.

In addition, students benefitted from three guest speakers who hold leadership positions in PR-related jobs: Chelsey Tupper of Ideaworks Marketing, Wyoming, Pa.; Michele Neary of United Gilsonite Laboratories, Dunmore, Pa.; and Rachel Pugh of Benco Dental, Pittston, Pa. All three firms work with national and international clients. Students found commonalities between speakers intriguing in light of the companies' differences. And each speaker ended up sharing the experience on their respective company Facebook pages—they enjoyed telling their career stories and offering industry insights.

# Graduate Spotlight

**Arthur Dowell (2014), Assistant Sports Editor, *The Sentinel*, Lewistown, Pa.**



Arthur Dowell

In my job as Assistant Sports Editor, I cover live sporting events for eight regional high schools, Penn State University and State College Spikes. Nights when I'm in the office, I edit other sports writers' stories, design pages and publish content on the company's website.

I wouldn't be anywhere near this position without the many hours I put into writing for *The Highlander* newspaper and researching content for Cougar Radio and MCN 87 television.

My peers and professors instilled the motivation for me to keep striving for bigger and better results every day.

Misericordia and the Communications Department pushed me to be not only be the best journalist, but the best person I can be.

**Nicole Battista (2015), IT Business and Financial Analyst, Bayhealth Medical Center, Dover, DE.**



Nicole Battista

I provide professional support for various applications and software to meet and exceed customer expectations, including content management of the intranet.

I was in at least eight different writing courses in my four years at MU: Media Criticism, Film & Filmmakers, Senior Seminar, Integrated Communication Campaigns (ICC), just to name a few. These classes stressed the importance of research, of seeing every side to the story, of contrasting the cons with the pros to fully develop an argument. I

have transferred these skills from writing papers to writing project proposals. In ICC I was taught about marketing strategies and SWOT (strengths, weaknesses, opportunities, threats) analyses. I am happy to say that my SWOT analysis on my current project proved to be beneficial in its development.

I was constantly challenged in college. When I was interested in Cougar Radio, Dan Kimbrough offered me a show and I declined because I just wanted to watch. When I was assigned a show for my internship, I padded it with music because I was nervous. When a, leadership opening appeared, I applied for (and accepted) the position as Music Director. When the band We the Kings performed in 2014, I interviewed the lead singer, and you bet I was as nervous as anything! We talked about pizza (and other things) and my story made the headlines (ABOVE THE FOLD!) in *The Highlander* newspaper. I even learned keyboard shortcuts (CTRL Z/ CMD Z will change your life) from my COM professors (shout out to Dan & Doug!).

My journey at Misericordia prepared me not only for my career, but for my life. The professors care about what you learn in the

classroom, but they care more about how you can apply it in the real world. We were always encouraged to ask questions: Why aren't more students applying for work study jobs? Why does the president behave this way or that? Asking "why" encourages me to dig deeper, to keep exploring and keep learning. Two years later and I'm still asking "Why?"

**Callen Clark (2016), Videographer, KDKA Pittsburgh**



Callen Clark holds his camera in front of his KDKA News truck.

I started right out of college at WBRE TV, Wilkes-Barre, Pa., as a part time photographer. I spent my time there learning what I needed to be successful, with the goal that I was going to make it to a big city. It's been almost four years since then, and I am proud to say that I am at the CBS station in Pittsburgh, WKDKA.

I love this job, being in a big city and part of a huge newsroom. Every day brings something crazy and new, which is about my speed. I don't know where I'll be five (or even ten) years from now, but as long as I'm still working in a newsroom, I'm happy with whatever the outcome may be.

**Mike Terlesky II (2010), Promotions Producer, WTOV9, Steubenville, Ohio**



Mike Terleski holds his camera in front of his KDKA News truck.

My responsibilities here include writing, shooting, producing and editing station image promotions, sweeps promotions, as well as public service announcements. It's a very creative and fun field, but a very competitive one. Luckily my education at Misericordia University more than prepared me for all the challenges I face every day at work.

I love my work, and every single day is something new and exciting. Although I started in news, I am now fully in the promotions world, which allows me almost unlimited creative control over my projects, and lets me feel pride in all the things that I produce.