

THE ROAR

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

SPRING 2011

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COMMUNICATION STUDIES DEPARTMENT HOSTS 2ND ANNUAL ALUMNI DAY

BY: ANDREW PIETRANEK

On Saturday, March 19th the Communication Studies Department hosted its 2nd annual Alumni Day festivities in Room 202 of the Brower Student Center. Both recent and past alumni joined current faculty and students for professional networking, as well as presentations from Dr. Matthew Golden, VP for College Advancement, who expressed appreciation for myriad achievements by communication studies students, and Matthew Johnson '98, Director of Ethicon Communications at Johnson & Johnson,



Communication Studies seniors Emily O’Gorman (left) and Jacqueline Webb (right) pose with Dean Laughton and Dr. Pollock at the department’s 2nd annual Alumni Day

who encouraged students to network beyond their immediate workplaces and specializations.

Many current TCNJ students took advantage of the student-alumni networking portion of Alumni Day and received helpful career advice. “Don’t get discouraged. Keep applying to anything that might be in your realm, in your comfort level, and in your travel radius,” advised Patrick Lavery ’09, a current



Communication Studies Department students, faculty, and alumni pose together at the department’s 2nd annual Alumni Day

mid-day news anchor at WGHT 1500 AM in Pompton Lakes, New Jersey. Overall, the entire Alumni Day was a success. Department Chair Dr. John Pollock said, “One of the great pleasures of teaching in the Communication Studies Department at TCNJ is the energy of our students reaching far beyond graduation, exemplified in this alumni festival.” ♦

DID YOU KNOW?

- ♦ Erin Prendergast '11 and Katie Ward '12 presented the only undergraduate paper accepted to the D.C. Health Communication Conference sponsored by George Mason University in April.
- ♦ Dr. Woodward has written seven books! His most recent is entitled *The Perfect Response: Studies of the Rhetorical Personality*.

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- ♦ RTF senior Melanie Medina will work as an Assistant Editor at NBC Universal after graduation.
- ♦ 2007 alumnus Guillermo Romero is currently serving in the Peace Corps Teaching English as a Foreign Language (TEFL) in Cambodia.



THE CLASS OF 2011 SAYS GOODBYE TO THE COMMUNICATION STUDIES DEPARTMENT

BY: DANIELLE DIGLIO

All of us at The Roar wish the Communication Studies Department Class of 2011 the best of luck in all of their future endeavors! Here is what some of our seniors will be up to after graduation, as well as their favorite memories from their time in the Communication Studies Department.

Josh Buono

Track: Radio/TV/Film

Post-graduation plans: Move to LA, high five Bill Murray, play an enormous amount of Super Nintendo, cry when "How I Met Your Mother" ends, drink coffee with/near Natalie Portman, win multiple Best Original Screenplay Oscars, learn how to speak squirrel.

Favorite memory: The reaction to the foot fetish short that I wrote/directed/acted in for Professor Johnson's directing course... I'll probably never live it down.

Jenna Bush

Track: Radio/TV/Film

Post-graduation plans: I hope to become a professional cinematographer, perhaps working my way into the industry with assistant editing and production assistant jobs on film and TV show sets.

Favorite memory: Shooting my first narrative.

Amanda Coe

Track: Radio/TV/Film

Post-graduation plans: Working freelance in either production or casting in NYC.

Favorite memory: The two internships with MTV Networks that I was able to secure through the Communication Studies Department.

Melanie Medina

Track: Radio/TV/Film

Post-graduation plans: Assistant Editor at NBC Universal.

Favorite memory: Starting up Lions TV with TCNJ alumni.

Daniel Quinn

Track: Radio/TV/Film

Post-graduation plans: Get a job!

Favorite memory: Working on "Fro Gro" for the TV Studio.

Kellyn Frances Klapko

Track: Public/Mass

Post-graduation plans: Working at Novo Nordisk, Inc.

Favorite memory: Taking my first communication class (Com103) with Dr. D'Angelo. I had no idea what to expect, and I loved his class! My passion for Communication Studies lead me to some of the most memorable classes with the other professors at The College of New Jersey!

Sarah Ruane

Track: Interpersonal/Organizational

Post-graduation plans: Apply to graduate school for speech language pathology.

Favorite memory: The first day of Interpersonal with Dr. Sims and all of the good times and laughs with the LPH e-board girls (and Courtney of course).

Patricia McWatters

Track: Public/Mass

Post-graduation plans: I plan to work in either the public relations or marketing field – I am currently applying for positions.

Favorite memory: The Lambda Pi Eta induction ceremony.

Danielle Diglio

Track: Public/Mass

Post-graduation plans: Work in the health communication/public health field.

Favorite memory: Working on framing projects with Dr. D'Angelo in Com172 and Com272!

Arash Nouri

Track: Radio/TV/Film

Post-graduation plans: Obtain a job at MTV or any other related entertainment corporation.

Favorite memory: Working with fellow students on movie projects.

Courtney Payne

Track: Public/Mass and Interpersonal

Post-graduation plans: I will be attending culinary school for Classic Pastry Arts at either The Culinary Institute of America or The French Culinary Institute in Soho. Upon culinary school graduation, I am looking forward to combining my Communication Studies degree as well as my Pastry Arts degree to pursue a career in food media and ultimately open my own bakery/café.

Favorite memory: If I had to pick just one, it would be the opportunity I was given to TA for Interpersonal Communication (Com242). The lessons I learned and the memories I made through that experience are irreplaceable. I would like to think that I was a part of making a difference in some lives, as the class made a difference in mine.

Ashley Platt

Track: Public/Mass

Post-graduation plans: Benjamin Enterprises, Inc. Media Management - social networking and online marketing.

Favorite memory: Interracial Communication with Dr. Sims - I really enjoyed the "openness" of the class and I took a lot from learning others' experiences.

Amanda Robinson

Track: Radio/TV/Film

Post-graduation plans: I will be attending law school and I hope to dance for a professional sports dance team.

Favorite memory: Dr. D'Angelo's Com172 class when he showed us a nice rap video from BET and explained how much it intrigued him.

Mark Smith

Track: Radio/TV/Film

Post-graduation plans: Producing for theatre or post-production in TV.

Favorite memory: Workshopping screenplays with Matt Lawrence.

Continued on next page...

THE ROAR CONGRATULATES THE COMMUNICATION STUDIES DEPARTMENT CLASS OF 2011!

Krystal Spencer

Track: Radio/TV/Film

Post-graduation plans: Fan photographer for the Philadelphia Phillies and freelance photographer.

Favorite memory: "Interning" for the day with Bon Jovi this past March. I met a lot of amazing people, was able to take professional pictures, and attended the concert for free!

Chanice Truitt

Track: Public/Mass

Post-graduation plans: I'll be working for Information Technology at TCNJ upon graduation.

Favorite memory: Completing the MEGA with Dr. Sims!

Hannah Pagán

Track: Interpersonal/Organizational

Post-graduation plans: Law school, likely at American University.

Favorite memory: Listening to Dr. Pollock and Dr. D'Angelo bicker...Every single time. They're amazing.

Andrew Pietranek

Track: Radio/TV/Film

Post-graduation plans: Production Assistant on the Style Network's new series *Glam Fairy*.

Favorite memory: All of my time spent in the TV Studio as part of LTV and realizing I wanted to work in television.

GABRIELLE AVITABILE
CORINNE BARONE
DAVID BOSAK
JOSHUA BUONO
JENNA BUSH
COLLEEN CAWLEY
AMANDA COE
GINA COLATI
MICHAEL CONIGLIO
CAITLIN DAVIS
DANIELLE DIGLIO
NICHOLAS DONNOLI
MICHELLE DUTKA
DAPHRIE EXUME
ELIZABETH FELLA
ABBY HOCKING
RACHEL KELLEY
KELLYN KLAPKO
VICTORIA KOZIOL
DEEPTA LAMICHHANE
ADAM LEPKOWSKI

MICHELLE MALTESE-NEHRBASS
SHAKIA MAYER
ALISHA MCCAIN
CAITLIN MCNAB
PATRICIA MCWATTERS
MELANIE MEDINA
KRISTEN MOLNAR
ARASH NOURI
EMILY O'GORMAN
HANNAH PAGAN
AMBER PALMER
COURTNEY PAYNE
NATASHA PEREZ
ANDREW PIETRANEK
ASHLEY PLATT
ERIN PRENDERGAST
LINDSEY PULITI
DANIEL QUINN
MELISSA RICARDO
MICHAEL ROBERTS

AMANDA ROBINSON
CHARLES ROSENBERG
CHRISTOPHER ROTOLO
SARAH RUANE
KIRA SCHARF
TARA SHANAHAN
JILLIAN SHAW
WAYNE SIDOR
CARESSA SLOCUM
MARK SMITH
KRystal SPENCER
CHANICE TRUITT
DANIELLE VERELLO
REBECCA VOGT
IVANA VRANJES
JACQUELINE WEBB
JULIANNA WHITE
RYAN YORKE
MICHELLE YZAGUIRRE

THE ROAR CONGRATULATES THE FOLLOWING STUDENTS WHO WERE RECOGNIZED FOR THEIR ACHIEVEMENTS WITHIN THE DEPARTMENT:

DEPARTMENT SPECIALIZATION AWARDS:

LEADERSHIP AND ADVOCACY AWARD – NATASHA PEREZ

INTERPERSONAL ORGANIZATIONAL COMMUNICATION – SARAH RUANE

MATTHEW B. WASSER INTERNSHIP AWARD – REBECCA VOGT

PUBLIC AND MASS COMMUNICATION – KELLYN KLAPKO

HEALTH COMMUNICATION AWARD – JACQUELINE WEBB

RADIO/TV/FILM – JENNA BUSH AND NICHOLAS DONNOLI

FACULTY AWARD – JACQUELINE WEBB

WTSR DAVID ROGOSKY AWARD – MICHELLE YZAGUIRRE

PROMISE OF ACHIEVEMENT AWARD (TO PROMISING JUNIORS) – KATHLEEN WARD, CAROLINA CHICA, AND MELISSA VIRZI



The Communication Studies Department Class of 2011 poses together at the senior luncheon on May 4th



DR. ANNTARIE LANITA SIMS: THE METHOD BEHIND THE MADNESS

BY: COURTNEY PAYNE

It is nearly impossible to walk through the halls of Kendall Hall without hearing whispers about the infamous MEGA Project and the well known Communication Studies professor behind it. This professor prepares the students who dare to take her courses for their college experience as well as life after college by offering them a unique experience that can be matched by few others. Opinions about these courses and this professor are often mixed, but most students will agree on one thing – don't take one of Dr. Sims' courses if you are not prepared to work. Dr. Anntarie Lanita Sims, our very own Interpersonal Communication specialist, expects nothing but the best from her students. She holds high standards for her students and stresses the importance of achievement on both micro and macro levels. These life lessons are known to help students in other courses as well as outside of the classroom. Dr. Sims' courses teach discipline, organiza-

"The Sims experience" is one of a kind, unfamiliar to most students because it encourages self-disclosure, personal class discussions, introspection, soul searching and a lot of honesty both with yourself and others. A Sims class is demanding because of the high standards that accompany the course load, but the reward is worth the work.

"Dr. Sims is much more than an acclaimed professor; she is a mentor and a friend. The Sims method is more of a lifestyle. It teaches you discipline, honesty, lifelong goals; it's reflective, and prepares you for experiences in the real world with a great level of comfort. My life changed after taking her classes, and I would strongly recommend taking at least one, because without it your college experience is not complete. It is so refreshing for a professor to not only instill high expectations within her students but also to give assignments that have such in-depth meaning" says Lambda Pi Eta President, Kellyn Klapko '11.

Many students claim that once they have taken Com 242, Interpersonal Communication, and completed the MEGA Project, they feel much more confident about approaching any other class project. They also say that although the course is demanding, it is well worth the effort because the end result is irreplaceable.

Debbie Wilk speaks highly of Dr. Sims because she has seen the changes in her daughter, a member of the class of 2011, since beginning Sims classes in spring 2009. "When my daughter signed up for her first Sims class she considered changing out of the class because she was intimidated by the comments she read on "Rate my Professor." I convinced her that she should just give it a try before making the switch. Well, after the first week of class she called and said, 'Mom, you were right. I think this is going to be my favorite class this semester.' Not only was it her favorite class that semester, but also every Sims class since then became her favorite!



Dr. Sims poses with students from her Small Group Communication course

She has now taken every Sims class available, found her self-confidence, and become an independent thinker. She is self-assured, self motivated and ready to face what lies beyond the walls of TCNJ. To Dr. Sims I say thank you!"

Dr. Sims has touched the lives of many students in the Communication Studies Department at the TCNJ. Her gift for teaching and her remarkable dedication to her students make her one of the most vital assets to our academic community, and one of the most well-known, well-respected, and loved professors here at the College. ♦



Lambda Pi Eta President, Kellyn Klapko, Dr. Sims, and Courtney Payne

tional skills, research proficiency, resourcefulness, self concept, and of course interpersonal communication skills.

Jillian Irizarry '12, SGA Senator of Arts and Communication states, "Dr. Sims is the type of professor every student dreams of having in college, the type of professor who truly helps you become an adult and a success. Dr. Sims' courses force one to not only open up but also to be heard and to listen critically to the opinions of others."

"DR. SIMS IS THE TYPE OF PROFESSOR EVERY STUDENT DREAMS OF HAVING IN COLLEGE."

JILLIAN IRIZARRY ,

SGA SENATOR OF ARTS AND COMMUNICATION



THE PERFECT RESPONSE: AN INTERVIEW WITH DR. GARY C. WOODWARD

BY: KATIE WARD

Dr. Gary C. Woodward, a professor in the Communication Studies Department at The College of New Jersey has recently published his seventh book through the publisher Lexington Books entitled *The Per-*



Dr. Gary C. Woodward of the Communication Studies Department

fect Response: Studies of the Rhetorical Personality. In his new book Dr. Woodward uses a combination of communication theory, social history and rhetorical criticism to explain the idea of “The Rhetorical Personality.” Rhetorical Personalities are a “special breed” of individuals who have the ability to communicate with others in unfamiliar situations due to awareness of their own persuasive power. Throughout *The Perfect Response*, Dr. Woodward uses popular public figures like comedian Steve Martin, President Bill Clinton, and former British Prime Minister Tony Blair to represent Rhetorical Personalities who “naturally maximize the possibilities of communication in public settings.”

Like many college students, Dr. Woodward had many different interests in topics like psychology and broadcasting when he began his undergraduate education. It was not until he began graduate school at California State University at Sacramento that a professor sparked his interest in political communication. Now Dr. Woodward has degrees in communication and rhetorical theory from California State University at Sacramento and the University of Pittsburgh (Ph.D. 1972).

He enjoys writing about political communication because it is a topic he is familiar with and knows well. The idea for *The Perfect Response* grew out of a freshman seminar program (FSP) class about the idea of identification. The class was interesting for Dr. Woodward because it had many students who were not Communication Studies majors, and he was able to see new perspectives from students in different disciplines. The FSP eventually grew into Dr. Woodward’s current class, *The Philosophy of Communication*, where he uses his new book.

Compared to his other books, *The Perfect Response* is less focused on politics. It explores many new topics like communication disorders, including social isolation and autism spectrum disorder. This is the first time that Dr. Woodward has explored these health issues in such depth, and his research into the comparison between normally developing individuals and

individuals with social disorders was helpful when writing the book.

With an understanding of the terms associated with communication disorders, Dr. Woodward was able to further explain the Rhetorical Personality. One of his favorite individuals to research and write about is Ed Rendell, the former governor of Pennsylvania and mayor of Philadelphia. Rendell always has such a powerful presence whenever he speaks and really knows how to connect and reach out to the crowd. He also enjoyed writing about Steve Martin and the comedian’s ability to process information during his stand up routines. Since there are about 35 personalities mentioned in his book, it was difficult for Dr. Woodward to choose just one.

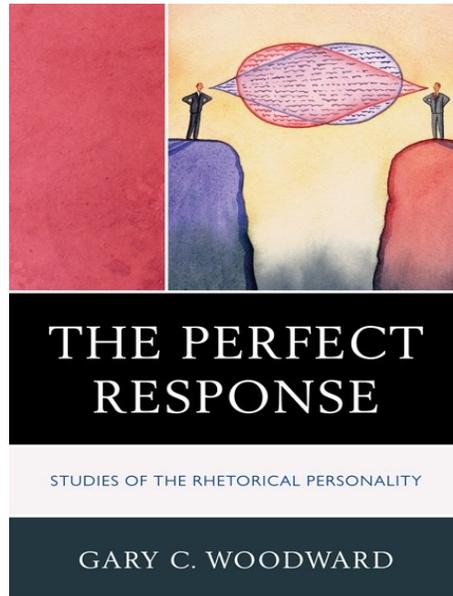
The Rhetorical Personality is not limited to comedians and politicians. The personality can be found in any profession that requires the individual to have a relationship with others such as in sales or teaching. The reason Dr. Woodward uses politicians, especially mayors, as an example of the Rhetorical Personality is because they are public figures who are constantly visible. In a time when traditional measures of communication in politics are being replaced by “listening presidencies”, it is important to study politicians of the past and present.

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When asked if new media and social networking sites like Facebook have an effect on the Rhetorical Personality, Dr. Woodward, like many other communication scholars, is unsure how new media are changing the field. It is hard to evaluate social media due to the fact that it tends to isolate and engage people at the same time.

If social networking makes you more independent, it minimizes the impact of the Rhetorical Personality. In addition, Dr. Woodward points out that the anonymity the Internet offers changes what people might do or say and therefore affects how we relate to others. It is difficult to say how the Rhetorical Personality changes as we continue to lose a “public space” to the Internet. Dr. Woodward mentions how frequently debated this topic is in his course Philosophy of Communication.

Even though “new media” is a rapidly growing field, face-to-face communication is still the most effective and still a very important topic to explore. The book’s cover speaks volumes about the difficulties we are trying to overcome when communicating with others. Dr. Woodward spent time looking through over 200 photos for the cover until he found one that accurately represents *The Perfect Response*. The cover has two people shouting over a divide, which in Dr. Woodward’s opinion, works well with the overall philosophy of communication topic.



The cover image of Dr. Woodward’s new book The Perfect Response

Now that Dr. Woodward has published a number of books, he believes he can be more honest in his writing. He cares less about whether people agree or disagree with what he has to say because he understands people do not have to please every audience. While others may be reserved in their academic writing, Dr. Woodward believes he has finally found his voice. He is no longer afraid to be critical of traditional communication and psychology theories or models. This idea is clear in his writing and makes for an interesting and fresh perspective on individuals who exemplify the Rhetorical Personality. For now, we can look forward to another book by Dr. Woodward about intentionality. In this new study he explains how we name people’s motives, a task that is often difficult and frustrating. Until then *The Perfect Response* is sure to keep audiences captivated. ♦

POPULAR PUBLIC
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 MARTIN, BILL
 CLINTON, AND TONY
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 RHETORICAL
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 COMMUNICATION IN
 PUBLIC SETTINGS.”
 DR. GARY WOODWARD



LIVIN' ON A PRAYER: COMMUNICATION STUDIES STUDENTS PARTICIPATE IN THE BON JOVI EXPERIENCE

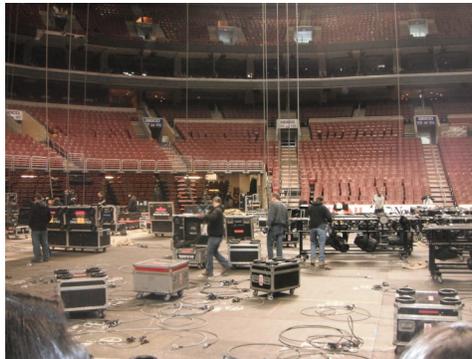
BY: KELLYN KLAPKO AND SARAH RUANE

Mike Savas, the current V.I.P Coordinator and Manager of Bon Jovi Tours, has a job that is all about throwing parties, treating people exceptionally well, and making sure that everyone is completely indulged in the Bon Jovi experience.

Savas is not only an alumnus of The College of New Jersey ('04), but also of the communication studies department's chapter of the national honor society, Lambda Pi Eta (LPH). This semester, Savas reached out to LPH's current president, Kellyn Klapko, about an unusual opportunity for students to bring what they have learned about in the classroom to life through the Bon Jovi Experience. Dr. Sims accepted the role of faculty advisor for the opportunity and ten Communication Studies students were chosen to experience a day in the life behind the scenes of one of the most famous bands in rock and roll: Bon Jovi.

Erin Prendergast, Courtney Payne, Krystal Spencer, Michael Roberts, Jenna Bush, Dasia Steward, Lasha Carey, Matthew Horner, Sarah Ruane and Kellyn Klapko started the day with a tour of the Wells Fargo Center in Philadelphia, where the concert would take place, and a question and answer session with Savas. Savas explained the details behind the 18-month tour and why he loves to work on the road with Bon Jovi, "Bon Jovi is the #1 act, the best band since the '80's, but even though it's an '80's band, it's amazing how cross-generational the audience is."

Inside the arena we were able to watch a mix of crew members from the Bon Jovi tour and local union workers rig the endless amount of lighting, sound, and technical equipment for that night's show. "This is a start to finish project from 5am to 12pm. It usually takes four hours or more to set the stage and there is (*sic*) over 100,000 pounds of equipment" Savas explained.



Crew members begin to set up technical equipment, rig the lighting, and construct the stage as early as 5 a.m.

Next we met with Bon Jovi's Production Manager, Jesse, who has worked with Bon Jovi for more than a decade, as well as other rock and roll legends such as John Mellencamp and The Eagles. Jesse explained that his job as Production Manager deals with all aspects of planning the tour. Substantial work goes into the tour before it even begins – how to deal with unforeseen problems, how to save money, whether or not the equipment should travel via truck or cargo ship, and how to make the tour run smoothly overall. A lot of work goes into running a successful tour, but the job has its benefits too: "I love traveling from city to city, it's never the same routine. I also love the guys I work with," said Jesse.



Bon Jovi's Production Manager gives us a tour of the stage where the band will perform later that night

Jesse also gave students a tour inside one of the tour buses, introduced them to the sound board technician who explained the control panel, and allowed them to walk on the newly constructed stage where Bon Jovi would perform later that night.

Later that day, after all of the equipment and instruments were set up, students were treated to a final tour of the stage. They were able to see the view of the arena from center stage, and the enormity of the space was overwhelming. After the final tour and sound check, students were in their concert seats and the noise in the sold out Wells Fargo Center was deafening as the screams of over 19,000 fans filled the arena.



Press pit photo courtesy of Jenna Bush

Communication studies students with professional equipment, —Jenna Bush, Krystal Spencer, and Michael Roberts — were allowed to photograph and record the first two songs of the concert from the press pit directly in front of the stage.

The day was an extraordinary learning experience for all of the students lucky enough to participate, and the concert was even more amazing to watch after learning about all of the hard work that makes it happen every night. As the concert came to an end, students all reflected on the fantastic opportunity afforded them, and on the wise words of Savas, Jesse, and the other crew members — the Bon Jovi experience was something they will never forget! ♦

TCNJ ALUMNI ABROAD: SEEING THE WORLD THROUGH DIFFERENT EYES

BY: MELISSA VIRZI

While many students search for jobs and try to plan their post-TCNJ lives, two Communication Studies alumni are building their careers overseas. *The Roar* got the chance to catch up with Sean O'Grady '04 and Guillermo Romero '07 and hear about their experiences overseas and what they wish they had known when they were undergraduates.

The Roar [TR]: What are you involved with overseas? Can you describe your current jobs?

Sean O'Grady [SO]: I have been working as a foreign correspondent since 2006. I have reported live and pre-recorded stories from over 30 countries including Afghanistan, Haiti, Sri Lanka, China and South Africa. I function primarily as a one-man-band journalist, meaning I write, shoot and edit my own broadcast stories. My work has appeared on CNN and Fox Business as well as numerous local television stations across the US.



Communication Studies alumnus Sean O'Grady ('04) films in Afghanistan

Guillermo Romero[GR]: I am currently a Peace Corps Volunteer in Cambodia Teaching English as a Foreign Language (TEFL) for the next two and half years. I work in a small village in the southern province of Kampot. My village is between two major highways, dirt roads for 10K each way. I teach with three Cambodian English teachers at the local high school. My job requires me to create lesson plans with my teachers and with them co-teach 400+ students, who for the most

part have never had a foreign English teacher. Aside from teaching, I am working on: drawing a world map on one of the walls of the school to educate the students and the community about the world, working with NGO Room to Read to help donate books for my library, working on a water filter project to bring clean drinking water to the school, and applying for a scholarship that will help pay undergraduate fees for underprivileged girls who would not otherwise be able to afford college. I've been in the country for 7 months and I'm learning to read and write Khmer.

TR: What has your experience abroad been like so far? Would you recommend searching for job opportunities abroad?

SO: Working and traveling abroad develops perspective. Thinking globally and understanding the needs of diverse geopolitical audiences is a tremendous differentiator not only for journalists, but also for nearly any individual aspiring to a high-level career. The most rewarding part of working abroad is developing a familiarity and comfort level with foreign cultures and entities. The worst part of traveling abroad, especially in remote or third world locations, is the toll it takes on your mind, body, spirit and family. Finding full-time employment abroad can be a fun but challenging task. If you want to work abroad, you should probably begin your search by asking yourself: How will I be of value to an employer in that region?

GR: My experience abroad has been great. I adapted really easily to my new home. I embrace the three main things that serve as the foundation of any culture: I learn the language to communicate with people in my village, I try all the food they make to show my appreciation, and I listen and dance to their music.

TR: How has your experience at TCNJ helped you in your career?

SO: The course "Broadcast Writing and Announcing" taught me the fundamentals of writing for television. The course changed my life, and to a large degree, can be directly credited for my success post-graduation.

GR: My experience at TCNJ has helped guide my career in emphasizing the importance of internships while in college. It gives you the opportunity to really see what a day in the life is like of someone who has the position you are seeking. Also, in my quest to learn about the world, the professors in the Communication Studies Department steered me to the Study Abroad office. I studied abroad with International Studies Abroad (ISA) in Spain and Costa Rica. I can honestly say my abroad experiences were the highlights of my college years. Every student in the Communication Studies Department should check out various abroad opportunities that set you apart from the other candidates when going out into the workforce. I would absolutely recommend searching for jobs abroad, whether it be as a volunteer or working. The economy back in the states was at a record low, I took that circumstance as an opportunity to do something personally meaningful: live abroad, learn a new language, and teach English.

TR: What are some words of wisdom you would pass on to current Communication Studies students?

SO: Every single person you meet, even those in the classroom beside you, has the potential to become a future career contact. Recently, a high school classmate whom I barely knew, but was always friendly with, looked me up on LinkedIn after seeing me on TV. It turned out this person works for ABC Television. He recalled our kind interactions and offered to set up a meeting for me with the director of ABC News Operations in New York. Two days later I met Diane Sawyer.

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ALUMNI SPOTLIGHT: ROWENA BRIONES '08 BY: REBECCA VOGT

You hear the word networking tossed around a lot. It means different things to different people, but for me it's simple. Be genuinely nice and open to all you meet, and you'll find success.

GR: Travel and see the world. See how someone on the other side of the world lives and works. It is an eye opening experience that will humble you and help you appreciate the beautiful differences in the world. ♦



Romero with his host family in Cambodia

“[NETWORKING]

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SEAN O'GRADY '04

Rowena Briones is a well-known name in the Communication Studies Department – not only because she was an accomplished undergraduate here at The College of New Jersey (whose research on global warming won the 2008 Stephen A. Smith award from the National Communication Association for best co-authored student paper in the nation,) but also because she is currently a student in the number one public relations PhD program in the country at the University of Maryland (UMD).



Rowena Briones, a 2008 alumna of the Communication Studies Department, is currently pursuing a PhD in public relations at the University of Maryland

Two years after graduating from the College, Rowena received her master's degree in Communication from UMD and was accepted into its doctoral program. In November, 2010, she won the Northwestern Mutual Best Master's Thesis Award sponsored by the Institute for Public Relations for her thesis, an audience analysis study focusing on how young women make meaning out of sexual assault campaign materials. In October, 2010, she also won the Betsy Plank Graduate Research Competition Award, sponsored by the Public Relations Society of America Educators Academy for her paper on how PR educators use social media to create and maintain mentoring relationships with students. Both national awards, Rowena was the only graduate student in the nation earning these awards for 2010 - an amazing accomplishment and great honor.

As a doctoral student at Maryland, Rowena teaches, researches, and publishes. Her articles have appeared in “Public Relations Review” and “PRism,” and she has presented at numerous conferences such as ICA, ECA, and PRSA. Her sub-interests include health communication, social media, and the Web, so it was logical for Rowena to teach a social media/PR course last fall (“all by herself” she notes!). This summer, Rowena teaches an intro public relations course, similar to Prof. Farbman's course at TCNJ, a major reason she decided to study PR in the first place. On top of her busy schedule, Rowena also works for a research/consulting firm conducting formative research projects with FEMA and the Centers for Disease Control.

A talented actress and singer, Rowena performed in many of TCNJ Musical Theater's productions while she was an undergraduate. Although Rowena has not performed in any musicals at Maryland, she has been actively involved in UMD's annual performance of the *Vagina Monologues* as well as directing and performing in another Eve Ensler anthology, *A Memory, A Monologue, A Rant, and A Prayer*, in April of this year.

Even though Rowena has a lot on her plate, she still finds the time to visit family and friends in New Jersey and maintain a long distance relationship with her boyfriend Michael. Rowena has only completed her first year in the PhD program, but we wish her all the best in the future - maybe someday she will be teaching our children as Dr. Briones! ♦

THE COLLEGE OF NEW JERSEY

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The Roar (A service of the TCNJ chapter of Lambda Pi Eta, National Communication Honor Society)

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Faculty Advisor: Dr. John Pollock



WTSR

This semester WTSR became the flagship station for the Trenton Thunder, an AAA affiliate of the New York Yankees. They will broadcast every Thunder game for the next three years. WTSR also held two installments of their Decaf acoustic coffeehouse series this semester featuring student artists on campus along with a Rock n' Raffle Battle of the Bands. Next semester WTSR will be continue Decaf and transition their CD collection to an entirely digital format. For more information on WTSR or to listen online visit wtsr.org.

PUBLIC HEALTH COMMUNICATION CLUB



This semester the Public Health Communication Club co-sponsored "Ribbons for Relief," a student project for Dr. Sims' Small Group Communication course, that sold red ribbons to benefit the American Red Cross relief efforts in Japan. PHCC also sent its co-President, Katie Ward, and senior member, Erin Prendergast, to the first biennial D.C. Health Communication Conference sponsored by George Mason University in Fairfax, Virginia at the end of April. Katie and Erin presented their co-authored paper *Nationwide Newspaper Coverage of Healthy Eating: A Community Structure Approach* at the conference. Next semester the club plans to create a campus-wide health campaign about healthy eating and sponsor another campus speaker. For more information email hcomm@tcnj.edu.

CLUB UPDATES

LAMBDA PI ETA

The Alpha Xi chapter of Lambda Pi Eta inducted 14 new members on April 17th: Kristen Anderson, Victoria Branca, Julie Buxbaum, Michelle Davies, Victoria Falcone, Alexis Hankh, Carly Koziol, Lauryn Resotka, Victoria Scarfone, Kimberly Sperun, Natalie Steele, Ellina Sukharenku, Victoria Vales, and Domenick Wissel. As a member of the Alpha Xi chapter of Lambda Pi Eta inductees must have a 3.3 GPA in the major, a 3.0 GPA overall, and hold 12 Communication Studies credits, and 56 credits overall. LPH is also pleased to announce their new executive board for the 2011-2012 school year: President – Katie Ward; VP of Programming – Natalie Steele; VP of Publicity – Audrey Hix; VP of Scholarship and Membership – Victoria Vales; Treasurer – Alexis Hankh. This semester LPH was involved in the organization of the first annual Communication Studies Department Senior Luncheon with the help of Dr. Anntarie Sims and Ms. Mary Adamson -King as well as the organization of the Bon Jovi Experience, also with the assistance of Dr. Sims. Contact lambda@tcnj.edu for more information.



LION'S TELEVISION

Lions Television is pleased to announce their new executive board for the 2011-2012 school year: President- Kirsten Anderson; VP- Natalie Steele; Secretary - Victoria Falcone; Treasurer- Alex Seninsky; Marketing- Nick Malmi; Technical Coordinators: Kate Sage (studio) & Matt Marten (post-production); On-Air Coordinators: Alec Zucker (studio) & Colleen Stalter (out-of-studio); Fundraiser- Joe Vasile; Webmaster- Kate Sage. LTV has been super busy this spring bringing the campus bi-weekly news updates on "Lions Now" through our YouTube station, LTVChannel17. In February, LTV had the opportunity to visit CBS 3 in Philadelphia for an information session and a tour. Members were even able to sit in on the network's "Talk Philly" show. In the upcoming fall semester LTV plans to restore their broadcast on campus channel 17. Stay tuned! LTV meetings are held on Wednesday afternoons at 1 p.m. in the Kendall Hall Television Studio and are open to students of all majors and concentrations. For more information on Lions Television email ltv@tcnj.edu.



The College of New Jersey



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Communication Studies

THE ROAR

If you are interested in writing for *The Roar* or have any suggestions please contact Katie Ward at ward35@tcnj.edu