

# The ROAR

The Official Newsletter of  
TCNJ's Department of Communication Studies



## The Legacy of The ROAR

### A Message From the Editorial Board

The ROAR has been a staple of TCNJ's Department of Communication Studies since the publication's founding in 2008. The newsletter continues to showcase the very best of our students, faculty, and programs. In this edition, you will find articles on student achievement, faculty excellence, professional development, and alumni adventures. On behalf of the editorial board, we would like to thank our readers—whether they be alumni, current students, or prospective students—our advisor Dr. John C. Pollock, and all those individuals who contributed content for the newsletter.

It is an honor to announce the arrival of the 19th volume of The ROAR—the official newsletter of the TCNJ Communication Studies Department. May it be loud, proud, and strong! Enjoy.

### In this issue:

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## Students try out health communication tools in virtual reality lab

By Ileana Balcu

The COM345 – New Media and Health Communication class has a unit on Virtual Reality. Virtual Reality is mostly used for games and other types of entertainment, but it can also be used in education. The TCNJ Office of Instructional Design acquired 3 types of VR headsets allowing the TCNJ faculty to use them for their classes.

For the New Media and Health Communication class, Kelsey Cogan (2020 Public Health Major) worked with Drew Hopkins from OID to find applications for the class. VR can be used to assist with procedures in operating rooms, orthopedic medicine, eye conditions diagnosis and treatment.

The students got the chance to explore and do a hands-on knee replacement. Santiago Yacovino noted that “the VR application to perform knee surgery was by far my favorite application of VR technology. The immersive environment I was in allowed me to grab tools from the surgery tables and I had to create various incisions and installations in the virtual patient’s knee to complete the surgery.”

Other uses of VR technology are stroke recovery, physical therapy, rehabilitation, psychotherapy, relaxation, pain control.

The students explored a Tai chi application, relaxed on the beach and hiked in a forest. They also got to experience the world from the point of view of a person with a stroke. This allowed them to build empathy that is so necessary for health communication and medical settings.

As Dessa Reed (2020 Communication Studies Major) put it: “The Virtual Reality (VR) Lab was eye-opening, both literally and figuratively! It is not too often students have the opportunity to interact with the material we are currently learning about. Yet, because we had the opportunity at our fingertips in this VR Lab, I have an interest in learning about the data, engineering, science, and complexities of VR.”



*COM345 student explores virtual reality lab*



FALL 2019

## DEPARTMENT NEWS

### Professor Larry Litwin's course brings public relations veteran to campus

By Kaitlin Hurley

During the fall 2019 semester, Professor Larry Litwin's Topics in Communication Studies class (Introduction to Public Relations/Strategic Communication) heard from New York City-based veteran public relations practitioner Damira Bowles. Bowles is an account director with The Rosen Group concentrating in restaurant and hotel strategic communication and crisis communication.

"As a student looking to pursue a career in Public Relations, I found the Rosen Groups' (New York City) exceptionally interesting and enlightening," says Bowles. "There are so many different facets of PR and I have been involved in many of them from creating and sustaining relationships with clients, keeping up to date on the latest news and trends and writing news releases and much more."

An example Damira gave about staying up to date on news that really stuck with the students was how she creatively got one of her clients on the news. "There was a story trending about a man climbing the Trump Tower and while the event was still happening, the team at the Rosen Group was able to get the client (Outside Magazine) on live TV," she says.

The interview focused on the kind of climbing gear the man was wearing and after the interview, Outside Magazine's readership grew.



Damira Bowles' talk covered helpful tips, various types of strategic communication and public relations, common myths, successful news release writing skills and how best to interact with clients. Hearing all of this from someone with her experience who has found success in the public relations profession was beneficial to Professor Litwin's class. Her personal and real-world examples helped put the responsibilities of someone who works in PR in perspective.



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# DEPARTMENT NEWS

## Communication studies alum night in New York

By Chiara Mennonna

Led by Dean Maurice Hall, Assistant Dean Erica Kalinowski, and Chair of the Communication Studies Department, Dr. Yifeng Hu, 17 Communications Studies students at The College of New Jersey (TCNJ) made a trip on Tuesday, October 22nd to New York for a very exciting networking event with alumni that attended the college all the way back from when TCNJ was still Trenton State. Hosting the event was Paul Alfieri, graduate of the 1997 class, the year Trenton State became the College of New Jersey. Paul Alfieri is the chief marketing officer of Cadent, a marketing company that works to bring advertising to the digital world through use of media and the devices we carry in our hands every day.

Soon after arrival, Dean Hall moderated a distinguished alum panel on "Communicating in a World of Fragmented Audiences and Multi-platform Experiences." The panel was composed of Paul Alfieri ('97), Kenyatta Cheese ('96), Brian Duffy ('04), Jennifer Fowler ('96), Abby Hosonitz ('17), and Eric Johnson ('04). Each of these alumni gave insight to the students and other alumni attending on the more in-depth aspect of communication that students do not necessarily experience in the classroom. They were also able to share with the students their own unique experience, and assured them that they didn't have to know exactly what they wanted to do when they graduated, and to keep their mind open, even if they already have a job.



*Left to right: Brian Duffy ('04), Eric Johnson ('04), Abby Hosonitz ('17), Paul Alfieri ('97), Jennifer Fowler ('96), and Kenyatta Cheese ('96)*

Among the many things discussed, one thing that alumni stressed was broadening class loads. Abby Hosonitz, who started her postgraduate career at Fox News and now works at Goldman Sachs, emphasized: "... I was graduating with a specialization in interpersonal communication, only taking interpersonal classes, working at Fox News and having media terms thrown at me. Even if you don't think a class will go well with your track in communication, it's important to broaden your horizon because you never know where you will end up."



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The other members on the panel were able to stress the importance of internships and “bugging” companies as much as possible. Eric Johnson, who is a Senior Broadcast Producer at Good Morning America, reminisced of when he was applying for internships in college. “I was making cold calls and emailing like crazy, but you have to do that, you have to keep trying to get your name out there,” he told the students.



*Alum panel responds to the audience's questions*

Jennifer Fowler was able to give the students and alumni her own unique insight on communication work, as she is the Senior Vice President of commercial and marketing at Sony Music Entertainment. Fowler iterated the importance of how every communication job is vastly different depending on the genre. In her case, the importance was placed on the creative work rather than the brand name. “You don’t think about the brand, you think about the artist, and that’s how working in a creative environment is different,” she expressed.

After the highly interactive panel, Dr. Hu briefly shared the department’s current status, and invited ideas and perspectives from the alumni as it was in the process of transition. She then introduced student representatives from the department who presented interesting projects they were working on with faculty. The presentations received enthusiastic responses from the alumni, and were a great example of how TCNJ’s excellence continues and even improves today and for the future.

Following the student presentations, everyone held informal conversation over food and drink for the remainder of the night, and the students were given the opportunity to ask direct questions to alums, and connect LinkedIn profiles before heading back to the College. The event was a huge success and the students agreed that the connections made and the information retained was worth the hike from Ewing.



*Guests mingle at the alum panel event*



## Dr. Yachao B. Li lecture provides insight on difficult health communication topics

By Alexandria Crans

On November 8, 2019, Dr. Yachao Li presented his talk, titled “Communicating Health: From Interpersonal Health Conversations to Public Health Messages,” as part of the Faculty Lecture series for the ArtsComm Seminar.

The presentation focused on two health communication studies conducted by Dr. Li and his research team. The first project examined how heterosexual partners negotiate condom use to protect their sexual health, which provided an example of interpersonal health communication. The second study investigated the effectiveness of pictorial warning labels on tobacco products, offering an example of public health communication.



*Dr. Li gives his presentation to an eager audience in Mayo Concert Hall*

Dr. Li started the lecture with a definition of health communication, which is “the study and use of communication strategies to inform and influence decisions and actions to improve health.” He pointed out that health communication functions at different levels and he would focus on how individuals talk about health-related issues with their close others and how health messages are communicated to the public via mass media.

In the section, “Negotiating Condom Use,” the importance of condom use to prevent sexually transmitted infections (STIs) was first discussed. Dr. Li then reported a project in which young adult participants were instructed to negotiate condom with professional actors. Dr. Li and his team found that participants who used condoms more often in real life were more likely to use we-language during the role plays, because we-language indicates mutual responsibility. Thus, he suggested young people to use we-language to talk about condom use with their sexual partners.



# DEPARTMENT NEWS

In the section, “Communicating the Risks of Tobacco Use”, Dr. Li referred to statistics on the burden of smoking in the United States. He presented an online experimental study where over 1,500 adult smokers viewed and responded to different warning labels on cigarette packages. Before revealing the results, Dr. Li had the class participate in a Kahoot! Poll to solicit the opinions of the students. The class reported the same results that Dr. Li found: participants who viewed high-emotion-arousing pictorial labels reported the highest levels of quit intentions, followed by those who viewed a low-emotion- arousing pictorial labels and text-only warning labels.

These topics are especially important and relevant to college students, given that young people are at disproportional risk of STIs and are more vulnerable to the risks of tobacco use. Dr. Li demonstrated the importance and procedures of health communication research, as well as offered students takeaway messages based on the two studies. In the conclusion of his lecture, Dr. Li stated, “health communication informs and influences individuals’ health behaviors and policy decision-making”, which was successfully presented in his lecture.

To close, Dr. Li gave a quote on what his mother, who is a physician, always told him as he was growing up, which is an important message to keep going forward, “The best way to treat a disease is to prevent the disease.” Dr. Li added, in order to prevent diseases, health information must be communicated effectively through health communication, just as Dr. Li has done by providing such information in his lecture.



## Mindful Drinking Video Game Presentation at CUNY City Tech Health Communication Symposium

On October 4, 2019, Dr. Yifeng Hu and two Communication Studies and Public Health double majors, Katie La Capria and Deanna Amarosa, presented "Applying Health Communication Strategies in Designing an Interactive Video Game with Narrative Immersion: Educating College Freshmen about Mindful Drinking" at CUNY City Tech Health Communication Symposium. The Symposium was funded by National Communication Association Advancing the Discipline Grant, and attracted experts from various institutions such as Columbia University, George Mason University, and University of Texas at Austin. Dr. Hu and students Katie La Capria and Deanna Amarosa, presented at CUNY City Tech Health Communication Symposium.



*Dr. Yifeng Hu and her students, Katie La Capria and Deanna Amarosa present at CUNY symposium*

"I am honored to have had the opportunity to learn about research being conducted by professionals in the field, as well as being able to share our own work to a large audience—something we have never done before," said Katie La Capria.

"Attending this conference exposed me to the many aspects of health communication and the different settings in which it is applied. Listening to the different speakers and presentations was very informative and interesting, teaching me a lot about the field and helping me prepare for a future career. Having the opportunity to present at the conference was valuable as it allowed us to gather feedback for our project from the health communication perspective," said Deanna Amarosa.

Dr. Yifeng Hu and her students have been collaborating with Professor Josh Fishburn and his students from Interactive Multimedia on this innovative mindful drinking video game project for a little over a year.



*Left to right: Katie La Capria, Dr. Yifeng Hu, Deanna Amarosa*

Attending the Health Communication Symposium was an incredible and valuable experience for Dr. Hu's students.



## Plan B

By Dr. Gary Woodward

*The following submission is a blogpost from TCNJ's very own Dr. Gary Woodward on the art of giving a good presentation.*

If you give presentations to groups you know the anxious moment when it dawns on you that the equipment you counted on is not working. A teacher confronts this more every year, with no shortage of PowerPoints, streamed content, websites and cued videos to manage while still keeping a class on point. These external elements can be so numerous that almost every class needs its own 'pre-concert' sound check. Lucky are the lecturers and old style speakers who must simply offer a well-organized presentation in a package that is pleasant enough to hear. The rest of us who teach regularly seem to have fallen into the habit of running ersatz Youtube channels.

A recent address at Harvard represents this older style. Former House of Commons Speaker John Bercow explained his role and this peculiar moment in British politics to a packed room with a magnificent timing and his usual panache. His prose has the spaciousness of someone who knows he need not rush or show pictures.

In the meantime, the rest of us are scrambling for the clicker to keep our students engaged.

In a larger auditorium the chance for things to go wrong is greater. Microphones can be unreliable and sometimes, work only intermittently. Outside noise can intrude. Large spaces can have challenging acoustics. And ad hoc set-ups of projectors, cables and computers can easily let us down.

A goal of any presenter should be to show up early and troubleshoot all of the equipment. That perhaps cuts your chances for a problem by half. For the risks that remain. . . well, you are pretty much on your own. At a minimum, prepare by forcing yourself to consider what you will do if a key piece of equipment resists all attempts to revive it. Think of this as your Plan B.

A few tips:

- Be sure the mic works as its supposed to, without feedback noise and with as much clarity projected into the room as possible. But also be aware that if you are wearing it, you may be 'live' to the audience longer than you intended. In addition, repeat any questions that come from the audience. They may not be able to hear each other.



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- Resist turning PowerPoints into a written lecture. Remember that you need to remain the primary agent of communication.
- Never set PowerPoint slides to run on a timer. I think the most dysfunctional presentation I ever saw used just such a timed sequence which, of course, set a pace the speaker could not keep up with. She faded into total confusion as pictures behind her appeared and vanished, seemingly at random.
- If a space is noisy, ask if the air handling system can be turned off just for the length of your presentation. As the presenter you need to assume the obligation of making sure you can be easily heard.
- Put new batteries in the wireless remote you may be counting on. Double As are the usual size.
- Ask the audience to move closer if the room is not full. Keep your sense of humor. Nerves or a flash of anger can make audiences uncomfortable. Think of an equipment failure as your chance to show that you are a change agent for all seasons.
- As a last resort, a little tap dancing might buy some time.



FALL 2019

# FACULTY HIGHLIGHT

## TCNJ bids farewell to esteemed and beloved professor, Terry Byrne

By Sarah Voorhees

Professor Terry Byrne retired at the end of 2019 after more than 30 years at The College of New Jersey. Byrne received his Master's degree in Drama from Carnegie Mellon University in 1974. He worked as a freelance production designer in New York City for six years after his graduation. In 1980, Byrne became a production designer for the Irish broadcasting company Raidió Teilifís Éireann, where he worked for five years. In September 1987, he found his home at TCNJ in the Communication Studies department. Byrne taught courses in lighting and cinematography, motion picture and television production, and national cinema. His books include *Production Design for Television* (Focal Press, Boston and Hanul Press, Seoul) and *Power in the Eye* (Scarecrow Press).

In his 30 years at the college, Byrne connected with and inspired many students. Two recent graduates, Ellie Schuckman and Sarina Sokoloff, wanted to share their experience with Professor Byrne.

Ellie Schuckman '18: "Terry is a mentor in the truest sense of the word. His support extends far beyond the classroom, and I'm forever grateful for having the opportunity to learn and grow under his guidance. My senior year, Sarina Sokoloff and I spent a semester producing a short film as an independent study - something Terry had recommended we do. After seeing the finished piece, he then encouraged us to submit it to film festivals. When the film was accepted, Terry not only came to the screening, he brought his entire family with him. Had it not been for his support throughout those earlier projects, I don't think I'd still be creating films. Now a year and a half since graduating, Terry remains one of our biggest supporters."

*"Terry is a mentor in the truest sense of the word."  
-Ellie Schuckman, '18*



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# FACULTY HIGHLIGHT

Sarina Sokoloff '18: "There's no way to think back to TCNJ without Terry coming to mind. Not only has he taught me how to read intricate manuals for equipment, but manages to always have the perfect advice for any situation. The amount of support he had for us in college was incredible. While working on a short film, he was always there from helping us find a location, to showing up at the festival it was screening at. In some of my most stressful moments, Terry has been there and saved the day more times than I can count. He was, and has continued to be a mentor to me to this day."

Professor Byrne, your former students and the Editorial Board of The ROAR thank you for all of your hard work and encouragement and wish you luck in this exciting new chapter!



*Professor Terry Byrne*



FALL 2019

# FACULTY HIGHLIGHT

## Lecturing in China: Courtesy and Curiosity in a Contained Society

By John C. Pollock

In the late 13th century, Marco Polo returned from China along the Silk Route carrying noodles. I returned from a mid-November Beijing conference on "Medicine, Humanity, and Media: Health China and Health Communication" impressed by the courtesy and curiosity of my hosts and colleagues.

Joined by some distinguished scholars from George Mason U., the University of Dayton, and countries as diverse as Canada, Korea, Singapore, Taiwan, and China itself, I was honored to be asked to make both keynote and lecture presentations on health communication November 9- 11 at the most prestigious university in China, the University of Peking.



*Dr. Pollock faces an eager audience at Peking University*

Both presentations focused on my ongoing research using "community structure theory" to explore connections between community (city or nation-state) demographics and variations in coverage of critical issues, in this case, health-related topics such as food security, drug trafficking, human trafficking, and condom promotion.

*"I was honored to be asked to make both keynote and lecture presentations on health communication..."*

Contrary to popular expectations that media typically mirror the interests of political and economic elites, the research I conduct with TCNJ undergraduates finds that cross-national media emphasis on "government" (as opposed to "societal") responsibility for these issues is consistently linked to measures of national political and economic (agricultural) "vulnerability".



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# FACULTY HIGHLIGHT

What I appreciated most about my invitation to Beijing was the courtesy and curiosity I encountered. I was struck by how “contained” the social system is. Because both Google and several Apple-driven applications were blocked by the government, I was unable to retrieve or send emails on my laptop, or to view any news in English from the outside world.



*Dr. Pollock presents on community structure theory at Peking University*

Yet my overall reaction is gratitude. Multiple graduate students were assigned to accompany visiting scholars everywhere, whether from our hotel to the campus, to lunch, or shopping. Visiting scholars never paid for meals or transportation, including to and from the airport.

In addition, grad students and junior scholars were vibrantly inquisitive about our research, asking many intelligent questions, eager to learn how to publish in English-language professional journals.

*"What I appreciated most about my Invitation to Beijing was the courtesy and curiosity I encountered."*

Overall, I returned to the US with robust respect for the training, motivation, and curiosity of some of the most courteous colleagues I have ever encountered. If Chinese colleagues visit TCNJ in the future, I hope to show them the same warm, welcome they extended to me.



FALL 2019

# FACULTY HIGHLIGHT

## Dr. Keli Fazio hosts professional communication workshop for female students

by Sarah Voorhees

"I don't actually enjoy public speaking," said associate professor Dr. Keli Fazio, "But my cause is greater than my comfort."

Thirty female students gathered in Brower Student Center for Fazio's presentation, "Making Your Mark: Communicating Professionally, Compassionately, & Strategically," in November. Fazio discussed the importance of effective interpersonal communication and identified some of the obstacles that women face when communicating in the workplace.



*Dr. Fazio presents to a room full of young, female professionals*

"If women are too harmonizing and reserved, they often don't get heard or aren't perceived as a leader. But research shows if they are vocal, speak with conviction, and advocate for themselves they are judged as overbearing or self-promoting," she said, "Workshops like this one spend time doing two things: educating women about how to elevate their strengths in authentic ways and sharing ways for people in general to combat these stereotypes and foster environments that don't perpetuate them."

Fazio stressed the importance of everyday interactions in the workplace. She pointed out that professionals often spend too much time worried about public speaking on a large scale and neglect things like emails, meetings, and small talk.

"There's a lot of power in everyday forms of communication, and we spend far less time worried about them," she said. According to Fazio, something as simple as a thank-you note can make all the difference in establishing workplace relationships.



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# FACULTY HIGHLIGHT

Fazio counseled audience members to keep their interactions and impact authentic to their own goals. Your communication should be consistent with your personal values and professional objectives, Fazio advised. She cautioned students to be responsive instead of reactive. "Identify your emotional triggers, and use time to your advantage," she said. Taking time to calm down, listen, and assess the situation reduces the likelihood of emotional responses.

Fazio shared a quote from Michelle Obama and suggested that communication is about making moves: "Don't waste your seat at the table. If you're scared to use your voice, then you have to get up and let someone else in there who's going to use it." Often, Fazio says, workplace communication involves having hard conversations, asking for advice, identifying allies, and putting your cause over your comfort.

*"Don't waste your seat at the table."*

"Being a professional isn't just about the occasional large public speaking event. The day to day matters just as much, if not more, so I think hearing

strategies on how to be a more effective communicator in professional settings in our daily lives was incredibly valuable," said Dian Babu, former executive chair of Women in Learning and Leadership.

WILL co-hosted this event with the women's, gender, and sexuality studies department and Alpha Kappa Psi, and Babu says the workshop aligned perfectly with the organization's goals. "We wanted a forum to discuss the ways in which female-identified folk navigate professional spaces and I think Dr. Fazio's talk really provided that," she said.



*Dr. Fazio presents on the importance of everyday communication*



FALL 2019

# FACULTY HIGHLIGHT

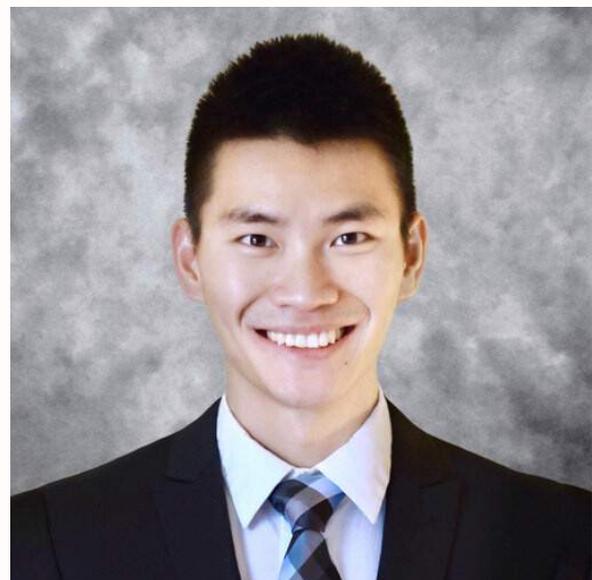
## An interview with TCNJ's newest interpersonal professor, Dr Yachao (Bruce) Li

By Michelle Lampariello

Dr. Yachao (Bruce) Li has won several awards in the fields of health communication, research methods, communication theory and interpersonal communication, but his scholarly accolades are just the tip of the iceberg on the new assistant professor's resume. From developing workshops on teaching strategies to publishing his research on the coming out process for LGBTQ+ individuals, Dr. Li has established himself as a valuable contributor to communication research. In this Q&A with The Roar's editorial board, Dr. Li gives students and faculty a chance to know him better.

**What drew you to teaching at TCNJ, and what have been some of your favorite aspects of teaching here so far?**

My research and teaching focuses on the intersections of communication studies and public health, more specifically, reducing health disparities through communication process.



*Dr. Yachao Li*

Thus, the opportunities to work with both Communication Studies and Public Health students and faculty makes teaching at TCNJ particularly appealing to me. I have also lived in New Brunswick during my master's studies at Rutgers University, so I am very familiar with this area. It feels coming back home for me. My favorite aspects of teaching at TCNJ are my students and colleagues. TCNJ students are very energetic, hardworking, and smart. I really enjoy interacting with them both in and out of the classroom.



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# FACULTY HIGHLIGHT

My colleagues, both faculty and staff members, have provided a lot of support and advice for me during my transition to this new role. I am truly grateful to work with them.

**Can you tell us about your work in designing and facilitating programs about health communication issues for students and community members?**

I have designed and facilitated sexual risk reduction interventions, safe space trainings, and anti-tobacco campaigns, both on and off campus. For instance, one sexual health education program focused on helping young people increase their communication skills to negotiate condom use with their sexual partners. The program also aimed to increase young adults' awareness of the negative influences of alcohol on their sexual decision-making and behaviors. I have also facilitated safe space training programs that aimed at increasing peer instructors' awareness, sensitivity, and abilities to help LGBTQ students who may suffer from mental health issues.

Recently, I am working with TCNJ Public Health Communication Club students to design an anti-vaping campaign on campus.

**What are some topics you would like to explore further with students at TCNJ?**

There are three topics that I want to further explore with my students. First, my COM 390 class will conduct a campus-wide survey study to examine if and why the FDA's anti-vaping campaign, "the real cost," is effective among college students. Second, I'd like to conduct a content analysis with my students to examine how young people talk about vaping on social media. Third, I want to work with students to evaluate young people's perceptions of substance use and how they influence their academic performance. Those health communication topics are relevant to students who will also benefit from the study results.



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# FACULTY HIGHLIGHT

## **What is something students may not know about you that influenced your career?**

I double majored in journalism, and radio and television production in college; and worked part time for on-campus and national television stations for two years. Those experiences make me understand and value digital and emerging media in my research and teaching. I look forward to incorporating digital media and emerging technologies to develop service-learning projects, in which students work with community stakeholders, create digital public health messages, and deliver them via multiple platforms such as social media and podcast.



FALL 2019

# INTERNSHIP SPOTLIGHT



**Name:** Cassie Sokoloff

**Major(s):** English and Communication Studies

**Track:** Radio/Television/Film

**Graduation Year:** May 2021

**When and where did you intern:**

Studio Intern, Discover Inc. (Summer 2019)

## **Describe your internship and your role.**

My main task was pulling and returning jobs which entailed physically moving the equipment as well as scanning it. There was a variety of other jobs I helped with depending on what was needed such as set design, filming, errands, stand ins, using the lighting board, PA work, etc.

## **What is your best memory from your internship?**

Getting to film on set was one of my most memorable experiences. I had been helping a producer in the pre-production phase with figuring out equipment, crew, transportation, etc. On the morning of the shoot when I was traveling there and even while I was filming during it, I was so worried about everything that could go wrong and whether I was doing well enough. Once we wrapped, I realized how amazing it felt to contribute and how honored I was to have been trusted to do that job.



FALL 2019

# INTERNSHIP SPOTLIGHT



**Name:** Rebecca Silverman

**Major:** Communication Studies

**Track:** Radio/Television/Film

**Minor:** Marketing

**Graduation Year:** May 2021

**When and where did you**

**intern:** Creative Development Intern,  
DIGA Studios (Spring 2019)

## **Describe your internship and your role.**

Basically, they would tell me what the show was about, what they needed, and on a shared document, we would collaborate and figure out ideas for the show. I also did weekly coverage on new shows and reported back to them on whether or not it was worth the watch in my opinion. Occasionally, they had some scripts to read for new shows and we would give coverage on them too, which was a great experience. Every week or so we also had assignments. We had to pitch a show based on a game, based on a celebrity, etc. Then, they would give us feedback.

## **How did Communication Studies help prepare you for your internship?**

My film classes taught me a lot that other employees might reference. Like if we learned about a famous film in class and a coworker mentioned it, I could add to it and just understand what they were saying. It made me feel like I was part of the conversation as opposed to an intern who still had a lot to learn.



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# INTERNSHIP SPOTLIGHT



**Name:** Kim Tang

**Major:** Communication Studies

**Track:** Public/Mass

**Minor(s):** Marketing and Graphic Design

**Graduation Year:** May 2020

**When and where did you intern:** Social Media Intern, National Geographic Society in Washington, D.C. (Summer 2019)

## **Describe your internship and your role.**

In my role, I drafted social copy for all @InsideNatGeo accounts (Instagram, Facebook, and Twitter) and created a running social calendar of major holidays, topical national/world events, and National Geographic historical moments. I created weekly social reports detailing our social media analytics, conducted research on similar social media accounts, and uploaded posts to our newsroom. I, along with the two other M&E interns, conducted an analysis of the NGS website where I examined the Newsroom and suggested ways to improve our site.

## **What is one skill you improved upon while at your internship?**

My creativity improved while at my internship, for sure. Social media is a writing heavy role — captions don't just appear out of thin air! And the ability to brainstorm new and engaging content is critical to social media success. I appreciated how my internship helped me view things from a different angle and practice taking risks and having fun with my work.



FALL 2019

# INTERNSHIP SPOTLIGHT



**Name:** Casey Hendrickson

**Major:** Communication Studies

**Track:** Public/Mass

**Minor:** Public Health

**Graduation Year:** May 2020

**When and where did you intern:**

Customer Service Project Intern, Dow Jones Princeton Office (Summer 2019)

## **Describe your internship and your role.**

In my role, I assisted in the brainstorming of a redesigned customer support site. I also worked with a group of interns to create a marketing plan to sell the Wall Street Journal to professors. Finally, I helped with the editing and content collection of our department journal, which is shared at our locations globally.

## **Do you have any advice for students looking to apply for internships?**

If you're applying for internships right now, my main piece of advice is: don't sell yourself short. Take risks, apply to your dream companies, and use your communication experience to help you. If you told me during my freshman year that I would intern at Dow Jones, I wouldn't have believed you. Now, I couldn't imagine starting my career anywhere else after graduation.



FALL 2019

# INTERNSHIP SPOTLIGHT



**Name:** Theresa McBride

**Major:** Communication Studies

**Track:** Organizational/Interpersonal

**Graduation Year:** December 2019

**When and where did you intern:**

Community Outreach Intern, AARP NJ State Office (June 2019-December 2019)

### **Describe your internship and your role.**

During my time as an intern I developed in-depth knowledge of issues; gathered information and researching community specific topics, developed presentations, assisting in both planning and implementation of public facing community events and a major role in supporting work with volunteers at AARP events. Additionally, interacting with members and the general public at community forums and assisting in identifying potential sites for volunteer speaking engagements or events. After each event I needed to make sure provided logistical support before, during, and after events for volunteers and staff.

### **How did Communication Studies help prepare you for your internship?**

Communication Studies helped me by preparing my interview skills, verbal and written communication styles, my intercultural communication class for our multicultural outreach.



# ALUMNI VOICES

## Jessalynn Moro '98

*Head of Strategic Innovation, Analytics and Research for Global Public Finance and Infrastructure at Fitch Ratings*

"I just celebrated my 20th anniversary at Fitch Ratings where I started directly after graduate school which directly followed graduation from TCNJ. The fact of the matter is that if I had not switched into the communications major from the music department, where I started, I would not have gone to the Maxwell School at Syracuse to obtain my MPA. At the time, Fitch was recruiting one analyst a year from the Maxwell School because it was (and remains) the #1 school in the country for Public Administration. I only learned about the Maxwell School through my professor and mentor Dr. John Pollock who is also a Maxwell alum. TCNJ got me to Maxwell and Maxwell got me to Fitch where I've enjoyed a dynamic career path and I'm still learning every day. I'm grateful for that."

## Alyssa Jackson '19

*Professional Development Assistant at Fried Frank*

"Don't limit yourself to public relations, marketing, radio, TV, or other entertainment industries often associated with Communication Studies. Intern for as many places as you can—in any industry that excites you. From internships, I realized that while I enjoy the creative side of marketing and PR, I didn't want to generate content for the rest of my life. Through a human resources internship, I recognized my overarching passion for building relationships and investing in others' growth. Spend time talking to alumni and family friends that work in areas you could see yourself. Get the inside scoop! Finally, seek mentors at every step along the way—they could be upperclassmen, professors, neighbors, coaches—push yourself to attend networking events and interviews and you'll stumble across many exciting opportunities."



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# ALUMNI VOICES

## Keelin Moran '18

*Well Associate at Charity: Water*

"The Well is a group of 135 individuals and families that generously cover the overhead costs of our organization so that 100% of all public donations can go directly to the field to provide clean and safe drinking water to communities around the world. I use skills that I learned in the Interpersonal Track every single day in my job. Whether I am communicating externally with our donors, recording notes and running internal meetings with our CEO, or working with vendors for the many events we put on throughout the year, interpersonal communication is woven into my job each and every day."

## Becky Celestina '16

*Content Partnerships Coordinator at Acast*

"The communications studies department teaches concrete skills, not just theory. The hands-on experience made me much more likely to raise my hand and say, 'I *do* know how to do that.' In a media culture that is dependent on a diverse skillset, the comms department really helped me build my confidence. I really enjoyed all of Terry Byrne's classes, which gave me the ability to look at, and be critical of, a movie/TV show/podcast/creative product. The TV studio class was great as well for all the technical skills it taught, and the confidence it built in me for in a live show environment."



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# Meet the Editorial Board

## Miranda Crowley, 2021



Miranda is a Communication Studies Major in the Public and Mass Communications track with a minor in Women, Gender, and Sexuality Studies. On campus, she is a member of Women in Learning and Leadership and Triota. Off campus, she is a Communications Intern at the New Jersey Economic Development Authority.

## Michelle Lampariello, 2020



Michelle is a Communication Studies Major in the Public and Mass Communication track with two minors in public health and journalism. On campus, she is an Alumni Engagement Intern and Vice President of Publicity for Lambda Pi Eta, the Communication Studies honor society.

## Sarah Voorhees, 2020



Sarah is an English Major with a double minor in Spanish and Linguistics. She is a member of Sigma Tau Delta English honor society and a writer for Communications, Marketing, & Brand Management at The College of New Jersey.