

NEWS/ EVENTS

- Departmental Party
Coming Up: Watch for Updates!
- Thursday, October 24th
2013 at 6:00 p.m.. Society for Scholarly Dialogue, Dr. Sam Miller. "New England Weather: Forecasting the Perfect Storm".
- Tuesday, November 5, 2013 at 7 p.m. Sidore Lecture Series, Mark Howard and David Ruoff, Howard and Ruoff, PLLC. Location: Smith Recital Hall in the Silver Center for the Arts. Free and open to the public.

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Welcome to the Department of Communication and Media Studies!

Thank you for picking up this newsletter, and hello! It seems that you're interested in coming to Plymouth State and being a part of our communication program. That's great, and we would love to have you!

But let me introduce myself. My name is Kayla Banks, and I'm the president of the PSU chapter of Lambda Pi Eta, the communication honor society here on campus. I'm a senior, originally from Connecticut, and I'm in the film and media option (with a minor in creative writing). I'm a comic book collector, media enthusiast, and a baker of excellent cookies.

I'm very excited to share with you the first communication newsletter of the semester! It is here that we will normally have news about students and faculty in the pro-

gram, interviews with alumni, student work and whatever we think is relevant to the rest of the program.

So why choose Plymouth State and our department for communication? Well, thanks to the smaller size of the school, you will get very individualized attention. You get to know your professors, and your professors get to know you. If you work hard and apply yourself here, doors will open for you.

I hope you enjoy some of the student works we will be showcasing in this newsletter. If you have any questions about our program or the communication honor society, don't hesitate to contact one of the faculty or myself at kbanks1@mail.plymouth.edu

Enjoy!

By Kayla Banks

In His Words: Meet New Honor Society Inductee Everett Moye

I'm a junior Communication and Media Studies major (my major option is professional communication). This semester, I will be one of the new inductees into the national communication honor society, Lambda Pi Eta.

I am also on the football team. Communication is a great major because everything you learn is immediately relevant and you can use your knowledge on a day-to-day basis. Our coach, Paul Castonia, is always preaching to us how important communication is on the field. An



Everett Moye

example is getting the right calls on defense; if all eleven players aren't on the same page, it will be a disaster. Our defensive coordinator sends in the calls by using hand signals

that we work on to the safety and the safety tells the defense. The calls need to be echoed across the field from one side to the other. If there is a break in the chain, then we won't get the right calls. Communication is extremely important and helps build trust. Not only is communication important for sports but for everyday life; that's why I chose it as my major.



**Ask
Lisa!**

Learn About and Join our Honors Society Lambda Pi Eta!

LPH is the National Communication Association's official honor's society. We are students who want to make a difference. If you want to join, make sure you can say "yes" to the following questions!

- Completed at least 60 credits overall?
- At least 12 credits in the major?
- G.P.A. 3.00 or higher?
- G.P.A. in the major at least 3.25?

Join us at Meetings!
Fridays at 2:30

Hyde 235

Have you wondered where a professor's office might be? Have you had difficulty navigating through Hyde Hall? Ask Lisa! She is the department's hidden (only because her office is at Hyde 222A) wealth of information. Swing by and quickly say hello, you'll be greeted with a big smile and maybe even a cup of tea!



Hyde Hall: Home of
the Department of
Communication and
Media Department

If You Want to See
More from the
Department,
Look us up on
Facebook!

[http://
www.facebook.com/
PlymouthStateUniversityCo
mmunicationMediaStudies](http://www.facebook.com/PlymouthStateUniversityCommunicationMediaStudies)

Inside the Office of Public Relations for PSU: An Internship

Looking back at my journey through college, I feel lucky to have made my way to Plymouth State. Each day I have an opportunity to learn under the instruction of knowledgeable professors, while surrounding myself with motivated individuals who share similar goals.

So far the fall 2013 semester has provided me with a particularly enjoyable learning experience. I have been interning with the Office of Public Relations (OPR), right here on PSU's campus. I could not imagine a better opportunity to apply the skills I have taken from my academics and apply them to a field of work that interests me.

I have worked primarily with Jeremy Gasowski, the digital media specialist at the OPR. Jeremy has helped me improve my skills in a number of areas, including interviewing, capturing and editing video and effectively utilizing social media. Observing his creative processes, his passion and his determination has inspired me to jump into a number of challenging situations, knowing that I have the help I need to follow through on each of my endeavors. I feel grateful for the opportunity to take advantage of the knowledge that he possesses.

The resources and hands-on learning experiences are ample, and the assistance and support I receive from the members of the Public Relations team make for a truly valuable and unique learning experience.



The Power of Social Media

By Daniel Kaar

Have you ever had an idea that you knew in the right context could be worth a fortune? Maybe, you just thought of something clever that you know other people would like...or maybe you want to get in touch with someone that you have not spoken to in a while. What do you do? POST IT! The impact that social media have on and within our society is astronomical at this point. Nearly every thriving business in our society today has a social media presence. Social media have become a powerful tool used in today's society to make professional decisions; organizations are able to connect with their fans and followers in order to get their input but also to continue marketing their label by interacting with consumers. The beauty of social media is that this is not a one-way street; consumers and active members of social media sites are allowed to turn around and make comments directed at different organizations. This is the first time that we as consumers have had level playing field in order to communicate with large organizations; because of this, our voice can be heard louder and be more impactful than ever before.

I don't use Facebook, I don't like Twitter, and what is Instagram? These are three different things that I know I have said to people within the last year and I have been met with many different responses. Of course, people would like to know why I don't partake in social media activities. My answer usually falls along the lines of, "I don't see the point," or, "why waste my time messing with that stuff?" I have spent so much time throughout the years listening to my four sisters bicker, complain, argue, and even fight over things that happen on social media; why in the world would I want to subject myself to the type of nonsense that only seems to cause turmoil and discontent? The answer is, exposing yourself to social media, in the right context, can greatly improve your life!

How can social media be a consistent cause of turmoil, while at the same time have the potential for life-altering opportunities? It is all about the manner in which social media is used; arguments over who took pictures with whom, what cat meme is the funniest, or what a superstar may have posted about his favorite type of sandwich are all bad examples of how social media can be used. Instead, think of the possibilities. In today's social media-driven society, fans of just about any person, company, or institution can connect with them at the snap of a finger. Do you think that these type of possible interactions ever happened before social media? Before social media, contacting a major corporation in the United States was as easy as baking a cake with no flour; sure some organizations made themselves as available as they could, not good enough. Social media allow us as consumers to interact much more immediately than ever before.

One unsuspecting Plymouth State student in our Communication and Media Studies department tweeted a couple weeks ago about her favorite brand and flavor of coffee, and hash-tagged their company name in the tweet. After a very short time elapsed, this company's public relations department had seen this individual's post and decided to contact her about it. Due to legal obligations with the company, I was unable to interview this PSU student about her experience; wait, legal obligations? Oh that's right, I forgot to mention that this girl's tweet about her favorite coffee, landed her a major commercial deal for one of the leading coffee-distributing companies in the northeast! Wow, one clever post about her favorite coffee and now she has a professional acting career! Imagine the possibilities that lay ahead of her now she has that on her resume; the power of social media is not only underappreciated, but under-utilized. The power that you can give yourself based on how you interact on social media is incredible; don't believe that social media were only created for you to connect with all of your old friends. It is a tool that should be used more often by all of us, with the aspiration that our social media interactions will help better ourselves on a personal and professional level.

By Cameron Colby



Student Spotlight

Film and Media Studies

Major

James Lawson



Here's an example of James' work!

["Don't Mess with Proxemics"](#)

<http://www.youtube.com/watch?v=XHkylmqKvvY&hd=1>

Favorite Season:

I think I'm gonna go with winter, as I snowboard and its hockey season.

Favorite Book:

There was a series I read a while back called the *Alex Rider* series; it's about a kid who works as a detective for the government. There was also a book called *John Dies at the End*, it was so weird but it was awesome.

Favorite Film:

Its hard to pick one... lets go with *Pulp Fiction*.

If you could be Reincarnated...

An eagle... it's a respected animal, but more importantly it can fly. I've always wanted to fly, to be able to see from that perspective. And I'd also get to stay in New Hampshire.

If you could go Anywhere...

I've always dreamed of going to Machu Picchu; all the pictures I've seen have been amazing, I'd love to go there.

Favorite Holiday:

I really like Thanksgiving; fall is a nice season too, and we always host it at my house, so it's nice to see the family and have all the food.

What's one hobby you have?

Definitely film editing and production, and also sailing. I'm in the sailing club so we go every week. And snowboarding too.

Favorite project (academic or otherwise)?

Writing up the technical reports on the department cameras last year I think. I learned a lot about how much of a difference students can make in shaping their department.

What aspect of communication do you find most interesting and/or have been most involved with?

I keep thinking of Proxemics, it's been in a lot of the work I've done lately. It's the most interesting to me because you can see how space affects how we relate; I made a fun video with some of my friends on that, and it was a blast.

Job/Internship Opportunities

[Pemi-Baker Community Health](#)

Production Interns Wanted (<http://folklorist/newtv.org>)

[Innocence Project](#)

http://www.innocenceproject.org/Content/Communications_Internship.php

[Whitebridge Farm Productions](#),

Morgan@WhitebridgeFarmProductions.com

[Associate Director of Communications, Concord Academy](#)

For more info: (<http://cocordacademy.org/news/detail/index.aspx?linkid=3840&moduleid=194>)

[NewTV, Newton MA](#)

Chandra Engelbert (cengelbert@pbhha.org)



The Editor:

Nicholas Cazmay

Alum News

- 2012 Graduate Katie Rubino currently holds a position as a production intern at NewTV in Newton, Massachusetts, and is working and living full-time in Boston.
- Winter of 2011 Graduate Jess Byrne, seeking new opportunities, recently left Boston and is now residing in Boulder, Colorado and working as a Customer Experience Manager at TextUs.Biz.
- 2011 Graduate Korey O'Brien is now in his final year in his Master's Program at Emerson University.
- Jamie Murnane (2012) has recently started her position as an Online Marketing Assistant for the company Best Pay-Per-Click Marketing, which will involve the use of programs such as Google AdWords and Google Analytics among others to discover where other companies' are getting the most out of their advertising.

My Experience as a First-Year Communication and Media Studies Student at PSU

"Storytellers, by the very act of telling, communicate a radical learning that changes lives and the world: telling stories is a universally accessible means through which people make meaning".
- Chris Cavanaugh

When deciding on a college to go to, many things swim around in one's head. Questions like: Does this school focus on academic excellence? Are the faculty members helpful? Can I still have fun while going to class? These were the questions that coursed through my mind as I sat through my Plymouth State orientation day and pondered the thought of being a PSU student.

What is a PSU student, you ask? A Plymouth State University student should "question everything" as stated by President Steen during the commencement ceremony at the start of this semester.

"It's a scholar's campus where ideas can be shared and there are plenty of activities to partake in!" said Ben, a third year student at PSU.

The faculty members are there to help, I mean really help! They will help you with theories, term papers, and creative ways to get involved with your fellow classmates. As a Communication major, my first impression of my professors was everything I could have expected, and then some! And for me, first impression is a heavy determining factor about whether I will enjoy a class or not. My Introduction to Media and Cultural Studies professor, Dr. Metasebia

Woldemariam, or "Metty" for short, reinforces theories and tough content by adding fun videos and real-life examples from her research to reinforce learning. In CM200 Studies in Communication and Media, Scott Coykendall sometimes tells personal stories (such as how he was furious with his snow blower one winter) and then relate it to material in class. It's a fun and educational learning environment for everyone!



Clock writer and Communication Studies Major Tucker Wright

There are a bunch of really interesting general education courses students could take to fulfill their program requirements such as: Plagues and Peoples, Let's Hear It For Sports—Or Not!, and my department's own Outlaws, Delinquents and Other "Deviants" in Film and

Society.

Apart from classes, there are plenty of organizations and clubs to join during your journey at Plymouth State. *The Clock* student newspaper, the Medieval Society, the Snowboard Club, and Outing Club are a few of the handful of organizations one could join to make the most of their time as a student at Plymouth State University.

As a member of *The Clock* team myself, I can say I immediately joined a full spectrum of students from first years to seniors who have a passion for writing, blogging, tweeting, and taking and editing photos. Also if you're lucky, my Professor Scott Coykendall (who is the faculty staff at the newspaper) will regale you with fascinating stories such as the "snow blower" incident!

Plymouth State is a place to grow academically and meet some friends along the way. It is a scholar's campus with great faculty and plenty of learning resources. This has proven to be an excellent choice for me, and I think it will be for any student considering such an environment.

By Tucker Wright