

THE MEDIUM

WCLH celebrates 50 years of radio

By Lindsey Scorey



The Medium/Lindsey Scorey

WCLH advisor and professor, Kristen Rock, joins Ariel Reed, station manager, and Chris Gowarty, radio personality in the studio.

WCLH celebrated 50 years of broadcasting as a station on Feb. 6. To mark this momentous occasion, student DJs hosted hour-long segments on air dedicated to each decade.

Kristen Rock, general manager of the station, came up with the idea as a fun way to honor the artists and alumni broadcasters that she says have helped to build the station over the last fifty years.

“Like most radio people, I have a love and respect for lots of different musical genres,” said Rock. “From there, it seemed like each decade needed it’s own time to shine for the celebration and that’s how it all came together.”

Student station manager Ariel Reed was brought on to plan and coordinate

the broadcast celebration with Rock, as well as co-hosted two segments.

“Prof Rock originally approached me with the idea in December, and we started to strategize on a way to celebrate the anniversary,” said Reed.

Reed was one of the first female sports personalities when she joined radio her freshman year and later became sports director prior to her current role.

“We wanted to give tribute to the most iconic years of the station,” said Reed. “We decided the easiest and safest way to promote and celebrate the station’s legacy was to do a 6-hour long program on the day of the anniversary, with different DJs paying tribute to a new decade or era every hour.”

Every decade played tribute to the

music of the time, as well as noted important events and moments of the era. Rock even joined in for the 90s hour segment, as she said she has a soft spot for this decade, remembering her days of yearning to be a radio personality jamming along to her favorite songs on her boombox.

In order to honor recent years of production as well, the last segment after all five decades was a sports legacy hour.

Newly appointed sports director Ryan Martel hosted the sports hour among others, featuring graduated sports radio hosts Ben Mandell and Luke Modrovsky. They discussed how the legacy began and how the shows and personalities have evolved since.

“Since my first show here, the sports radio programming has definitely progressed,” said Martel. “From doing a show once a week on Tuesday nights to consistently doing a show four to five days a week it’s been a fun experience going through the years.”

Martel expressed just how much he believes hearing the young, influential minds of the studio express their thoughts and tastes intrigues greater audience interest.

Past WCLH station members even reached out via social media posts about the anniversary to express their excitement.

The station continues to evolve and flourish in new areas every year as new generations take over, which will be followed for the next 50 years to come.

The celebration will continue to be cherished throughout this year, and after 50 years of successful programming, the WCLH crew persists with creative innovations and new shows to follow.

COM department's transition from online to in-person classes this spring

By Breanna Ebisch

When Wilkes University announced that the start of the spring 2022 semester would begin online for the first two weeks due to COVID-19 concerns, many students worried about returning to the virtual setting. It is not the most ideal or welcomed format for learning by both professors and students alike. After the first two weeks passed with no issues, campus returned to being the bustling, full of life place it always is.

But the transition from even the short stint of online learning to being back in the classroom poses its own challenges for everyone in the Wilkes community. As the university continues on through the semester, it's hard to overlook the necessary changes that come with adapting from one format to another in such a short time.

Within the Wilkes Communications Studies Department, professors and students each experienced the shift in a different way, but the feelings looked almost the same across the board. For a department that relies heavily on in-person interaction for classes and extracurriculars, the online start was not ideal.

Dr. Mia Briceno, one of the professors in the department, had the responsibility of making the transition not only for herself as an educator of several classes, but for her students as well. Briceno has seen first hand the pros and cons of both formats of teaching since the pandemic started, but recognizes the challenges that exist when a sudden transition has to happen like it did this semester.

"I definitely prefer in-person [classes]. It's an inclination and if you look at my mix of introversion and extroversion, I like being in the physical setting of the classroom and having that sort of communication transaction we can have there," Briceno said. "But I've grown



The Medium/Breanna Ebisch
Communication studies student, Lindsey Scorey, returns to working on campus in the Bubble after two weeks of online classes.

to appreciate what the virtual classroom can bring us in terms of inclusiveness and people feeling like they have options when it comes to participating."

Despite the benefits and downfalls of classes in the two different settings, the change can still be hard. Sophomore communications studies major Morgan Rich also spoke on the difficulties of the transition from online to in-person classes in her experience as a student during this time.

"I think that the most difficult part about transitioning from online to in-person classes after the first two weeks of the semester was actually having to get ready and prepared for class," Rich said. "When you're online, you have the advantage of just rolling out of bed and turning on your camera, but when you're in-person, you have to account for the time it takes to get up, get dressed and head to class."

Many students know too well the adjustment of having to accommodate the addition of extra time that is necessary for in-person classes. It can be one of the biggest obstacles to overcome, which can

add another stressor to a college student's life. However, the individuals in the communications studies department took advantage of the unusual circumstances and tried to make the transition as smooth as possible for themselves.

"I definitely did prep time in the morning. Now, I make sure to have everything I need for the whole day and even pack some snacks for myself just in case I need some," senior communications studies major, Donald Ballou said.

"The first week was stressful and tiresome, but when I was finished with classes, I went back to my apartment and made sure to make time for myself," said Rich. "The transition was much easier when I made equal time for myself and for my friends instead of just focusing on my classes."

Although the university's decision to start remotely and then change back to in-person classes after the first two weeks was a bit daunting, the Wilkes Communications Studies Department adjusted in their own ways to make the best of the spring semester.

COM 398A: Stereotyping in Media

By Cassidy Taylor

Students in the communications department are taking the opportunity to challenge their opinions and beliefs through debate and conversation in the “Stereotyping in Media” course offered by Dr. Kalen Churcher.

The course explores media representation of societies and individuals based on race, class, gender, sexual orientation and more. Many students have expressed excitement as well as appreciation for this type of course and feel that it will be extremely impactful.

Senior communication studies student Sara Ross shared that she will use this opportunity to expand her knowledge this semester.

Ross recognized, “Stereotypes permeate almost every type of medium and can lead to perpetuating common beliefs that are regarded as universally true.”

Another senior communication

studies major Hope Williams provided her thoughts on the course as well.

“I truly look forward to gaining insight and having the hard but necessary, hard conversations that are needed to initiate change,” said Williams.

It is important to have a professor that is eager and excited to teach, and it is evident that Churcher shows enthusiasm for this course. Sophomore communication studies student AJ Rubino shared that when they spoke to Churcher before enrolling in the class that they could see her excitement. As a result, Rubino was equally enthusiastic about adding the course.

A few of Churcher’s objectives for the students as outlined in her syllabus, are to “introduce students to the various stereotypes found in mass media,” “provide a safe environment that encourages students to explore their own stereotypes” and “enable students to challenge the media

messages that are conveyed through mainstream media.”

The students are currently watching the 1995 film called “Higher Learning.” This is a movie by director John Singleton that demonstrates the stereotypes that get placed on college students. It exaggerates the stereotypes among varying groups of people. However, the film want its viewers to be noticing these stereotypes and the impact and consequences of generalizing and categorizing people, as it can create a narrow-mindset.

“Higher Learning” has been fascinating to students because it is relatable. Rubino mentioned that because everyone in the class is so different that they are able to see the stereotypes that other students face as they have discussions.

Rubino added, “It’s so eye-opening to see the stereotypes placed on each of us just by what we identify as and how we look and how that is portrayed in the media is so interesting.”



DEFINITION OF STEREOTYPE



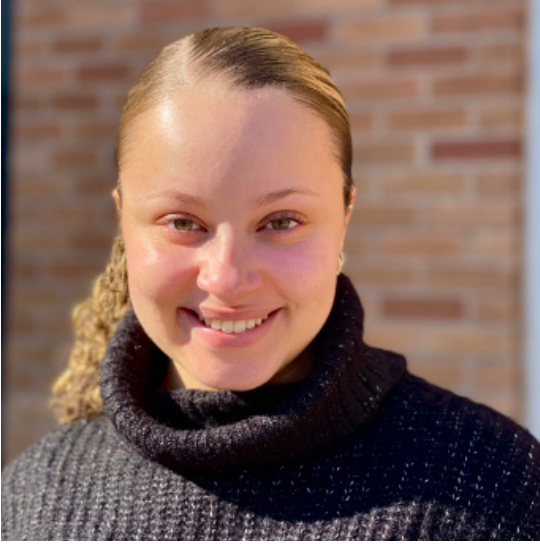
**“TO BELIEVE UNFAIRLY THAT ALL
PEOPLE OR THINGS WITH A
PARTICULAR CHARACTERISTIC ARE
THE SAME”**

DEFINITION FROM MERRIAM-WEBSTER DICTIONARY



Communication Studies Seniors

By Ladayah Robinson



Hope Williams

What are your post-grad plans?

“I plan on attending grad school, as well as pursuing a remote position in reputation management for a company called Awestruck. Awestruck, a hospitality media agency, provides hotels and resorts services such as social media, marketing, reputation management and more. I also hope to one day become a professor and teach Public Speaking. After that, my overall goal is to pursue a career in the NBA and work within the Player Development and Communications department.”



Loidie Magloire

What is your favorite thing about the COM department?

“One of the things I appreciate about our department is how small it is; I enjoy being able to develop alongside my friends and classmates and go through our four years together while also getting to know our instructors.”



Cassidy Taylor

What are your post-grad plans?

“I will be working at Leadership Northeast right here in Wilkes-Barre! I have been a part time employee there since the Fall of 2021. We provide multiple different leadership development programs to all kinds of demographics, and I am so pleased to have been offered a full time position after graduation!”

We asked our seniors about their time at Wilkes, and what they have on the horizon after graduation:



Donald Ballou

What is your favorite thing about the COM department, and what will you miss most?

“I love the freedom of creativity that every aspect of the COM department gives us, whether it be through our co-curriculars or our classes themselves! I’m going to miss the socialization of the day and my friends the most here at Wilkes, but I’m determined to keep in touch!”



Sara Ross

What are your post-grad plans?

“After graduation, I am considering staying within the Wilkes-Barre and Scranton area or returning home to the Lehigh Valley to pursue a career in public relations. I would love to work for a company that is health-minded or environmentally friendly. Although I know wherever I am in the next few months, I am prepared and ready to move into my future. ”



Breanna Ebisch

What will you miss the most about college?

“It’s going to sound cheesy, but I’m going to miss seeing all of my friends everyday. I’m not from around the area, and don’t plan on staying in NEPA unless an opportunity presents itself, so I’m definitely going to miss seeing everyone that I have for the last four years. Although I will miss the atmosphere of college upon graduation among many other things, I think not being with my friends everyday will be what I miss the most.”

Annual Bigler Conference to be held virtually for the second year in a row

By Hannah Simerson

The annual Tom Bigler Journalism Conference will be held on April 29. Due to continued concerns surrounding COVID-19, the conference will be virtual this year, with the hope of returning to an in-person event in 2023.

The Bigler Conference was created to honor Tom Bigler, a former Wilkes university professor and pioneer in local journalism, including TV, radio and print.

Current communication studies students are eagerly awaiting welcoming attendees to the Bigler tradition.

Emily Cherkauskas, junior

communication studies and English major as well as the editor-in-chief for The Beacon newspaper, has gained a newfound appreciation for the annual conference.

“Since becoming editor-in-chief and having spent a year working in the archives, I have learned so much about the impact of Tom Bigler in the communication studies department,” said Chekauskas. “I think holding a conference named in honor of him is a great opportunity to pass down the importance of journalism to both new and prospective students.”

This year’s conference will feature two panels and a keynote speaker. High school students and their teachers will also have the opportunity to tour the communication studies department

and attend mini-workshops during the day.

The workshops tend to be a fan-favorite for the students and teachers alike.

AJ Rubino, a sophomore communication studies major, recalls attending the conference as a highschool student.

“I went to Bigler all four years of high school,” said Rubino. “Each year there is always something different to do and I always liked the change in workshops that they had.”

Students interested in assisting with the conference should contact communication studies professor, Dr. Kalen Churcher, at kalen.churcher@wilkes.edu or visit her office in Karambelas 120.

KIDS CAN'T WAIT!

Wilkes is hosting its 2nd annual
DANCE MARATHON
for Janet Weis Children's Hospital,
in partnership with Children's
Miracle Network!

DM
at WU

**SATURDAY,
MARCH 26, 2022
2:00-8:00 PM
IN THE MAC**

**YOGA, DANCING, PRIZES,
FOOD, COMPETITIONS,
AND MORE!**

**REGISTER
RESERVE
DONATE!**

THE DO'S AND DON'TS TO BECOME A GOOD PRESENTER

THE DO'S

✓ STAYING CONFIDENT
Maintain good eye contact, stay in good posture, dress nicely and be expressive. Showing confidence will make you more trustworthy and professional in the eyes of your audience.

✓ ASKING QUESTIONS
Asking questions from your audience will keep them engaged and active in the discussion, building off the message you are trying to send them.

✓ CREATIVE VISUALS
Use props; have a simple slideshow next to you or hand out flyers, the likes of which can include photography or data. This will allow your audience to visualize what you are describing.

✓ MAINTAIN CONSISTENCY
Make sure your points and message remain coherent and organized throughout your presentation.

✓ SPEAK CLEARLY
Speak loudly, clearly and slowly enough to be easily understood by your audience.



THE DON'TS

✗ READ FROM A SCRIPT
Your audience will become bored if you just monotonously read from a paper or slide the entire time.

✗ LOSING YOUR POINT
Like a roadtrip, things may become awry if you go off the path. Stay on track to keep your audience hooked on your message.

✗ COMPLICATED EXAMPLES
If you use statistics or other data during your presentation, make sure they are easy to understand, or else your audience will lose track of your points.

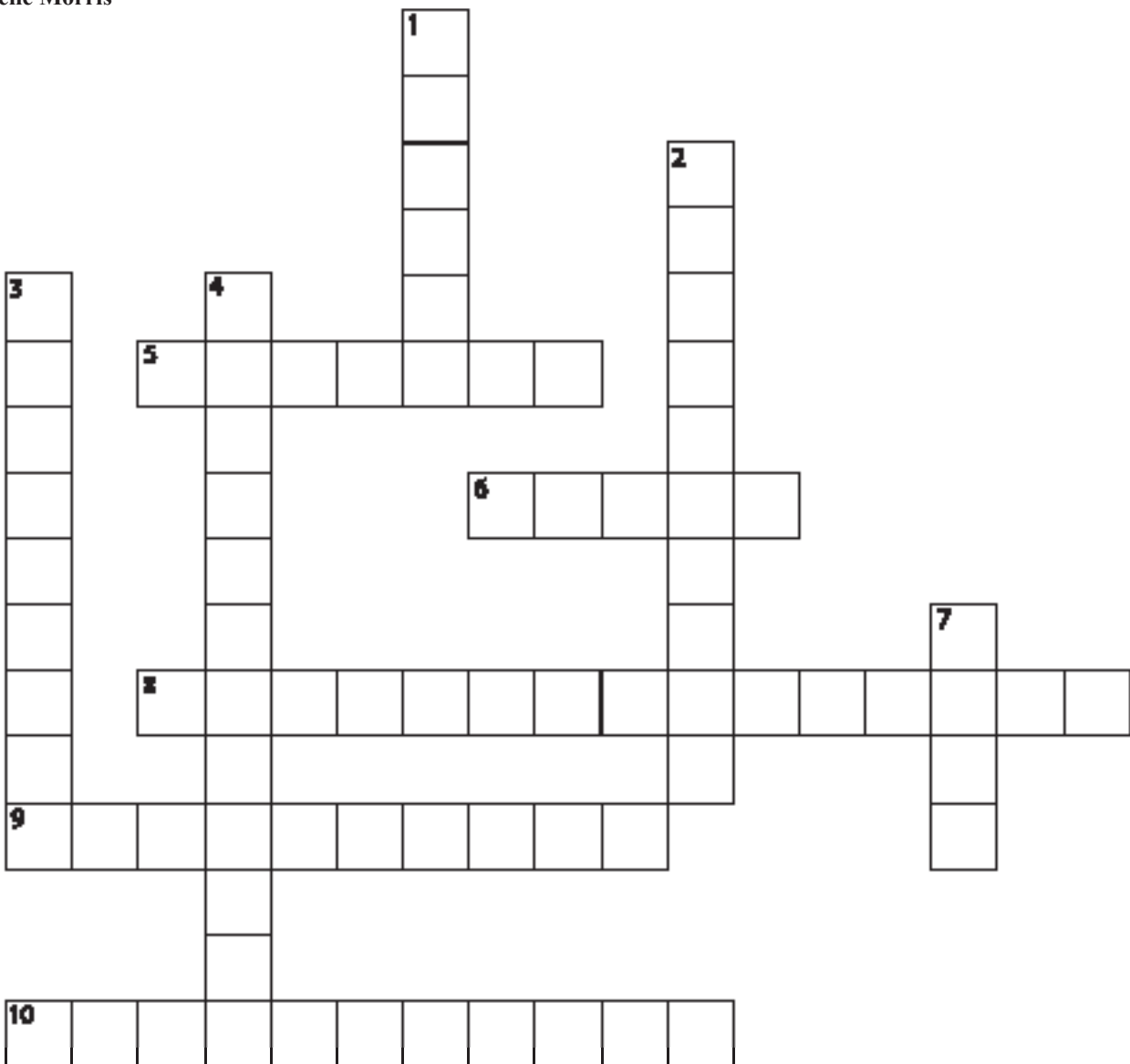
✗ FIGDETING
Fidgeting with your hands or nervously pacing around the stage is distracting.

✗ BEING SINGLE MINDED
Focusing on the same point or example throughout your presentation will bore your audience.

✗ OVERTHINKING
Even public speaking masters stutter or trip on messages sometimes. Overthinking will worsen your anxiety.

Try the com. department crossword!

By Danielle Morris



ACROSS

5. Every _____ morning, the Wilkes Now! TV crew films in the studio.
6. What's black, white, and the "mascot" of our student-run PR firm?
8. Every senior is expected to complete this capstone course their final two semesters.
9. The _____ journalism concentration focuses on how the communications field is ever-evolving, where "new trends and technologies are constantly having an impact on traditional practices."
10. This class is always taught at 8 a.m. with Dr. Churcher: Basic _____

DOWN

1. "Keep It _____" is the slogan for our radio station, WCLH 90.7.
2. Though the Karambelas Media & Communication Center has a lot to offer, it only has two of these.
3. If you are in the communication studies department, make sure to complete your _____ requirements!
4. The official name of COM 101 is _____ of public speaking.
7. Wilkes University's student newspaper, The Beacon, has this many sections.