

THE MEDIUM

A QUARTERLY NEWSLETTER SERVING WILKES UNIVERSITY STUDENTS, FACULTY, ALUMNI, AND FRIENDS.

Communication Studies Department embraces new home

By: **Danny Van Brunt, Editor**

For many years now, Clayton and Theresa Karambelas have continued to make generous donations on projects to Wilkes University such as the Henry Student Center atrium, Dorothy Dickson Darte Center digital marquee, pergola on the Fenner Quadrangle, Cohen Science Center grand staircase and the East Campus Gateway. The newest project, however, is a gift to the Communication Studies Department.

The gift: A new home.

The Clayton and Theresa Karambelas Media and Communication Center unites all disciplines of communication studies into one building. The building is located at 141 South Main St., which expands the presence of Wilkes University even further into downtown Wilkes-Barre.

Students concentrating in media production, multimedia journalism, rhetorical studies and strategic communication assemble here to work on various co-curriculars.

"I'm thrilled with the new building and I think the other faculty, staff and students seem to be thrilled as well," Communication Studies Chair Dr. Mark Stine said. "From what I see as I look at students and faculty and everyone who uses the building, things seem to be working exactly as we envisioned them."

Wilkes Now, the student-run television newscast, has upgraded to a bigger studio with state-of-the-art, high definition equipment as well as a theater-style viewing room.

The student-run radio station WCLH features two glass window studios that overlook Main St. with a speaker that hangs above the studio outside that broadcasts the music playing currently on 90.7.

The center of the building features



Photo Credit/Ian Bayley

From right to left: Andre Spruell, Toni Pennello and Cabrini Rudnicki all gather in the centralized newsroom to discuss and design the student-run newspaper: The Beacon.

a centralized newsroom equipped with computers and three televisions that broadcast the major national news broadcast stations. The room looks like half of a fish-bowl.

The computers are used for The Beacon to design pages of our student-run newspaper but also used by students for other work.

The student-run public relations agency Zebra Communications, the Speech and Debate team and The Beacon all have office space as well to utilize.

The Sordoni Art Gallery also upgraded to a bigger space in the building and the first gallery features the famous collection of Andy Warhol's various projects.

"There's already been a few opportunities to coordinate between radio and TV, the classes and the art gallery, and I know there has been interaction between with The Beacon and TV to some degree," Dr. Stine said. "I think the centralized newsroom area, which has become a work

area for our students in all the different areas seems to be a place where students work, embrace talking and embrace the ideas we're hoping to convey with cross communication among all the disciplines and co-curriculars."

Dr. Stine continued to say that the future of communication studies at Wilkes University is very bright. He notices the synergy between all communication studies students currently, and hopes that it will carry into other departments.

He wants the program to reach more students who are currently at Wilkes who may want to commit to the communication studies major or minor. On top of that, he hopes that the building can attract new students to join Wilkes and focus on the major.

"We're currently working with marketing communications and putting together a plan to market the communication studies program to

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potential first-year students, so I think that everything that is happening here is helping to drive the goal to increase our communication studies numbers,” said Dr. Stine. “Let’s face it, I think we have a great Communication Studies Department, program and a lot to offer. The more people we can expose to the program, I think the better it will be for everyone involved.”

The building begins a new era for communication studies at Wilkes University. The students from across multiple disciplines have converged, productivity is up and the co-curriculars have the potential to evolve in a positive way.

As a student in my final year at Wilkes University, who committed to communication studies as a first-year student, I have personally seen the overwhelmingly positive response from everyone who uses the building.

One concept that the communication studies faculty has continually expressed to us is the convergence of media, particularly the blend of video, photos and journalism in the digital media landscape.

In order to cope with the changes in this field, students such as myself concentrate in multiple disciplines of communication studies.

Concentrations in multimedia journalism and broadcast production is a good way to adapt my work to fit the new career field, and I also study public relations as well.

In regards to potential students and college students who are unsure about what school or program to commit to, Dr. Stine has a message for you:

“Look around and be thoughtful about the different programs that you look at,” Dr. Stine said. “Give a good deal of thought to the program that is the best fit for you, and the program that offers breadth, academic depth and hands-on experiences that benefit you when you go off into the job market. I think that if you look at those particular things, you’ll find that Wilkes University has a very strong program that offers all of those things.”



Photo Credit/Ian Bayley

A view of the new Clayton and Theresa Karambelas Media and Communication Center from the first story of the parking garage, with Wilkes Now students working outside.



Photo Credit/Ian Bayley

The new television studio features state-of-the-art, high definition equipment such as new studio cameras, lighting board, switcher and graphic generator with various other upgrades.

New addition to the Communication Studies Department

Dr. Robert Bruno: advisor to Zebra Communications

By: Nick Ruggiero

Wilkes University has brought in a new assistant professor this fall semester. Dr. Robert Bruno has made the transition to Wilkes University to focus on the strategic communication concentration.

Bruno has had a smooth transition, fitting right into Wilkes University communication department. He was teaching communication studies at The City University of New York before he came to Wilkes University.

Dr. Bruno feels that Wilkes is a fit for what he was looking for, "The university has high expectations, they put the main emphasis on classes and expect you to participate in co-curricular as well. This is the environment I want to be in."

Dr. Bruno has a strong background in communications, receiving his master's degree in journalism and mass communication. "My first interest was in sports journalism, I did a couple sporting events with journalism but ended up liking the public relations aspect most."



Photo Credit/Danny Van Brunt
Dr. Robert Bruno, Communication Studies

After several years of working the public relations industry, Dr. Bruno obtained his Ph.D. in Communication with a focus on media and technology. Dr. Bruno is currently teaching interpersonal communications, organizational communications and the fundamentals of public relations. While

serving as an assistant professor in the Communication Studies Department, he is also the adviser for Zebra Communications, a student-run agency.

Zebra Communications is a co-curricular club for public relations, giving students real-life experience working with both for profit and nonprofit clients.

Bruno's role as the advisor of Zebra Communications is to help guide and teach the students while they're working with clients. He also wants to ensure that this co-curricular is giving the students practical experience, "Zebra should give students as real word of an experience as possible because I think that's the purpose of it but to also realize that you're still in school learning."

While Dr. Bruno is here at Wilkes University, he hopes to accomplish satisfying students needs to give them the best education they could get. Bruno also expects to achieve his own personal and professional goals as well as making an impact here Wilkes University.

Wilkes University's radio station WCLH gets national recognition by Great Value Colleges and Best Colleges

By: Allyson Sebolka

The college radio station WCLH has recently received national recognition for its content. The station appeared in the top 30 college radio stations on the Great Value Colleges website. They also appeared in the top 51 list published by the Best Colleges website.

WCLH has been in operation since 1971 playing student-produced content. The station is renowned for its very specific choice of music and niche programming. Metal Mondays and evening hip hop have been long standing traditions that students have kept going. This unique content and determined staff have helped WCLH remain a loved community listening habit.

The station is run by manager Kristen Rock with the aid of student officers and DJs. All individuals take time out of their



Photo Credit/Danny Van Brunt
Nick Filipek, member of the WCLH E-Staff, manages the student-run radio station as well as contribute with his own broadcasts. Pictured here is one of the two radio stations.

daily school schedule to help keep WCLH on the air. Officers cite a determined staff and great work ethic as the reason for the station's success.

"I am very proud of my staff," Production Director John Michael Rey said. "They have worked so hard to keep

the station going. They are a group of great individuals who have grown so much and it wouldn't be possible for the station to run without their determination."

WCLH can be heard on channel 90.7, or you can listen online. Be sure to give them a listen and "Keep it Locked!"

Alumni Update: Gabby Glinski '17 at the Times Leader

By: Jordan Fritz

Whenever you open the Times Leader, one of Wilkes-Barre's local newspapers, you immediately see the work of a Wilkes graduate.

Gabby Glinski is a Wilkes University alumni who graduated in the spring of 2017, and has been working at the Times Leader for a little over two months.

Glinski graduated with a degree in Communication Studies, with a focus in journalism and public relations, and has a passion for graphic design.

As a child, Glinski was interested in photography and using photoshop. However, her interest in writing dates back to her high school years.

"I was never good at science and math but I liked writing and figuring out how people communicate the way they do," she said.

While attending Wilkes, Glinski wrote stories for The Beacon her sophomore and junior year and became the managing editor of the paper her senior year.

"What we do here is real life, that's why I like Wilkes more than any other college," said Glinski.

Working with The Beacon helped her to prepare for the job she has now.

"The second day on the job I was like 'I already know what I'm doing, I got this!,'" laughed Glinski.

While at Wilkes, Glinski was also highly involved in other clubs and campus activities like GSA, Aging Culture Society, Student/Freshman Mentors and Zebra Communications.

"If I had to do it all over again, I would've gotten more involved and been involved earlier," she said.

At the Times Leader, Glinski works as a paginator, which means that she's the

person who lays out the news sections every night.

"When someone opens up the newspaper, they see what I do," said Glinski.

On a typical work day, Glinski has to lay out 10-16 pages of the newspaper for a 11:30 p.m. deadline.

"It can be stressful sometimes, but it's a lot of fun working in a newsroom," Glinski said.

One of the most influential things from Wilkes was its faculty. "The faculty has encouraged their students to push themselves and get into things that they didn't think they wanted to do," Glinski said.

"I know you probably always hear it in college, 'Get involved, it'll help with your future,' but I can honestly say it can," said Glinski.

Speech and Debate prep for debate-season in new office

By: Breanne Georgetti

Success, improvement, and confidence are all qualities that can be found when joining Wilkes University's speech and debate team. The Speech and Debate Club allows students to obtain public speaking needs they will utilize in the future.

"It really helps you to see all sides of an issue," said Dr. Christine Grieco Mellon, speech and debate coach.

"When you can understand all of an issue it makes you a good problem solver," said Melon.

This can build confidence in public speaking and can also help improve essential skills for future career paths.

The two sides of the club are competitive speech and debate. Speech has three different types: interpretive, public address, and impromptu.

"I heard speech and debate involved acting," said Jerome Hannon, a junior on the competitive speech team.

Debate on the other hand, has two sides: policy debate and parliamentary



Photo Credit/Danny Van Brunt

The Speech and Debate Team's office is located in the center of the building, and features a variety of trophies that the team has won over the years.

debate. In both, each participant is given a public issue to argue about. This requires research and feedback on both the affirmative and negative teams. The two teams then proceed to argue the topic, hoping to win in the process.

Speech and debate can enhance public speaking skills and can also create a better understanding of what is happening in the world.

"I know so much more now... debate makes every issue more hyped up," said Olivia Fakhoury, a parliamentary debater.

With the current season approaching,

both teams are working to enhance their skills and knowledge on the topics.

Competitions are very competitive between collegiate teams all over the country, and this year's team is showing what it takes to win over all.

The team is still accepting serious applicants for this upcoming season. For any updates on events coming up contact Dr. Melon via Wilkes email. The course is set for the team to be on their way to victory and support from the students will be needed to cheer them on.

Lights, Camera, Ashton: A Spotlight on Coal Creative's Video Prod. Intern

By: Aislinn Speranza

The Wilkes University Communication Studies program is home to many students who show a lot of promise within their respective concentrations.

Ashton Gyenizs is a junior communication studies major with concentrations in both media production and multimedia journalism with a minor in digital design and media art. Over the course of this semester, Gyenizs found a place to harbor his passion for film and production during an internship at Wilkes-Barre's own, Coal Creative.

Gyenizs sparked an interest in interning at Coal Creative during a field trip with his Integrative Media 101 class last semester.

"Holly Pilcavage, a core member of Coal Creative, mentioned an internship opportunity," said Ashton. "I wrote down my information, showed interest in video work, and soon became an intern for Coal Creative."

Coal Creative — a full-service internet marketing company — has benefitted from Gyenizs' work. As a Video Production intern, he has been responsible for several projects and video shoots for businesses

around Wilkes-Barre.

"There is a project that I am working on called the NEPA Creative series," said Gyenizs. "I shoot and edit a video each week that focuses on a different creative person in Northeastern Pennsylvania and how they bring creativity to the area."

Ashton's time at Coal Creative has improved his work-flow with editing, enhanced his problem solving skills, and helped him develop a better sense of professionalism in the workplace.

From his involvement on Wilkes Now and Studio 20 to his strong background in video-editing software, Ashton is undoubtedly a standout intern. In fact,

when any employee needs a promotional video to be shot, Gyenizs is the man they turn to. Whether he is shooting a promotional video for Zen Barre, a nearby yoga studio or creating informational videos for the Chamber of Commerce's Wilkes-Barre Connect initiative, the multitalented junior is off to a great start as a videographer.

A full-time student, member of the wrestling team, videographer for Wilkes Now, and Video production intern, Ashton Gyenizs has become well-equipped. Consistently representing Wilkes University in a positive light, Gyenizs is on track for a bright future.



Photo Credit/Danny Van Brunt

Ashton Gyenizs contributes to Wilkes Now, our student-run television station, shooting and editing video as well as generating ideas for segments involving Wilkes University sports.

The Beacon's Halloween party rewarded writers for their hard work so far

By: Toni Pennello

It's important to foster a sense of community within any work environment, and student-run organizations like The Beacon are no exception.

The Beacon held a Halloween party after our meeting on Oct. 30, not only to nurture that sense of community, but to reward our staff for all of their hard work during the semester.

Several staff members came dressed up, and all in attendance were treated to candy, snacks, pizza, soda and festive Halloween music. Staff also invited friends and significant others, who then had the opportunity to meet their

colleagues.

Work is important, but sometimes a reminder is needed that the people you are working with are your friends, and that we all want to see each other succeed. As we work hard through the last issues of the semester, a sense of community will ensure that we value each other's hard work, and work hard in return.

On the Monday before our final issue of the semester, which prints on Nov. 14, we plan to hold our third annual "Beaconsiving," where we will bring food to share and discuss what we are thankful for.



Photo Credit/Amanda Bialek

From left to right: Shannon O'Connor, the Assistant Life, Arts and Entertainment Editor alongside Amanda Bialek, the Life, Arts and Entertainment Editor at the Halloween Party.

Sordoni Art Gallery opens new space with an Andy Warhol exhibit called *15 Minutes: From Image to Icon*

By: Jackie Kurovsky
& Sam Matarella

The new and improved Sordoni Art Gallery recently debuted its new location inside the Karambelas Media and Communication Center at Wilkes University. The gallery's new home on South Main St. and its fresh, modern design immediately attracted increased traffic following the grand opening on October 6th. Called an "innovative, educational exhibition space" by Wilkes University, the gallery's goal is to increase exposure to modern art for both the student body and local community.

Sordoni Gallery Director Heather Sincavage says her goal for the revamped gallery is to bring in "compelling exhibitions for people who already love art that are also accessible enough to attract people who are not as passionate about art to grow an interest in it as a whole." The gallery will be student-centered first, she said, but also will appeal to the broad interests of the public. "The people who have shown interest in the gallery are usually of the older demographic, and I would like to see more students coming in and seeing the exhibits" says Sincavage.

With this, she has created social media platforms for the gallery in hopes to attract the younger audience. She also plans to incorporate artists who have a wide-reaching societal and cultural impact. Upcoming exhibitions in the gallery will be modern, especially with regard to activism and contemporary issues.

The gallery debuted with the highly anticipated Andy Warhol exhibit *15 Minutes: From Image to Icon*, which highlights Warhol's many inspirations, artistic process, and unmatched influence on the pop art genre. Featuring Warhol's iconic Marilyn Monroe prints, Campbell's soup cans, and other works, the exhibit highlights his compelling pop art that has shaped modern American society. To enhance the exhibit, Sincavage has organized a series of lectures called "Warhol Wednesdays" to provide visitors further information about Andy Warhol's life, ancestry and artistic inspiration.

The last of these lectures will be

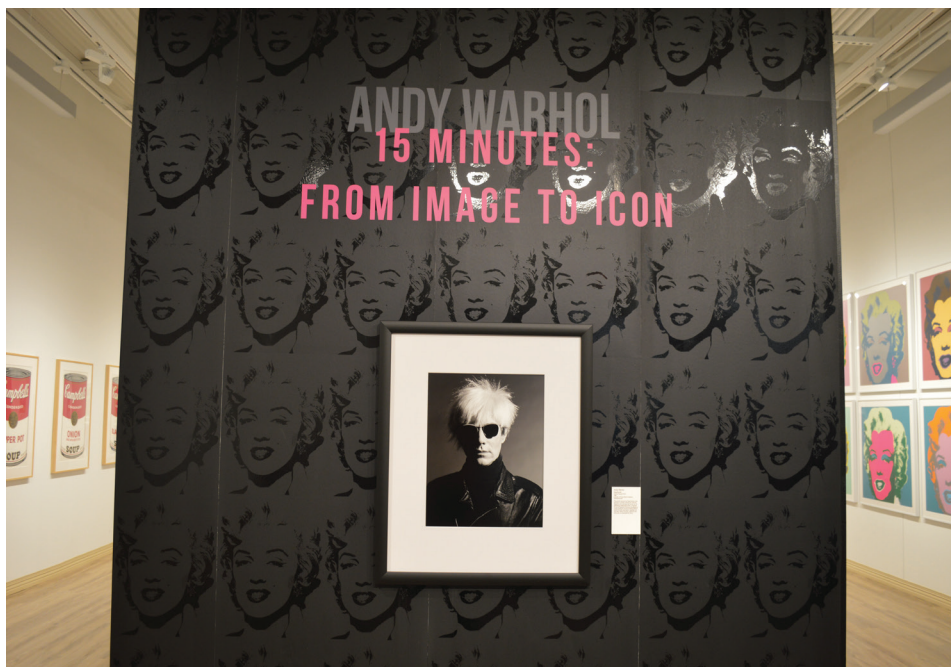


Photo Credit/Danny Van Brunt

Formerly located in the Stark Learning Center, the Sordoni Art Gallery has moved into the back portion of the Media Center with a much larger area to display Andy Warhol's works.

held on November 15th and will feature Dr. Elaine Rusinko of the University of Maryland speaking on Andy and the Rusyns. Rusinko will focus on Warhol's ancestry, as well as his impact on the Rusyn movement and recognition of Rusyns worldwide. She will also touch on his first glimpse of art at the Ruthenian Byzantine Catholic Church, his death, and the state he was living in in Eastern Europe during this time.

Sincavage says she is extremely thankful for the progress the gallery has made and is optimistic about its new direction as she has overseen all phases of

the new gallery. The more modern theme Sincavage is envisioning will continue with its next exhibition, Angela Fraleigh: the Bones of Us Hunger for Nothing. Fraleigh's work reimagines the role of the woman across mediums and provide a new take on sources that have been dominated by men for centuries. Other exhibitions in the 2017-18 season will feature works by NC Wyeth, Maxfield Parrish and Chris Payne. Topics include the art of illustration and a poster-making workshop in conjunction with the 2018 Women's and Gender Studies Conference.



The Colonels of Communication Studies: Andre Spruell

By: Shawn Austin

Communications is the game and Andre Spruell is the name. This fourth year student is spending the remainder of his time taking full advantage of every opportunity Wilkes University has to offer. To play off of Drake and Future's 2015 hit album *What A Time To Be Alive*, I say – What A Time To Be A Communication Studies Major. Colonels of Communications highlights a Communication Studies student that has excelled in his or her time at the university. In my interview with Andre Spruell, I found that he was more than deserving of this recognition.

When we think of our childhood we tend to associate it with moments of joy and bliss. During this period of life, responsibilities are at a minimum while entertainment is at a maximum. In my interview with Andre I found that it was not the white picket fences and the dog in the yard that got him to where he is today. It was family. When talking about his upbringing, Andre talked about his home and school life.

"I grew up in Orange, New Jersey in an extended household including my mother, three siblings, grandparents, aunt, uncle, and cousin. My neighborhood was rough, so I went to K-8 schooling fifteen minutes away from home and high school twenty five minutes away." He noted his family as the reason he was able to enjoy life despite the struggles. "My family has always been there for me ... they were able to teach me so much and that made growing up a lot of fun."

In the process of graduating high school, we are all faced with the decision of what we are going to do post-graduation. For Andre, the decision was to further his education and athletic career. His choice was Wilkes University. He referenced



Photo Credit/Danny Van Brunt

Andre Spruell, Opinion Editor of the *Beacon* and a Sports Reporter for *Wilkes Now*, is a communication studies major and a member of the Wilkes University men's basketball team.

his basketball visit to the school as a significant reason for coming to Wilkes. "Once I was on my basketball visit, I knew it was the right place." He had his sport, his school and most importantly, his major of Communication Studies.

STEM majors get all the hype when it pertains to job placement and post-graduation income, but Communication Studies is not far behind. With the way technology, social media, and entertainment have expanded in recent years, communication majors have become more appealing. Andre Spruell, our Colonel of Communications, cited ESPN as one of his main influences for choosing this major. "I decided to pursue communication studies because I always wanted to be a sports journalist. I grew up watching ESPN more than anything else".

His time at Wilkes University has been comparable to an ESPN ticker line, constantly busy. Andre is on the basketball team, writes for *The Beacon*, is a part of *Wilkes Now*, and is also a part of the Spanish Club.

As his time closes at Wilkes

University, it seems Andre has made his mark. What does his future hold? He plans to pursue journalism and work for a newspaper or magazine company. He is aiming for *Complex Magazine*.

After countless papers, midterms, finals, and projects, my final question for him probably seemed like a walk in the park. I asked him if the Karambelas Center was the best thing to happen to Wilkes and his response was sufficient. "I think the KC (Karambelas Center) is the best thing to happen to Wilkes yet. It has allowed everyone in the communication department to have somewhere to call home. Not only does it enhance the landscape of the school, but it enhances the ability to learn."

In closing, I refer back to my *What A Time To Be Alive* reference. In the hit song *Jumpman*, which was featured on the album, Drake said, "Jumpman, Jumpman, Jumpman, them boys up to something." Well, look no further than Andre Spruell and the Wilkes University Communications Studies Department, because they are most certainly up to something good.

The Kirby Scholar of Communication Studies: Amanda Bialek

By: Caroline Rickard

One of the highest honors at Wilkes University is being named a Kirby Scholar. Amanda Bialek was chosen to be this year's Kirby Scholar for the Communication Studies Department.

Bialek is a senior at Wilkes University with triple concentrations in media production, multimedia journalism and strategic communication.

Top-performing students undergo a rigorous selection process involving a review committee of field-specific faculty, Allan P. Kirby Center staff and the executive-in-residence. The Kirby Scholar Program provides students with hands-on experiential learning in their chosen discipline. Kirby Scholars have the opportunity to work directly with clients at the center and business incubator, while gaining valuable experience in the field.

"I was truly honored and humbled to be awarded with this position. Being chosen to serve as the student representative of the communication department for such an incredible program was very special to me," Bialek said.

Her involvement in co-curriculars and internships made Bialek an ideal candidate. She is currently the Life, Arts and Entertainment Editor for *The Beacon* and has also been an anchor and segment host for *Wilkes Now*. Bialek has interned in the development department of the Osterhout Free Library as well as the communication department of Rodale Institute.

She also has a list of academic achievements. Bialek is an honors student and vice president of the Alpha Chi National College Honor Society and member of Lambda Pi Eta and the National Society of Leadership and Success.

"Amanda is very motivated, outgoing and certainly has the ability to work with the clients she will end up working with in the Kirby Entrepreneurship Center. So, she fits the bill right down the line," Dr. Mark Stine, chair of The Communication Studies Department said.

Being a Kirby Scholar comes with high expectations and hard work. Scholars demonstrate leadership and



Photo Credit/Danny Van Brunt

Amanda Bialek, the Kirby Scholar of Communication Studies, spoke at the Media Center's dedication ceremony in front of Clayton and Theresa Karambelas, alumni and many others.

professionalism. Bialek documents newsworthy activities and develops the biannual newsletters for the Kirby Center. She also works with clients to fulfill their publicity needs.

Dr. Rodney Ridley, the Executive Director of the Allan P. Kirby Center for Free Enterprise and Entrepreneurship, explained how Bialek goes above and beyond the tasks she is given. "She has got a plan and she just executes," Dr. Ridley said. "This young lady is phenomenal."

Recently, Bialek served as the main publicist for the Inaugural Veterans Recognition Breakfast 2017. This special event honored and recognized America's finest, our veterans and raised money to support the NEPA-Boy Scouts of America.

From conducting interviews with veterans to arranging a television segment with PA Live, this event gave Bialek real-life experience in public relations.

The education at Wilkes University has allowed Bialek to succeed in her field of study. Bialek said that the communication

studies faculty and staff at the Allan P. Kirby Center are outstanding mentors in regards to her academic progress, co-curricular activities and career development.

"Their willingness to share their skills, knowledge and expertise as well as provide guidance and constructive feedback continues to help me grow professionally. They are truly passionate about their work and encourage me to express my creativity and work hard to achieve my goals," Bialek said. Bialek will graduate in May of 2018 with a bachelor's degree in Communication Studies. She plans to pursue a career as a broadcast journalist or as a public relations specialist.

"By participating in co-curriculars and serving as the Kirby Scholar of Communication, I am acquiring many valuable skills that will ultimately prepare me for the job market," Bialek said. The achievements and knowledge Bialek continues to attain at Wilkes University will allow her to go far in life.