

# THE MEDIUM

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

## Senior capstones to be delivered after year-long research

By: Sarah Matarella, Asst. Editor

For the past ten years, the Communication Studies research methods class was taught by Dr. Mark Stine, professor and chair of the Communication Studies Department, as a one semester course offered in the fall to seniors as a graduation requirement. The course is now being taught as two separate courses with one being taught in the fall semester and the other in the spring semester.

Many students have expressed their concern about the once rushed, one semester research methods class. Junior communication studies and marketing dual major Aislinn Speranza stated that “I think it is definitely beneficial just because we have more time to focus on our research project and make it something great.”

“I know, in the past, seniors pretty much struggled with the time constraints that they had while we are able to go into more detail about it and also I think we are able to, at the end of the day, produce a better project that can certainly help us in the years to come,” Speranza continued.

The course offered in the fall, now taught by Dr. Evene Estwick, focuses on reviewing the various concepts and methods used in designing and developing the students’ desired reach topics. It will also introduce the students to the process of applying to the Institutional Review Board (IRB) for research permission involving human subjects since human subjects will need to be studied in order to present the research.

“One of the challenges for all students and even faculty that are doing research is IRB... We have to make sure that we give students enough time to get that done because they cannot collect data. For example, if you are doing surveys, you cannot do them unless you get the



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approval from IRB, so you are waiting for that approval,” said Dr. Evene Estwick, associate professor of communication studies.

“We needed to figure out a way students can apply for IRB earlier. And there is back and forth, the students might have to make changes and then depending on what IRB says it is a process that can be very back and forth,” continued Estwick.

The fall semester section will also cater toward accentuating the students’ abilities to perfect and refine their particular research topics. Students will also be able to identify specific research sources relevant to their study and accurately write literature reviews following the completion of the course.

Dr. Stine now teaches the course each spring semester as opposed to teaching the singular class in the fall prior to the switch. This section focuses primarily on the principles and techniques of conducting the research. This includes teaching and allowing the students to execute proper sampling, data analysis, and data interpretation as applied to communication research.

“I think that based on what I’m seeing so far, we have some very good quality research projects and I think ultimately

we are going to find out when they do those final research presentations at the end of the semester how they turn out in comparison to previous years. Because one of the things that we do as part of our assessment of how well we’re doing in our department and how well we’re educating our students is to have faculty evaluations of those presentations and then track each particular area that the students who do those presentations are evaluated,” said Dr. Stine, professor and chair of the communication studies department.

“So, at the end of the day I’ll be taking a look at those numbers after the semester ends along with the other faculty in department to see whether the changes we made resulted in specific increases in those areas of evaluation and broader picture we actually use that data for doing our departmental annual updates for assessment,” continued Stine.

Both qualitative and quantitative analyses will also be explored in depth in this section as well to broaden the choice of the students’ research exponentially. The students can conduct interviews, analyze media, gather numerical data, conduct and monitor surveys; and the list of possibilities continues. Furthermore, fundamental aspects of both descriptive and interpretive statistics will be addressed in order to allow the students describe, show, and summarize their research in an effective manner.

Finally, in the final section of research methods, the ultimate goal is to ultimately spotlight and cultivate the students’ abilities to work independently. Thus, the students will be able to gather, analyze, interpret, and report their original research findings and be able to present it. Every student will have to present their research to the faculty of the communications department in addition to writing a research paper.

## Alumni Update: Kara Basile '16

**By: Jackie Kurovsky**

When Kara Basile graduated from Wilkes in 2016, she didn't expect to return as an employee. But when the opportunity fell into her lap, it turned out to be the best fit.

Basile graduated in 2016 with a degree in Communications Studies and minors in Marketing and Women's/Gender Studies. With a concentration in Public Relations (now called Strategic Communication), she was mainly involved with Zebra.

This PR experience led to her first job as a marketing assistant, which she accepted just weeks after graduating. After finding this job wasn't the best for her, she found herself back at her alma mater, taking a job as an Advancement Assistant for the Alumni House.

"It started as sort of a filler position but led to something more," she said.

This job immediately allowed Basile to put her Communications degree to daily use. She utilized her interpersonal communication skills, both face-to-face

and over the emails she routinely sent to Wilkes alumni.

"Interpersonal Communication (with Jane) was my favorite class," she said. "That's the class I would pinpoint back to the skills I use now as an employee."

Basile accepted a new position at Wilkes - Coordinator of Annual Giving - in January 2017. Her time as an Advancement Assistant allowed her make this transition, as both jobs used a similar skill set.

Her goal as Coordinator of Annual Giving is convincing alumni to donate. This means making solicitation efforts across multiple channels of communication, again putting her degree to use.

"I credit everything to my Communications degree," she said. "Here at Wilkes I put more of the skills I learned in school towards my work."

While working for Wilkes, Basile is also working towards her MBA from the Sidhu School of Business. This, she said, is an extension of the marketing skills

she gained as an undergrad minoring in Marketing.

"There are benefits to gaining business knowledge," she said. "It's a different perspective than Comm."

With this new perspective, Basile hopes to become a business director or manager down the road. For now, as she is working and studying at Wilkes, she is enjoying what first led her to become a Colonel: the small campus and small classes with individualized attention. Basile said she is thankful for the relationships she has fostered with professors - relationships she continues to maintain.

Basile complimented the new Karambelas Media and Communication Center, adding that it is beneficial to have all co-curriculars in one place.

"Having this central spot is great for the department," she said.

Basile's advice for those about to graduate from Wilkes draws from her own experience.

"Do something you know you're going to enjoy," she said. "I didn't expect to work at Wilkes, but it's a better fit for me."



Submitted photo

**“Do something you know you’re going to enjoy. I didn’t expect to work at Wilkes, but it’s a better fit for me.”**

**-Kara Basile**

# New addition to the Communication Studies Department

## Mr. Dan Mattern: Chief Engineer of TV studio

By: Danny Van Brunt, Editor

Along with a new television studio, the communication studies department welcomed a new Chief Engineer to overlook all equipment: Mr. Dan Mattern.

Mattern's education focused on five years of formal training in electronics both at a trade school and Luzerne County Community College.

He started his career working stereo shops. He first worked at a shop in Williamsport, and then at one in Wilkes-Barre.

Once fixing electronics at shops became too tedious for Mattern, he decided to look for a TV Engineer job at one of the local Wilkes-Barre stations. Once a position opened at WVIA, he applied and continued to work there for the next 27 years.

"When I started at WVIA, I was one of 16 engineers," Mattern said. "Back then, a lot of the equipment WVIA had were tape machines and a couple satellite receivers, so a lot of maintenance was needed. When I left, I was one of four engineers."

That's when he decided to go work for the other local TV station, WOLF, and worked there for four and half years before making it to Wilkes. WOLF added more and more equipment, without adding more personnel, which led Mattern to leave.

Mattern has enjoyed his new position at Wilkes so far, and feels that his previous work with the other colleges in the area like King's, LCCC and Scranton helped prepare him for working in this environment. His father was teacher at GAR for about 20 years, so he has always had the taste for teaching and education.

Training others in his career working in local TV stations also introduced him to teaching, which is not something that most engineers do well: having the patience to teach others.

"Everyone is understanding of the fact that I am new and this a whole new building, and that it takes time to get everything up and running," said Mattern.

Starting without an anchor desk or a fully functional studio in the fall, Mattern and the students in Wilkes Now worked very hard over the course of



Photo credit/Danny Van Brunt

Mr. Dan Mattern, Chief Engineer of the TV studio, continues to develop the new facility.



that semester to get one show produced. Once everything fell into place and the team produced several shows, Mattern mentioned that he and Wilkes Now advisor Dr. Mark Stine noticed the significant improvement from show-to-show, and then capping off the year with

one of the best Wilkes Now shows ever featuring President Dr. Patrick Leahy.

For decades, Mr. Carl Brigido operated the Shelbourne Television Studio in the basement of the Stark Learning Center. Brigido decided to retire after his long career at Wilkes University.

# A special spot inside Ally Sebolka's heart: Working with the Children's Miracle Network

By: Jordan Fritz

It's no coincidence that Zebra Communication's vice president, Allyson Sebolka, was put on the account team for the Children's Miracle Network. The organization has held a special spot in her heart long before she was a member of Zebra.

Her interest in the organizations started in 2014 when her two year old cousin, Ava Kurilla, was diagnosed with stage four Neuroblastoma, a cancer found in nerve cells.

When Kurilla got sick, Sebolka and her family wanted to find a way to help sick children and their families. "Having a sick child is a terrible thing to go through," Sebolka said. "I would not wish it on my worst enemy."

During Kurilla's treatments, her parents had to take a lot of time off from work. "We thought it was imperative that her parents were there to help her," said Sebolka. Thus, Ava's Prayer Team was created to help take some of the financial strain off of Kurilla's parents.

Over the past four years Sebolka and her family have raised a substantial amount of money for the Children's Miracle Network. They have done everything from tupperware parties to basket raffles. However, the event that stands out the most is the Parade of Trees at Grotto's Pizza on Harvey's Lake.

This event invites local businesses and organizations to sponsor a charity (of their choice) by decorating a tree. The trees are then voted on by the public and the three trees with the most votes split the prize money for their sponsored charity.

This year, Ava's Prayer Team sponsored a tree and raised \$4,000 for the Children's Miracle Network. Kristen Kowaleski, a coordinator for the Children's Miracle Network said that outside fundraising like this is incredibly important to Children's Miracle Network. "Our prime focus is local support, so by getting our local communities involved in



Photo credit/Danny Van Brunt

fundraising, it helps to spread our message and mission to more people," she said.

Funds that are raised or donated to the Children's Miracle Network are distributed in many different ways in the Children's Miracle Network. Some of the funds go to summer camps for children who have received their own diagnoses or for children who have lost a loved one to a chronic illness. "These camps allow kids to be a kid. They're campers right alongside other kids who are facing the same medical experiences and can relate to their stories," Kowaleski said. "So many kids find lifelong friends at these camps."

The Children's Miracle Network also uses funds for life-saving equipment like vision screening equipment and giraffe omni beds for the NICU or crafts and parties for the patients.

Along with fundraising efforts, Sebolka

also dresses up as Disney Princesses to visit children in the hospital. "Nothing can warm a heart like the smiling face of a child," Sebolka said. "It has almost become a therapy for me since Ava (Kurilla) died."

Sebolka has created costumes and persona's for princesses ranging from classic princesses like Cinderella to new princesses like Elsa from Frozen. "Basically any blonde princess," joked Sebolka.

Sebolka doesn't plan on stopping her fundraising efforts anytime soon. "The events with the Children's Miracle Network help to keep me going as much as they help the children who benefit," Sebolka said.

Sebolka doesn't plan to stop anytime soon. You can expect to see a lot more fundraising efforts from her in the future.

# A new and technologically improved COM 101

**By: Angelina Davis**

For many students, the fear of taking a public speaking class makes for an uncomfortable semester of speeches and presentations. But, with the new addition of an online course, students will be able to feel more at ease dipping their toes into the Fundamentals of Public Speaking.

Dr. Mia Briceño was decided on to fulfill the task of creating the online platform of the course. In assistance was Dr. Rob Bruno, who has had previous experiences with online public speaking courses. Both Briceño and Bruno have different approaches that help make up this course.

“My bias is I would actually prefer to be in the classroom... I do think technology is important, but I don't need to fully embrace it in every context. So, I understand the need to learn how to communicate using this kind of medium, but I also think it's different than the public speaking context,” said Dr. Briceno.

“I am a believer that technology used properly can be a great tool. It certainly applies to teachers and learning in education,” Stated Dr. Bruno when asked about their opinion on this course.

With Briceño rhetorical background in communication and course material along with a mix of Bruno's history of working for an online college and having a PHD focused in media and technology this course will be a future success.

This course will be very similar to the actual course, expect it can be taken at one's own convince of their home. Some of the course load online includes the same textbook, exams, quizzes, discussion and lecture aspects, and off course, assignment papers. But, the biggest component is the speeches that students will have only one take to film, with an audience in the background, and then send in for grading. Briceno feels that the aspect of student's filming themselves will also allow for other aspects of a “mass media address”.

The key feature of students expanding

their education on technology is another advancement as well. The ability for students to learn ways to use mass mediums in different ways will help expand their knowledge. Dr. Bruno agrees with this expansion of students using technology.

“I think although I do think public speaking will help most students in their professional lives, make a pitch to a customer or you present an idea to a client, that's public speaking. But, I also think it is useful, and just as important now, in my mind, for a student to know how to put together a video, and upload a video to YouTube, etc. I think it's a need for students to have technical, technology skills in today's economy.”

This new course will set for a trial launch this summer online with Dr. Briceño to see the progress and success it will have for students. With that, if successful it will be available for selection in coming semesters.

## 90.7 WCLH introduces live sports broadcasts, covering a variety of sports

**By: Clay Basalyga**

Wilkes Sports Radio on 90.7 WCLH, focuses on Wilkes University's own athletic department. The show covers things such as live events and talk shows. The segment is head by Luke Modrovsky, who earned his sports director role in the Fall of 2017.

On the air, you may hear the other voices of the future assistant sports director, Ben Mandell, Alex Kielar, Tyler Aldinger, and James Phethean. They have about two broadcasts a week on 90.7 that are either in the evenings or nights. They also cover live events through Wilkes



Athletics stream, which has live audio and video.

They have not only covered football, basketball and baseball, but they also called men's soccer, men's volleyball, wrestling, women's lacrosse, men's lacrosse, field hockey, and softball.

Just added to the station in the 6 AM to 8 AM time slot is Sports Talk with Ben Mandell. This new show expands far beyond just Wilkes Athletics. Ben Mandell uses this time to talk about other issues in sports. This is a job he has wanted to do his whole life, and 90.7 is giving him the opportunity to follow his passion as a student. He will do thing such as set up Twitter polls and get a feel of what Wilkes students thing about sports topics.

Ben Mandell, the assistant director of sports said “The listeners like our broadcasts because of our personal relationship we have with the athletes and the knowledge of the sport we cover.” All of the people in the department are students who not only loves sports, but know the athletes on a personal level.

The director of sports Luke Modrovsky said, “It has been fantastic to see the level of excitement and cooperation from all of the coaches on campus when we broadcast.”

This is a student-run branch who went from virtually nothing, no airtime, to multiple broadcasts a week. The Wilkes Sports Radio is growing, and hopes to continue at that. We also offer the Wilkes Community with the opportunity to join the team. You can do so by contacting them at [luke.modrovsky@wilkes.edu](mailto:luke.modrovsky@wilkes.edu) or [benjamin.mandell@wilkes.edu](mailto:benjamin.mandell@wilkes.edu). They have both on and off-air roles available.



# Internships: A great way to gain experience and work with professionals in your desired field of study

By: Nick Ruggiero

The Communication Studies department emphasizes gaining workplace experience; students are required to be involved in co-curricular like Zebra Communications, The Beacon Student Newspaper, Shelburne Television Center, 90.7 WCLH-FM Radio Station and the Speech and Debate Team for at least two semesters.

While co-curriculars are a great way to get better prepared students for future jobs, internships are also a great way to continue to gain experience for future careers. The Communication Studies department does not require students to have internships, however, many choose to have them to build their resumes.

Students that are currently interning for local companies this semester includes Breanne Georgetti who is a sophomore majoring in Communication Studies with a concentration in strategic communications, and Sean Connelly, a sophomore majoring in Digital Design and Media Arts with a minor in Communications. Both of these students are obtaining three credit hours towards their major upon the completion of the Internship. Senior Daniel Van Brunt,

majoring in Communication Studies, also interned during the fall semester of 2017.

Georgetti is currently interning at Socialocca, which is a local creative branding company. The work that she does encompasses public relations related work. "The daily tasks consist of working hands-on with clients and gaining public relations experience," said Georgetti.

The learning experience is Georgetti's favorite part of her internship. "It is set up so that mistakes don't impact harshly on my work, everything I work on is to improve my skills and help out as much as I can with the company," said Georgetti.

Having contact with Wilkes University alumni is also a great way to find opportunities for work. Georgetti was able to land her internship by networking with an alum that was a Communication Studies major.

Furthermore, Connolly is a sophomore majoring in Digital Design and Media Art with a minor in Communication Studies. He is the current graphic design intern at Coal Creative. His daily tasks vary from designing posters and logos to editing videos and photos.

Sean enjoys working in Coal Creatives office, and he said, "My favorite part of

my internship is the atmosphere of the office, everyone is so fun and nice to each other." During the fall internship fair, Sean submitted his resume and was invited to meet for an interview to obtain his intern position.

Senior, Daniel Van Brunt recently completed his internship last fall semester at the Times Leader. He was able to get hands-on experience while working with professionals in his field of study, covering and publishing stories of various sporting events as well as designing newspaper articles and stories with the use of InDesign. Van Brunt enjoyed covering one collegiate game and he said, "the best part of the internship was being sent to cover the Wilkes versus Misericordia Play-off soccer game."

Internships are a great way to gain experience while working with professionals in your desired job, as well as building a credible resume for when it's time to start applying to jobs after graduation. These highlighted students are well on the way to landing their dream jobs with the help of Wilkes University's co-curriculars and obtaining job-related internships.

## Dept. Chair Dr. Mark Stine promoted to full professor

By: Nshimirimana Zawadi

Wilkes University President Patrick Leahy has announced that Dr. Mark Stine has been promoted from associate professor to full professor of communications studies in the School of Arts & Sciences. He also serves as chair of the Department of Communications Studies. Promotion to professor is considered to be virtually the highest honor that a university can bestow upon its faculty.

Dr. Stine has been a faculty member in the Department of Communications Studies at Wilkes University since 1999, and has served as chair of the department since 2005. He has been an advisor of radio station WCLH, Academic coordinator, and Shelburne Television Center.

Dr. Stine research and teaching expertise are in the areas of international

media, communication ethics, and news reporting. His professional experience are in news director in WKAP Radio in Allentown, Pennsylvania from 1987-1990. Morning Anchor and Reporter at WLEV/WEST Radio in Easton, Pennsylvania in 1987. News director at WYNS Radio in Lehigh from 1985-1997, Pennsylvania. Stringer, WNEP-TV in Moosic, PA 1985-1987. Voiceover talent at Stroudsburg University. CO- Host at American Cancer Society Telethon in Lehigh, PA.

His research projects have primarily focused on "Teaching Media Ethics in the Digital Age which was about a Community Approach, An Oral History Approach to Television Documentary Production. Oral History and Beyond about An Interdisciplinary Model for Creating Oral History Documentaries in Undergraduate Classes. Following a Purposeful Pathway which is Integrating the Mentoring Arc at All Levels in a

Small University Communication Studies Department. The More Things Change which talks about separating Traits From Skills in an Environment of Rapid Technological Change.

Documentary produced and directed by Dr. Stine are True Rarity, Wyoming Valley Department Stores, Wilkes-Barre: A Bicentennial Celebration, The Wyoming Valley Media: Challenges & Changes, Iron Horses: Railroads of Northeastern Pennsylvania, Pharmacists: A Look Through Their Eyes, The Trolley, Did You Boscov's Today? Memories of Department Stores in Northeast PA, and Jim Thorpe: An Historic Wonderland.

Dr. Stine graduated from Moravian College with a B.A. in English, then earned his Master's of Education with a Mass Media and Communication concentration at East Stroudsburg U. He then earned his Ph.D. in Mass Media and Communication from Temple U.

# The Colonels of Communication Studies:

## Kendle Peters

By: Shawn Austin

As Spring 2018 semester moves along, it would not be wrong to say that everybody is still searching for spring weather. Flexed schedules, class cancellations and extended breaks have all made for an interesting 2018. Even more interesting would be the school career of Kendle Peters, a fifth-year senior at Wilkes University who was digital design and media art major, who returned to get her second major in communication studies. In this edition of Colonels of Communication, I take an overview of Kendle Peters' time at the university and how the program shaped her to be what she is today.

As people take their victory lap and look forward to high school graduation, they are faced with the question— what's next? Most people look towards getting a college education in order to better their future. Many factors can come into play when deciding on what to do post secondary school. For Kendle,

her parents were her main influence. Kendle said "My parents were my biggest influence on thinking I needed to [go to college]. If you're going to get a better job, you have to go to college. When I was looking for a college, I knew I was going to stay local. I chose Wilkes University." Being a Wyoming Valley West graduate, Kendle did not mind remaining local to pursue higher level education.

For most people, the transition to university-life is not simple. High school is the free demo to college. If you like the demo, you can choose to pursue the full version. The full version is far from what you experienced in the demo. This is where the difficulties settle in. For Kendle, her trials stemmed from being a commuter. She said "As a commuter, I wasn't involved at all. I would just come to campus and leave". The simplest way to resolve this problem is by finding something you like at the university. There is something for everybody and Kendle was able to find what she liked at Wilkes University.

As explained by her, "It wasn't until I was involved with WCLH that I found a home and felt more comfortable staying on campus". She had a problem, but was able to find her solution via radio.

Going through the motions of it all, Kendle found this opportunity to be as welcoming as it could be. She said, "I never thought of myself as being able to be on the radio, because I was always reserved and quiet, especially in high school. I just decided on wing to do it. On Metal Mondays, they weren't having a lot of shows that represented the specific type of music that I like, so I went in and started right away with the show. At the time, I was probably the only new DJ in one or two years. The Metal Director was resigning, so they needed someone. They were welcoming and I feel, not for the fact that they needed someone, but just for being nice people. That gave me more of a purpose for being in WCLH". Fast forward a few years after her beginnings, Kendle is the face of Metal Mondays and now the focus Colonel of Communications.



Photo Credit/Danny Van Brunt

Formerly a digital design and media art, Kendle Peters designed a graphic for her 'Metal and Kendle' segment aired on Wilkes Now.

## Alumni Update: Amanda Kornak '16

By: Breanne Georgetti

Amanda Kornak graduated in 2016 from Wilkes University with a degree in Communication Studies, and minors in Dance and Women's and Gender Studies.

She grew up in Dallas, PA and now resides in West Pittston.

Her time at Wilkes University prepared her for her current career path. Since then she has created a successful living in the public relations world.

Chasing her dreams of being in New York City, Amanda went to the Big Apple in hopes of creating a name in the industry. Starting her career for Krupp Kommunications, Kornak was able to dive headfirst into her work.

Working at Krupp was the experience she needed getting her start in public relations. It allowed her to create connections, as well as, get her name out in the field.

"There's been a few times I thought of starting a blog, one was last year when I was working in NYC because there's so much creativity there and everyone has big ideas and chasing their dreams," said Amanda.

Kornak now works for MCR Design Group and she does multiple different jobs, but her favorite job continues to be blogging. She writes weekly blogs for MCR Design Group and The Room at 900. This gives her the ability to hold on to her dreams of blogging.

Blogging is one of the many passions she holds, and her love for writing is opening new doors.

"When I was in second grade, my mom told me I would be a writer one day and I think she still has a few of my writing assignments from elementary school," said Kornak.

Kornak explains that her love for writing has always been relevant in her

life. In addition to writing, she grew up with a passion for dance, and was able to fulfill her love for dance while obtaining a minor in it.

After graduation, Kornak took the summer to work as a dance instructor for the JCC summer camp. Making choreography and working hands-on with campers, the job gave her a great experience right out of school.

"Another fun fact is that I hate coffee but there was a full week or two in NY last Spring where I needed coffee every morning and after work but that didn't last too long. I was quickly back on my tea kick," said Kornak.

Her work at MCR keeps her busy and gives her the freedom to write, by gaining experience in the city she was touched by creativity. Even though her ultimate goal is to be living on the beach writing her own blog, this is a suiting life for her right now.

## Stay in the know with Wilkes Now Television: Director Micaela Oliverio weighs in on new updates

By: Aislinn Speranza

In late August 2017, the Karambelas Media and Communication Center officially opened. This project was founded on a mission to provide students with the ability to collaborate across all media disciplines and explore co-curriculars in one building.

Included in the Karambelas Media and Communication Center is a production control room to broadcast live reports from the newly established high-definition television studio.

Reported in a 2017 article by Gabrielle D'Amico, the professor and chair of the communications studies program, Dr. Mark Stine, believes that the center "will give students the opportunities to work in an integrated environment designed to address the collaborative skills they need in order to thrive in today's communication profession."

This holds true-- especially to one particular group of students at Wilkes University: the members of Wilkes Now.

Wilkes Now is a news magazine television show made up of entirely

students. It includes a variety of segments including sports highlights, the local weather, and campus happenings. Wilkes Now is not solely made up of those from the communication studies department. In fact, its academic diversity contributes to the success this co-curricular has- on and off the screen.

With the technological advancements in the television studio, production control room, and video and audio editing rooms, members of Wilkes Now believe that they have an enhanced learning opportunity in the media production field.

"Everything in there is up to date," says Micaela Oliverio, director of Wilkes Now. "You feel like you're in an actual TV studio." She believes that the technological advancements contribute to an easier and more cohesive editing and directing process.

"Dan Mattern and Dr. Stine are so helpful in teaching us how to use the new equipment," the senior communication studies and musical theatre dual-major continues. "The green screen in particular is a great addition to the studio. We've been able to add a weather segment, incorporate a backdrop of sports highlights

into a segment, and include pictures around campus."

Though it is very competitive, Oliverio is confident in her team's individual abilities to succeed in a post-graduate career in the media production field.

"At Wilkes, we have a direct replication of what goes on in the real world. If not up-to-par with the technology of WNEP or other local news stations, I can say that we have better access to this technology than most of the colleges in the area because this building is so new."

Oliverio attributes a lot of Wilkes Now's success to the director/chief engineer of the television studio, Dan Mattern.

"Dan is new this year," she says. "He came from an actual television studio so he's been great with helping us make things as close to the real world as possible."

Equipped with her headset, a modern studio, and a reliable team, Micaela Oliverio believes in her abilities to tackle a career in the media production field and encourages anyone to gain a one-of-a-kind experience in the television studio with Wilkes Now.



## With new advisor, Zebra Communications begins to revamp

By: Ben Saunders and Linda Luque

This year has been a very big one for the communications department here at Wilkes. With the opening of the Karambelas Media and Communication Center, all the students of the department gained a new home. The new building houses an art gallery, various classrooms, studios and clubrooms. One such “clubroom” is an office belonging to Zebra Communications, a student run, full-service public relations agency.

Zebra itself has been a part of the Wilkes community for almost 20 years since it was founded in 1999, by former professor Dr. Jane Elmes-Crahall. Elmes-Crahall recently left the Wilkes community just last year, leaving the PR agency without its founder and leader of nearly 20 years.

However, with the start of the recently finished fall semester, the torch was passed to a new professor, Dr. Robert Bruno, who happens to be a new addition to the Wilkes community this year. Under Dr. Bruno’s supervision, Zebra is currently undergoing an internal structural change and a massive rebranding, starting with a new logo. The logo was designed by sophomore integrative media major and Zebra Communications member Sean Connelly.

The agency and its members are being divided into roles and talents to better occupy the many needs Zebra’s real clients may have. Some of the new aspects Zebra will focus on are: diversity, web design, and technology.

With these new focuses, titles and roles have been assigned to the members of Zebra to help refine their responsibilities. Upperclassmen and returning Zebra members taking leading roles in these niches that best fit their interests and particular skill sets. These senior members are tasked with overseeing new recruits and leading them when dealing with different clients and accounts.

One of the leaders and senior members of Zebra, Zawadi Nshimirimana was recently appointed the Vice President of Diversity in the agency. But people unfamiliar with how a PR agency works may ask why diversity is important enough to warrant its own focus in an organization.

“I believe diversity is important to have because it encourages personal growth and development. Having people from different backgrounds working with Zebra helps students and clients learn new ideas, perspectives and allows us to connect professionally with different people,” said Zawadi, explaining the importance of diversity in any organization.

Despite the rebranding and restructuring, Zebra has not had any issues

conducting business and has been fully functional all year, working with several clients on various projects. Last month in March, Zebra organized an easter egg hunt event for the Children’s Miracle Network, which managed to raise \$541. Zebra also assisted in a mini golf event for the Osterhaut Free Library and created fliers and a banner for the same event, and is currently working on a promotional video for the library as well.

“I believe Zebra has done really good work this year. We’ve done a lot of non-profit, pro-bono work. I think looking into next year we should work toward doing some commercial work with local small businesses. It’ll be really good experience for the agency,” Dr. Bruno said, commenting on the work and campaigns Zebra has completed thus far.

Going into the next year, Zebra hopes to maintain its current clients, as well as find new ones, while doing the same for its membership. Some important key Zebra members will be graduating in May, so it is vital to the agency to recruit and preserve its members to continue doing work. Allyson Sebolka, the current VP of Media Relations and soon to be president of Zebra emphasizes, “If you’re interested in getting real world experience and doing professional work for actual clients, join Zebra!”



Photo credit/Danny Van Brunt

Zebra Communications, the student-run public relations agency, has already decided on next year’s executive staff members.

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**This edition of The Medium is brought to you by:  
The Communication Studies Department  
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Sarah Matarella, Asst. Editor**

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**With a special thanks to:  
Zebra Communications**



**Photo credit/Sean Connelly**

**From left to right:**

**(Back row): Dr. Robert Bruno, Dr. Jane Elmes-Crahall, Linda Luque, Breanne Georgetti, Sarah Matarella, Jordan Fritz & Danny Van Brunt.**

**(Front row): Allyson Sebolka, Nshimirimana Zawadi, Aislinn Speranza & Parker Dorsey.**