

# THE MEDIUM

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



Ross Klavan reading *In the Cemetery of Orange Trees* by Jeff Talagrio as Nicholas Filipek, senior communication studies major.

The Medium/Malik Alston

## Wilkes' Radio Station WCLH Produces Second Audiobook

By: Maria DiBuo

The Wilkes University Karambelas Center is home to the campus radio station, 90.7 WCLH. While the station offers students the chance to learn the ins and outs of on air broadcasting, WCLH has recently partnered with the Etruscan Press to introduce the opportunity for students to record and edit audiobooks.

Etruscan Press is a non-profit literary press housed in Dr. Harold Cox Hall at Wilkes University. Etruscan Press works to produce and promote books that nurture the dialogue among genres, cultures and voices. The press publishes poems, novels, short stories, creative nonfiction, criticism, translation, and anthologies and has received numerous awards for its works.

Students Nick Filipek and Sean Schmoyer are the heads of the WCLH audio book team that includes and is advised by Kristen Rock, the station manager at WCLH. The team works in conjunction with Bill Schneider, the managing editor at the Etruscan Press, as well as the authors and readers to produce accompanying audiobooks for works published by the Etruscan Press.

The WCLH team has previously completed two audiobooks, *Mr. Either/OR* by Aaron Poochigian and *To Banquet with the Ethiopians: A Memoir of Life Before the*

*Alphabet* by Philip Brady.

The process began spring 2018, when Schneider approached Rock with the idea to begin audiobook production led by Wilkes University students. "We wanted to see if this was a project we could take on, and from there we were given our first book, *Mr. Either/OR*. After we got one under our belts and were published to Audible, we knew this could be part of what we do here," said Rock.

Rock described the partnership with the Etruscan Press as something she was eager to get students involved in. "A lot of times when students think of radio, they think music and sports. This was something different than what we had done in the past. It's a really cool partnership to have because they are a publishing company right on campus that will always have books for us to work on."

For Nick Filipek, a senior communications student at Wilkes, choosing to get involved in the audio-book production was an easy decision. His passion for reading, primarily in the form of audiobooks, is what motivated him to begin his studies at Wilkes.

While Filipek acknowledged the process could be lengthy, he believes the finished product is well worth it. Filipek also elaborated on the work it takes to produce a consistent product. "It's an intense process of going in and making the recording sound

like the best speech ever given. People don't realize the noise their mouths can make, or they tend to talk rather than read. There is a lot of regimenting and putting sound where you need it to go."

"You have to have an ear for listening to the same thing multiple times. As people who listen and talk to each other all the time, you don't need a professional ear to realize something sounds off," said Filipek.

The WCLH team is working to begin their production of their third audiobook, *In the Cemetery of the Orange Trees* by Jeff Talarigo. Production is set to begin the week of February 25. The team has a little more than two days to record audio for the book. From there, they intend to edit and finish the production in the weeks following spring break.

WCLH hopes to continue their partnership with the Etruscan Press for years to come. "We know what we're doing now, and we have a lot of great students interested in helping put the books together, so we hope the legacy continues," said Rock.

Students interested in getting involved at WCLH are encouraged to contact members or Kristen Rock for more information. Audiobooks produced by WCLH, as well as other works published by the Etruscan Press are available for download on Audible and iTunes.

# Communication professors present research at conference

**By: Natalie Stephens**

Faculty members of Wilkes University's communication studies department attended the New York State Communication Association Conference in Callicoon, NY in October 2018. The main themes of the conference were the changing times: urgency, connections, and affordances in communication.

"Each of the sessions, panels, and keynote speakers focused on the concept of time and how it relates to the socio-political environment that we live in today," said Kristin Rock, 90.7 WCLH radio station manager at Wilkes University.

Dr. Robert Bruno, Dr. Mia Briceño, and Kristin Rock joined other City University of New York faculty on a panel to discuss online public speaking classes.

"It was a nice blend of different perspectives on the topic," said Dr. Bruno, assistant professor of communication studies.

During their session at the conference they discussed the advantages and disadvantages of teaching a public speaking class online from research they have done and first hand experience they have had.

"There were a lot of perspectives on whether or not it should be done, how it should be done, and whether or not it achieves the overall goals of the basic course," said Dr. Briceño.

The three faculty members have experience teaching traditional public speaking as well as learning in an online environment. Dr. Bruno and Dr. Briceño have taught online public speaking and traditional public speaking. Rock has taught traditional public speaking and received her degree online, giving her the opportunity to share the student side of online curriculum.

"I think that anytime there is an opportunity to share knowledge and then bring that knowledge back to your students is totally worth it," said Rock.

Online public speaking classes can be created using many different platforms. If the teacher wants it live they can utilize Google hangout, Skype or Facetime. There

are also options to have the speaker record themselves in front of an audience and then turn in the recording. The textbook material that would be covered online is the same for the most part because they still have to teach the traditional history of rhetoric.

"I have to embrace what these changes are," said Dr. Briceño.

With the growth of technology in the last twenty years many people are turning towards the internet for education because it fits certain lifestyles. There are some people who want to receive an education but have to work three jobs, and that is where online education can help.

Kristin Rock has taken online courses and values the education that it can provide.

"I do think offering these classes online is important because it's where higher education is headed in the future," said Kristin Rock.

Teaching public speaking online has created some controversy. However, most people, especially in the communications field will need to have the ability to speak in front of groups and even lead meetings.

From Dr. Bruno's experience putting together an online public speaking class, he knew that doing things differently and utilizing technology would allow him to possibly reach more students and enhance their professional development.

"Technology is just allowing us to do more and more things and communicate in more and more ways; however rhetoric and public speaking is one of the oldest forms of communication," said Dr. Bruno.

Dr. Bruno had also previously taught an online class at CUNY and has done research in online public speaking so he was very interested in sharing his knowledge as well as learning more.

For many colleges and universities public speaking is a common core requirement. Although it may not be the first class that colleges and universities would think of putting online, many students have anxiety when it comes to public speaking. Thus, the option to have it online might be beneficial to them.

Dr. Briceño created Wilkes University's first online speaking class this past summer and with that, she was able to provide insight into how that went from her perspective as well as the feedback from students.

"It is something that we have to get comfortable with and that we have to figure out how to make it better every time," said Dr. Briceño.

Dr. Briceño has her doctorate in rhetoric so she was skeptical of the public speaking class online. She mentioned that it was tough to capture that same environment that you have when you have the more traditional classroom version.

"The actual act of public speaking is an in person action," said Dr. Briceño.

For the class that she created she made it a requirement that they have to gather an audience of people and the people should not be relatives.

The speech also had to be recorded in one continuous take that is not edited. Dr. Briceño also tried to keep as much traditional rhetoric in the online class curriculum as she could.

Dr. Briceño mentioned making the public speaking class a hybrid so that way students still have the flexibility of online curriculum but also have at least one class in person and they can deliver speeches in a more traditional way.

Conferences like the New York State Communication Association Conference that Wilkes faculty attended, help bring to light new and changing ideas in the classroom. It gives professors and faculty the chance to learn more about various subjects while also sharing their knowledge.

"I enjoyed learning and connecting with others that work in the same field, to talk about the influence of technology and the concept of time," said Rock.

Online classes are not going to be going away, so embracing the change and having the power to make the class what you want is what most professors and faculty agree on. It is important that professionals in the field connect and share knowledge to take back to students to give them the best education.

# New social media pages managed by comm. students and staff

By: Luke Modrovsky

Communication Studies at Wilkes University has been revamping their online communication with current and prospective students. The department has expanded their use of social media on Facebook, Twitter and Instagram and others.

Social media postings have also been working to promote unity and camaraderie within the department, alongside the Zebra Communications campaign focused on unity. Typical posts have included sharing department and university announcements, as well as highlight the work of the students. Other content includes featuring the brand new Karambelas Media and Communication Center, as well as updates on faculty research and other items of that nature.

Zebra Communications is the student-run public relations firm within the communication studies department, advised by a Wilkes faculty member. Zebra has taken the lead in terms of the content published on the social media platforms.

"Zebra is a public relations firm," Dr. Robert Bruno, assistant professor of communication studies and faculty adviser to Zebra Communications said. "We do

public relations, media promotion and promotion is general. The department needs to do that as well."

One of the students within Zebra who has taken the lead on overseeing the digital platform is junior communication's studies student, Breanne Georgetti.

She emphasized the importance of the role that Zebra will play in providing content for the social media platforms.

"It is important for Zebra to maintain the lead because PR is shifting into a more digital driven force, social media is a necessity to understand," Georgetti said.

The department has been working with the university's marketing communications team to ensure a consistent message is put out, within marketing guidelines established by marketing communications.

"You have to constantly promote," Bruno said. "You can't just rely on your reputation for students to commit to coming. It's a big decision that students and their families have to make."

Of items to highlight, Georgetti and Dr. Bruno agreed that the department has so much to offer, but conceded there was room for improvement on digitally communicating that message to prospective students from a department perspective.

"It is something that every school and department needs to do," Dr. Bruno said. "You can't just rest on your laurels and expect people to come. We certainly know that word of mouth and everything is powerful. One of the main audiences that we are trying to reach is prospective students."



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"We have a great set of co-curriculars," Bruno said of other items to highlight. "That's not something that a lot of schools provide."

At the end of the day, Bruno said the goal is not to link applications through any of the accounts. Rather he visions that the platforms work at highlighting what the department offers, which will eventually turn students to apply to the university. Bruno said he encourages alumni to visit the platforms to keep up with what is happening in the department.

"I hope it (continues)," Georgetti said. "Social media is very important for many different reasons, this will help our department grow."

Georgetti said she hopes to see underclassmen step up to the plate when it comes to transitioning the social media platforms. While having it under the Zebra umbrella should make for easier transitions from graduating seniors to underclassmen, Georgetti believes future members of the public relations firm will see the value in it.

"It's not automated," Bruno said of the platforms. "You need people, including faculty, behind these to help too."

For more on the social media platforms, search "Communication Studies at Wilkes University" on Facebook, @COMM\_StudiesWU on Twitter or @wilkescomstudies on Instagram.



# Farewell to President and CEO of Zebra Communications

By: Breanne Georgetti

In May 2019, Zebra Communications will be losing their CEO, Aislinn Speranza and President, Allyson Sebolka. Both leaders have been assets to the student run agency and will take their talents to begin careers in the public relations field.

Aislinn Speranza is a dual major in Communication Studies and Marketing. She is the current Vice President of Phi Beta Lambda and took fifth in the nation for a Social Media Strategy contest. She also holds the title for Kirby Scholar of Marketing for the Allan P. Kirby Center for Free Enterprise and Entrepreneurship, is a member of the Sidhu School of Business and Leadership's Dean's Student Advisory Board and has been selected to sit on a Wilkes-Barre Connect Student Committee. Aislinn was also a member of the Wilkes' women's soccer team and was named Captain for the Fall 2018 season.

"Wilkes gave me the opportunity to be my best through athletics and academics and the Communication Studies department has given me the knowledge to succeed in my respective fields of Marketing and Public Relations," said Speranza.

Aislinn has also held positions as Marketing and Communications interns both locally and internationally.

"I can genuinely say that I have used what I have learned in the classroom and applied it to my internships worldwide," said Speranza.

Speranza has shown passion for her future in the Communications profession, and her goal after graduation is to work at a travel PR firm in New York City.

"As someone who has worked with Aislinn on group projects, I can say she definitely is a hard worker. She goes above and beyond for people and puts one hundred and ten percent in everything she does. She has a great work ethic and

is driven." said Caroline Rickard, junior communication studies major.

While pursuing two degrees Speranza has maintained lead positions for Zebra and completed four years as a student athlete; with client work involving the Children's Miracle Network, Boscovs, and the Osterhout Library.

"I have taken a step back from client work to handle logistics of the agency like getting members website training, organizing client services and other finely detailed work," said Speranza.

Something she would tell her first-year student self is to trust the process

as Wilkes now and WCLH. For Wilkes now she holds an anchor position, camera reporter, scriptwriter and editor. On WCLH she hosts part of the 12 days of Christmas special.

"It has been quite a ride. When I came into this department, I fully believed that I was going to be a news reporter. Clearly, that is not how things panned out. The experiences I had at Wilkes helped me realize that I didn't enjoy working in the news media market." Allyson shared about her experience, "Now, I'm leaving with great experiences and seven different content marketing certifications. Wilkes

really helped me zero-in on what I truly enjoyed."

Allyson previously held the position VP of Media Relations, and now she is currently branding a non-profit called Moe's Love. According to Allyson her Zebra experience gave her the ability to gain internships.

"She goes out of her way to make sure everything is okay, even if she is not involved in it," said Ben Saunders,

Speranza and Sebolka sitting at their desks in the Zebra office.



The Medium/Sarah Materalla

senior communication studies major.

and to stop worrying about the future and start embracing all it has to offer. Most importantly," Aislinn says, "I would also tell her to declare her majors earlier because that would have made life so much easier."

Aislinn Speranza will be ending her undergraduate career with a degree in Marketing and a second degree in Communication Studies with a concentration in Strategic Communications.

Allyson Sebolka will be graduating with a degree in Communication Studies with concentrations in Strategic Communications, Multimedia Journalism and Media Production. While she is most notable for her presidential position for Zebra Communications, she is actively involved in other co-curriculars in the Communication Studies department such

Her contribution to projects like the Children's Miracle Network and organizations like Ava's Toy Box have impacted thousands of children who suffer from cancer. She has proven there is a bright future in the PR field, Allyson's work in nonprofits have changed lives for the better.

"I would tell my freshman self to relax and unwind. Yes, you have a million things to do but don't stress. You can find time to explore your life outside the chaos and classroom." Ally expressed this is what she would tell her first year self.

Zebra Communications and the Communication Studies Department wish both Aislinn and Ally the best of luck in everything they seek in the future.

# The road to tenure with professor Dr. Mia Briceño

By: **Caroline Rickard**

One of the top honors for a Wilkes University faculty member is to be granted tenure. It was announced Assistant Professor of the Communication Studies department, Dr. Mia Briceño, is a candidate for this position.

Dr. Briceño is the head of the rhetorical studies concentration within the communication studies department. Rhetorical studies focuses on the art of public speaking and the role of communication in society.

Before she became a faculty member at Wilkes University, she was an ordinary college student trying to attain her degree in rhetoric. She discovered her interest in this path while she was attending University of Pittsburgh for her undergraduate.

“It was clear to me that those were the classes I loved and wanted to pursue,” Dr. Briceño said about her initial interest in this type of study.

Following her undergraduate degree, she decided to obtain her master’s degree at California State University-Northridge and then her doctorate at Penn State University.

“My ultimate goal was to become a faculty member somewhere in a four-year institution,” Dr. Briceño.

California State also started her interest in Women’s Gender Studies. Dr. Briceño currently also teaches the WGS capstone class at Wilkes University.

Senior Communication Studies Student, Nick Filipek, had only nice words to say about his professor and advisor. He noted Dr. Briceño made him feel like he counted

and was not just a number.

“You can genuinely see her being excited to talk about rhetoric. Her classes are unique and challenging, and I like a bit of a challenge. It helps me and everybody in the class,” said Filipek.

Like any new job, her position at Wilkes University brought upon challenges. She explained that one of the hardest lessons to learn was how to transition from teaching as a graduate student to being full-time faculty.

“The hardest challenge was figuring out relationships with your students. Figuring out relationships with your colleagues, and how to be in the culture of this particular environment and also figuring out a better way to engage students. Those are things that are still a process in my career,” said Dr. Briceño.

On the other hand, Dr. Briceño said the best part of teaching is being able to see the spark in students. When she sees students are engaged and interested in classroom facilitations it brings her contentment and excitement. She continues to spread her love of Rhetoric inside and outside of the classroom.

Dr. Briceño has spoken at multiple conferences nationally and at events on Wilkes campus. She helps run the Vagina Monologues. Involvement in community activities and research are part of the tenure process.

Head of the Communication Department, Dr. Mark Stine, said, “She has contributed in many ways to our department. One way is exposing the department to other areas of




**Photo Courtesy of Wilkes Marketing** the university, like her participation in the Vagina Monologues.”

Dr. Stine has also seen an increased interest in rhetorical studies amongst students.

“The interest I have seen in students getting involved in rhetorical studies, specifically, in modes of evaluating messages has certainly increased since she has been here. She has brought a fresh, new spin on Rhetorical Studies,” said Dr. Stine.

The ultimate decision will be made closer to the end of the Spring 2019 semester. The Wilkes University Board of Trustees will evaluate the qualifications of Dr. Briceño and make the final decision. If Dr. Briceño does receive tenure, she will be classified as an Associate Professor within the department.

“At the end of the day, I am fortunate to have this profession where the things that got me excited about rhetoric, and I am now able to replicate that in the classroom here,” said Dr. Briceño.



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# Insight with the editors: Working for *The Beacon*

By: Sarah Matarella, Editor-in-Chief, & Kristin Muncaster

Directly to the side of the centralized newsroom of the the new Karambelas Media and Communication Center is the Beacon office which houses the staff of the student-run newspaper *The Beacon*.

The staff consists of Wilkes University students who show an interest in journalism or merely enjoy writing, taking photos or practicing layout and design in their spare time. These students, composed of editors, assistant editors, staff writers, design editors and photographers, are advised by Dr. Kalen Churcher, an alumna herself who has been with the university since 2014.

*The Beacon* publishes a 24 page paper weekly with four sections including News, Life, Arts & Entertainment, Opinion, and Sports along with a centerspread and front and back covers. Therefore, the students put in a lot of work to not only disperse the paper weekly, but develop a paper that they are proud of and passionate about.

"Many people are in and out of the office throughout the day and we meet every Tuesday as a big group. I am an assistant editor so I talk to the editor and managing editor almost everyday in regards to content and what they need me to do. Throughout a day I am thinking of content for future

issues and writing for Wellness at Wilkes, a column I write almost every week," said Natalie Stephens, assistant life, arts, and entertainment editor.

Despite the serious connotation that may surround an official newspaper recognized both on campus and in the Wilkes-Barre community, *The Beacon* is also considered a student government recognized club on campus. Getting involved with clubs and activities benefit students both in college and in the future when it comes to social engagement and developing a resume.

"I think it's more critical than sometimes going to class. Our future employers are going to as for experience, having a lot of theory under your belt is good, but having experience under your belt is better, in my opinion," said Nicholas Filipek, managing editor.

It can be a commitment to be involved with any school activity. Students involved are responsible for every aspect of the newspaper from the fonts and photos to conducting interviews and constructing angles for articles.

However, the editors are always looking for the next story to tell. One thing that draws students to join *The Beacon* is the chance to write about what interests them. The students are able to write about what they care about, and use their knowledge

and share it with the campus community.

"Being in the sports section, there is a certain rewarding factor that comes from being able to cover so many student-athletes. Every week, our section covers so many people, whether it be through game stories, features, Athletes of the Week, photos, or quotes. Sports allows for the paper to be inclusive, and I love that. I get to do what I love by working for the paper, and that allows me to cover what other people love when they play sports," said Kirsten Peters, co-sports editor.

Staff at *The Beacon* encourage students to stop by and talk with them if they are interested in joining the team. They also encourage the campus community to grab a copy of their latest issue throughout various locations on campus or in the community.

"Overall being co-news editor allows me a lot of creative freedom to pick the content we focus on for that week. I love the leadership position of managing a small group of writers and laying out content but I especially love still being involved in the writing process and getting to meet new people all over campus. We have a great small group of writers and editors and I'm just proud to be a part of such a hardworking team alongside my co-editor Cabrini," said Maddie Davis, co-news editor.

## Wilkes Now TV station strives to broaden on campus presence

By: Sarah Matarella, Editor-in-Chief, & Clayton Basalyga

Wilkes Now is a the student-run TV show that produces and records weekly newscasts. Senior producer, John Rey and senior director, Luke Modrovsky were able to share their insight on the new aspects of the show and what viewers can expect from Wilkes Now in the near future.

With the addition of the new TV studio in the Karambelas Media and Communications Center, the staff of Wilkes Now has been able to make several additions and adjustments to the show. Senior communication studies major and producer, John Rey, explained that one goal they have solidified was making more consistent segments each week.

"It was hard to get people to go out a report before this year. It was like pulling teeth. Now, as a staff, we take it more seriously and when we make a mistake, everyone kind of takes it hard. Everyone



John Rey, producer, and Luke Modrovsky, director in the production room.

Photo: The Medium/Sarah Matarella now sees this as a professional development process as opposed to just a club like in the past," said Rey.

Now, the show has several recurring and consistent segments with the aim to produce eight to 12 quality shows per semester. Some of these segments include Nick's Nerd News, Renegade Reviews, Beacon Briefs and even outside weather reporting which has not been done in the past.

Rey also mentioned that their staff

member and switcher, Madison Hummer, brought back a segment that was developed in the past called Connect with a Colonel. It is an interview segment where alumni come on as a guest on the show to reflect about their experiences at Wilkes UNiversity and their transitions into the job market.

In addition to sustaining their coverage, Wilkes Now also plans to expand their on campus presence during the remaining months of the spring 2019 semester and continue working on that into the next academic year as well.

"Out of the three medias, between the beacon radio and TV, TV is weakest in terms of on campus presence. That is something we will be focusing on for the remainder of this semester heading into next semester," said Luke Modrovsky, director of Wilkes Now.

Tune in to channel 97 on service electric cable on Tuesdays at 12 p.m. to see the Wilkes Now staff's work in action.

## Speech & Debate Team excels in tournaments

By: James Dotter

On January 25, 2019, the Wilkes University Speech and Debate team flew to Charleston, South Carolina, to compete in the Collegiate Forensic Association's Winter Tournament. The two-day event, featuring 14 Wilkes students was an overall success for the team.

Two-year Speech and Debate team member Nick Whitney, who placed first in dramatic duo (with Jerome Hannon), second place in impromptu speaking, and fifth place in single dramatic interpretation, gave insight on the team's recent success. According to Whitney, "a total of four Wilkes students (including himself) placed at the event. Jerome Hannon placed first in dramatic duo (with Whitney) and second place in prose interpretation, Jason Deboard placed fifth in informative speaking and Anna Culver placed sixth in poetry interpretation."

Along with the student members of the team, several Wilkes alums who were former members of the Speech and Debate team traveled with the team to South Carolina. Dr. Christine Mellon, the faculty advisor of the Speech and Debate team was very supportive on having the alumni back.

"Not only did the alums travel with us but they also acted as judges for our team. Having them back was beneficial to us and our team, and it was a great trip," said Dr. Mellon.

Allowing alumni to travel with the team

as judges is just one of the many ways the team finds success with coaching and finances.

The team's successes continued at the Harold Cox Forensics Invitational, held at Wilkes University, on February 1, 2019. A total of four Wilkes Speech and Debate team members competed, while a majority of the team helped set up for the tournament, which barred them from competing. Similar to Charleston, Whitney and Hannon's success continued as they placed fourth in dramatic duo.

It was a bitter-sweet end for senior members of the team as they competed in their final competition of the year at the Pennsylvania Forensic Association (PFA) State Championship on Feb. 16 and 17, 2019 at Lafayette College.

"The tournament was extremely competitive, and the Wilkes team received third place overall in the President's Sweepstakes," said Dr. Mellon

Though the PFA State Championship was the team's last tournament of the year, the team will continue to stay active. For example, as part of World Speech Day, the Wilkes Speech and Debate team will be debuted several of their pieces as well as a parliamentary debate round on campus on Tuesday, March 12, 2019, during campus club hours in the Karambelas Center.

For more information on the speech and debate team or to join, contact Dr. Christine Mellon at [Christine.mellon@wilkes.edu](mailto:Christine.mellon@wilkes.edu) or stop by her office in the Karambelas Center.

## 18<sup>TH</sup> ANNUAL TOM BIGLER HIGH SCHOOL JOURNALISM CONFERENCE

THE COMMUNICATION STUDIES DEPARTMENT AT WILKES UNIVERSITY INVITES YOU AND THE MEMBERS OF YOUR NEWSPAPER, BROADCAST, ONLINE OR OTHER MEDIA STAFFS TO PARTICIPATE IN THE 18TH ANNUAL TOM BIGLER JOURNALISM CONFERENCE

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Dr. Christine Mellon, Nick Whitney (top), Jerome Hannon, and Hunter Hughes (bottom) celebrating the team's victories at the PFA State Tournament at Lafayette College.



Photos Submitted by Nicholas Whitney  
Tyler Deters (left), Liv Fakhoury, and Nick Whitney enjoy some down time at the CFA Winter Tournament in South Carolina.

# Kirby Scholar of Communication Studies: Jordan Fritz

**By: Sarah Matarella, *Editor-in-Chief* & Angelina Davis**

Communication studies Kirby Scholar, Jordan Fritz, was indecisive about what she wanted to study in when she started school at Luzerne County Community College (LCCC) in 2015. It was not long after she took a class in journalism that her path became clear.

Upon taking this class while she was pursuing a general education associates degree at LCCC, Fritz was able to realize her true potential as a communications major and that she possessed the skills necessary to be successful in that field.

After completing her associates degree, her next challenge became choosing which school to go to next. Ultimately, Fritz intended on going to East Stroudsburg University and adopting a major in communication studies, but that all changed when she received a tour at Wilkes University. The communication studies department professors at Wilkes University gave her a tour of the old department in Stark Learning Center and lead her through all of the different activities and class she could become a part of.

Then, Fritz also learned on the tour that if she started at Wilkes in the fall of 2017, that she would be attending classes in the brand new Karambelas Media and Communications building where the communication department would be relocating.

After learning about the new buildings and about Zebra Communications, meeting the professors, and realizing the close commute to home, Fritz was convinced that Wilkes was the place for her.

Her journey at Wilkes continued with her involvement in the communication studies co-curriculars, as senior vice president of Zebra Communications, the student-run public relations agency and staff writer for the student-run newspaper, The Beacon.

“Transitioning from LCCC to Wilkes was intimidating at first because I didn’t know what to expect. Luckily for me, I picked a major with super friendly, outgoing students who welcomed me in like I was a communications student with them since freshman year,” said Fritz.

After attending Wilkes University for one year, Fritz was recommended by faculty of the communication studies department to represent as the scholar at the Allen P. Kirby Center of Free Enterprise and Entrepreneurship (APKC). Following her interview, Fritz was offered to position as communication studies scholar and also as intern there.

During her time working at the center, Fritz helps write and edit stories for their newsletter, helps the center and the center’s clients with communications and marketing related project, aids in planning events and works with the Universities marketing department to create promotional material for events.

“I work with an amazing group of people at the Center. I am always learning from them, even if it’s something out of my element, like engineering. I’ve learned things from working there that isn’t taught in classes,” said Fritz.

After six months of working at the APKC, Fritz was invited to the Black Jacket Ceremony that honor students apart of the APKC who have successfully demonstrated leadership qualities and taken substantial



**Photo Submitted by Jordan Fritz**

initiatives with projects at the Center.

Consequently, Fritz also met the criteria successfully needed for the communication honor society, Lambda Pi Eta. To fulfill the requirements and be inducted students need to maintain a minimum grade point average of 3.0 in core curriculum classes and a 3.25 minimum grade point average for communication studies courses. Fritz has also made the dean’s list several semesters while at Wilkes. After graduation she plans to remain in the area and find a public relations job close to home.

“The combination of skills that I’ve learned from my professors and colleagues at Luzerne County Community College and Wilkes University have helped prepare me to be successful in my future. I am grateful for them and the opportunities I have encountered at both schools,” said Fritz.

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