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# DR. CHRISTINA MORUS ON COMMUNITY

*I am excited to introduce you to the second iteration of COMMUnity. What started as a program newsletter in Fall 2018 has grown into a digital magazine, and our interns have done an amazing job. COMMUnity could not have come at a better time. Spring 2019 is the 10th Anniversary of our annual COMM Wrap Party. (It is also, incidentally, my 10th year teaching at Stockton). As such, it has been a year of reflection on how far the Communication Program has come, where we are now, and where we are going into the future.*

*When I arrived at Stockton in Fall 2008, the campus looked very different than it does today. There was no Campus Center, no Unified Science Building, no faculty parking. The Communication Studies program also looked very different. We did not yet have distinct tracks of study within the major. Our TV studio and WLFR facilities were sorely outdated. There was no PRSSA. Further, of the seven Communication Studies professors, five were junior faculty (Dr. Yin; Dr. Allison; Prof. Ludovich; Prof. Newman; Dr. Morus), with just 2 tenured professors (Dr. James Shen, and Professor Christine Farina) holding the program together.*

*Since that time, the Communication Studies program has come a long way. We are the largest Arts & Humanities major at Stockton (by far), and in fact the largest Humanities major nationwide. We now have newly renovated WLFR facilities, an HDTV studio, and three tracks of study for students to choose from (Media Production; PR & Advertising; General Media Studies), as well as a thriving PRSSA chapter. We also now have an Advertising Club, a Communication Studies Spotlight Series event each semester, and an annual Communication Studies field trip each Spring. Further, increased relationships with a host community partners have allowed us to expand our range of internal and external internships, and pre-professional opportunities for students. Looking forward, we are in the process of creating a Journalism concentration, as well as a Strategic Communication minor.*

*Even with all of the growth and change over the last ten years, there is one thing that has remained constant. All seven of the Communication professors that were here ten years ago are still here today. Now all tenured, we have been joined by Dr. Bevin Song, and Prof. Toby Rosenthal. Working together for over a decade on our common vision for the program, we have strived to create academic and professional opportunities and cultivate a culture of community for our students. While each of us has contributed to the program's growth and change in specific and meaningful ways, the Communication Studies program, as you see it now, is a product much bigger than the sum of its parts. As we have worked together (faculty and students) toward the evolution of the program, we have become a community.*

*When I think about how far we have come as a program, how proud we are of the students we have today, and how excited we are about the future, I cannot help but think that COMMUnity is a particularly apt name for this publication. From humble beginnings, Stockton's Communication Studies program has evolved into a community, and each of you are part of that community. What better way to mark a decade than with by documenting that community as it is now, with an eye to what it once was, and what it one-day will be.*

**Dr. Christina M. Morus, Communication Studies Program Coordinator**



*Pictured from left: Professor Toby Rosenthal, Dr. Christina Morus, Dr. Bevin Song, Professor Ludovich, Devin Hodges, and Darion Boyd*

# Design Change

by Zahirah Pearsall

One of the themes of the Spring 2019 edition of COMMunity is change. In the last several weeks, the publication itself underwent an intense process of transformation, from newsletter to a longer magazine format. As a graduating senior, I must also consider my evolution over the last five years, and the parallels between these experiences.

I completed high school and went to college. I moved from my family home and took more financial responsibilities. I started my college career as an Art major believing that I would one day use my skills as an artist to educate under-resourced communities. After three years, I recognized that this was not my path. I was unhappy at my old university and desperately wished to move back home.

Acknowledging and accepting my unhappiness was terrifying. Taking action to try to change my situation was even scarier. However, what I was most afraid of was failing, not only myself, but my family. After quitting my job as a bank teller and withdrawing from my university to move back home for the summer, I decided that I wanted to remain in South Jersey permanently. I intended to finish school, but had no real idea of what I wanted to do when I returned to higher education.

I took a semester off. In that time, I realized that my vision of having the opportunity to reach my community could be achieved through other platforms, such as social media. With this goal in mind, I entered Stockton University as a Communication Studies major. Many other students, both here at Stockton University and worldwide, have been in a similar position.

Growth often comes from change. In our internship's earliest development stages, everyone sat down and spoke about what we, as Communication Studies students, wanted from this experience. From the beginning, we knew that we wanted to create something that would be uniquely ours, which is one of the main reasons why we changed to a magazine. We weighed both the pros and cons.

The magazine would be a total rebranding of the original newsletter, giving it a whole new feel with more room to tell our stories and include more photos and graphics. The main negative was simple - change. Some of our team was initially reluctant to accept this when one idea was already established and work was underway. In the end, we decided to push the new and improved Stockton Communication Studies COMMunity magazine forward. This new design allows us to bring you stories from the Stockton community that we have tirelessly worked on all semester, while also taking a look back at how far the program has come.

In this look back, we hope to show how the Communication Studies program started, and where we are today, through interviews with professors. This edition of our magazine is designed with the thought of change and the amazing things that can come from it. While my post-graduation future is still taking shape, I feel more comfortable embracing change. Through Stockton experiences like working on COMMunity, I've learned that there isn't always a simple solution.

You will notice the unified design of these pages along with the creation of our new logo by our intern, Joseph MacDonald. Following our namesake, COMMunity, our goal is to deliver a clean and simple design that unites Stockton University, the program, community members, and their families.

# President Kesselman Talks Comm

*Interview by Evan Kelly and Nicholas Nachtergaele*

**W**alking through the distinct mahogany archway into the finely furnished president's office, there was a complete ambiance shift in upper K Wing.

Stockton's campus is beautiful, but this transition to the president's office stands out in elegance. It is bigger than a typical classroom, and the walls are furnished with ornate paintings, photographs, sculptures, and various other memorabilia. Despite the exquisite and regal surroundings there is also a feeling of comfort and ease. Stockton University President Harvey Kesselman is a man who lights up his surroundings with an engaging smile and welcoming attitude. As a former Stockton student, who was in the inaugural graduating class, his leadership mission of "students first" is apparent.

Just as the Communication Studies program is constantly evolving to keep up with multi-platform messaging in the information era, President Kesselman and the administration are on a similar path. With text, email, and four dominant social media platforms (Instagram, Twitter, Facebook, Snapchat), it is a challenge to choose the most efficient way to inform the student body. Even with all of these options, there is still a disconnect about campus-wide news, events, and concerns.

*"Because [students] receive so much information, I don't know the best platform,"* Kesselman shared, with a look of genuine concern on his face. If the message is about an issue of extreme importance, he will push it through multiple mediums for maximum exposure, but oversaturation doesn't always work. Another solution is to connect on an interpersonal level.

*"I use your representative bodies. If I have an issue I'm working on, I'm going to the Student Senate,"* Kesselman said. Being able to communicate person to person, not just in a digital space, is also a priority for faculty and students in the Communication Studies program. President Kesselman recognizes non-fiction digital storytelling as a huge asset to the university. He hopes the program will grow with additional journalism courses.

*"America needs Communication majors now more than ever. Especially with the current climate of fake news, communication professionals are required for the sustainability of the nation."*



**Pictured: Harvey Kesselman and Board of Trustees members breaking ground at the new A.C. campus**

*Stockton University News*

The building of Stockton's newest campus in Atlantic City was a huge marketing endeavor, an inspiration for students interested in branding and marketing. Revitalization was a priority during the planning.

*"We could be the catalyst to change the image of Atlantic City,"* Kesselman exclaimed, slamming his hand on his desk in excitement. The aesthetic and location of the campus was crucial in the decision making process. It was important that the architecture and overall look of the campus was synonymous with that of our main campus. The location choice was critical.

*"It's the greatest marketing tool we could possibly have and I knew that. Right when you go over the island, you see it,"* Kesselman said.

Change and innovation are priorities for President Kesselman and Stockton. Recently, Stockton became the first school in the state to add a Cannabis Studies minor. This comes as no surprise, as Stockton was also the first to boast programs in sustainability, environmental sciences, and marine sciences, all of which were political issues before they were academic issues.

"Let us be the entity that looks at it first because it fits who we are as an interdisciplinary school," the President said. To maintain a public reputation as distinctive and evolving, it is vital to offer programs in emerging and relevant fields, and Stockton continues to do just that.



Pictured: Cutting the ribbon at the new student Residential Complex on the new Atlantic City campus  
Stockton University News



# BORGATA HOTEL, CASINO, & SPA

By: AnnamarieFreedman

This semester, fifteen Communication Studies students and faculty got an all-access tour of the Borgata Hotel and Casino of Atlantic City. Jim Drew, the Employment Center manager, hosted the group on a tour of the massive property encompassing over 2,000 guest rooms, 10 high-end retail boutiques, multiple destination restaurants, and more.

The COMM group learned how Borgata packages their experiences and amenities by using storytelling, branding, and messaging for their guests and employees. Borgata's strategies are successful, as they've remained one of Atlantic City's most successful casinos since opening in July 2003.



**Pictured: Students tour the Borgata with Jim Drew  
Toby Rosenthal/ Stockton University**

Mr. Drew noted that students who earn a degree in Communication Studies are highly marketable individuals, and will easily fit into managerial positions at this location. COMM students are often assets in the field, as they have experience working with social media and constantly changing technology.

Most Borgata interns start working seasonal positions which could lead to full-time employment. Once hired, Borgata commits to treating employees like family, and offers HR incentives like student loan help and continuing education reimbursement.

## MOCKTAIL HOUR EVENT

This semester, the Communication Studies program continued to make strides helping students to network, learn business etiquette, and practice professionalism with its first ever "Mocktail Hour" on February 8th.

Toby Rosenthal, Visiting Instructor of Communication Studies, coordinated the event to accommodate over 50 Stockton students. They came ready to learn more about how to handle face-to-face interactions in the professional workplace. Faculty, business professionals, community members, and alumni were also in attendance. In fact, they were the humble hosts of various stations for the students to approach, mingle, take advice, and practice their "elevator pitch."

The different stations focused on self-branding, the perfect greeting, the "do's and don'ts" of how to act in professional settings, as well as a Food & Drinks Tips station. The event was designed in a "speed-dating" fashion, which allowed for students to get a well-rounded experience hitting all of the vital stations offered at the event.



**Pictured: Nothing but smiles at the Mocktail Hour!  
Joseph MacDonald/Stockton University**



# Museum of The Moving Image

By Katelyn Woolford

About two dozen students took part in the second annual Communication Studies trip to the Museum of the Moving Image in Astoria, Queens. As soon as the students entered the museum, it was like another world. There were various images from games and other media projected onto the blank white wall.

The group split for an intimate tour through the exhibits. The first exhibit focused on the creation of the moving image, displaying hand-painted slides that were used for a storytelling and cinematic experience in the early 1900s. The exhibit transitions into walls of cameras, ranging from the earliest creations to those used today. There was also a progressive display of television through the years.

The museum has a permanent Jim Henson Exhibition, featuring more than 300 objects relating to the life and legacy of the Muppets creator. Students also enjoyed the exhibition A Whole Different Ball Game: Playing Through 60 Years of Sports Video Games.

*Photos By Katelyn Woolford*



# COMMUNICATION STUDIES WRAPS UP SPRING SEMESTER WITH 10TH ANNUAL “COMM AWARDS” CEREMONY

By: Annamarie Freedman  
and Alexa Taylor

In mid-April, Dr. Bevin Song and his “COMM Senior Seminar: PR and Advertising Campaigns” class had the honor of hosting the Communication Studies 10th anniversary “COMM Awards” ceremony. This year’s COMM Awards aimed to celebrate the program’s tradition, legacy, community, and the achievements of Communication Studies students.

Song’s class worked deliberately and diligently throughout the semester to coordinate and rebrand the event, which was previously known as the “COMM Wrap Party.” The class learned how to work in teams, create and use consistent branding, produce a strategic communication campaign, conduct audience-based research, and utilize owned and shared media to promote the event and launch it successfully.

“The class was separated into specialized groups in order to plan the event. I was a part of the production group, and we made 2 videos, posted them on YouTube, and shared them on Facebook and Instagram to promote the event,” said Joe MacDonald, PR and Advertising Senior Seminar student.

Another group was responsible for planning the flow of the event. Samantha Brown and Alex Cella were the amiable hosts. Their responsibilities included writing, rehearsing, and performing their captivating and witty script.

The other three groups in the class generated Adobe Spark feature stories for the three study tracks of the COMM program, produced a tribute video for the 10th anniversary celebration, and created visual components to support the rebranding objective.

The class also invited guest speakers including Dr. Donnetrice Allison and graduating COMM student, Melissa Tucker. Later, “The Alumni Spotlight” featured Joe Petrilli of Stockton Productions, Ky Carlin of Longport Media and USA Today Sixers Wire, and Laura Cranwell.

Senior, Luke Miller, was awarded “Top New Student-of-the Year” at last year’s ceremony. This year, he won “Student-of-the Year” for the Media Production track.

Other Student-of-the Year awards went to Matthew Assad, for General Media Studies, and Andrea Aponte, for the PR & Advertising track. Loukaia Taylor received the “Top New Student Award.”

In addition, more than fifty Communication Studies students received awards for Academic Excellence in classes such as “Introduction to Public Relations,” “Writing for the Media,” “TV Production,” and much more.



Pictured: Dr. Morus and Joseph MacDonald

“It was an absolute honor to be a part of Dr. Song’s seminar,” said MacDonald. “Working on the campaign for the event was a challenge, something some of us had never done before, but we did not want to let our classmates or our professors down.”

“Students’ work has been well received and recognized by their professors and fellow students. In the past several weeks, they have proven to me and to themselves that they are capable of doing great things,” said Song. “The event showcased their talents and possibilities. I am very proud of them.”



# OPPORTUNITIES @ STOCKTON

BY JEREMY NASS

## SSTV

Stockton Student Television (SSTV) is a club that allows students to advance their media production skills and learn from hands on experience how a TV studio works.

Their mission is to provide opportunities to students which include making and producing videos, podcasts, documentaries, talk shows, etc.

Students are allowed to use any project they create for job/internship applications or demos. All of the content produced by SSTV is shared with all students, so any student is welcome to join the team. Check out their newly produced show, Stockton Night Live, which has shows every month.



Pictured: Luke Miller and Colton Van Cleave  
SSTV Instagram/Stockton University

## PRSSA

Public Relations  
Student Society  
of America

## PRSSA

Stockton's chapter of the Public Relations Student Society of America (PRSSA), established 2014, is open to any Communication Studies major who wants to learn more about career opportunities, while joining a network of PR business professionals in all communication fields.

Stockton's PRSSA chapter holds workshops on topics such as resume writing and internship education. There is a \$60 membership fee that provides access to the national database for the Public Relations Society of America (PRSA).



Pictured: Alyssa Pernice, Sarah Galzerano, Dalilia Martinez, and Brian Bechtel representing for PRSSA  
Stockton PRSSA Instagram/Stockton University

# WLFR

BY JEREMY NASS

91.7 WLFR is Stockton University's radio station that plays a variety of music and programming not heard on commercial stations. Student interns and volunteers produce their own talk and music shows, promote events, and more.

This year, WLFR will be celebrating its 35th anniversary. It's hosting a party on Oct. 25th from 6-10pm in the Campus Center Event Room. The event is open to Stockton students, Stockton alumni, Stockton administration, and the community. Food, live music, bands, and a DJ will be provided.



Annamarie Freedman/COMMUNITY 2019

# JOURNALISM AND ADVERTISING CLUBS UPDATE

BY ANNAMARIE FREEDMAN

## The Advertising Club

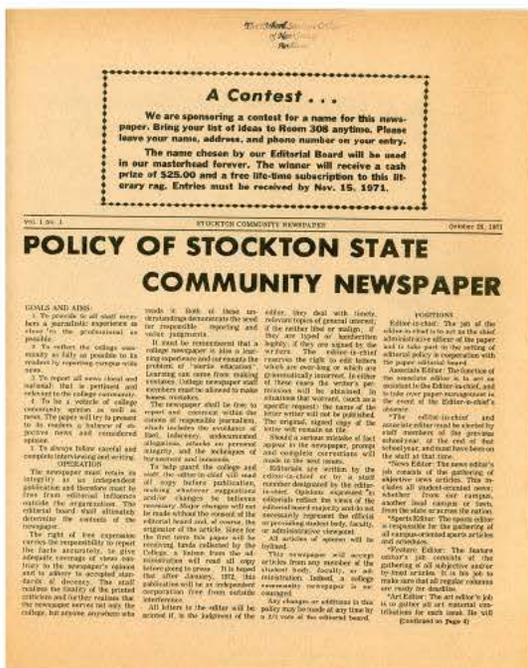
Professor Suya Yin helped create the Advertising Club in the spring of 2017 for Stockton Students that desire to work in Advertising and PR Design. In 2019, the Advertising Club finally became an academic organization. The purposes of this club are to provide a place for students to create promotional content and creative elements for community partners, and in the future, prepare for a Stockton chapter of American Advertising Federation.

## Accomplishments of the Advertising Club

1. Created the new e-board for the club
2. Used a logo contest supervised by Stockton's Media Relations Office to determine a club logo
3. Worked with their client, Jersey Shore Council of Boy Scouts of America, to provide them with 34 pages of promotional handouts
4. Planning to produce a series of mini commercials to feature the Scouts selling popcorn for their fundraisers
5. Created a popcorn flyer for the client that signs off with the Advertising Club's logo



Stockton University Archives



Stockton University Archives

## Stockton Student Journalism Club

Professor Suya Yin helped create the Journalism Club in the beginning of this spring semester. This club serves the purposes of providing a forum for aspiring journalists among COMM majors, creating a network of student journalists and faculty members, introducing the club members to professional organizations and conferences, and adding value and leverage to the proposed additional journalism courses within the COMM Program.

## Accomplishments of the Journalism Club

1. Created a framework of the e-board with the President Alexa Taylor and Vice President Flynn Altomare
2. Started the process of opening a Stockton Chapter of SPJ (Society of Professional Journalists)
3. Invited seven co-instructors to bring in their expertise to the club

# GUIDE TO INTERNSHIPS

by Katelyn Woolford

Internships are an essential part of college education, but finding them can be an extremely competitive and stressful process. Luckily, Stockton offers plenty of internship opportunities both on and off-campus. The Career Center (located in Campus Center suite 104) and a number of professors can help you with the process.

Communication Studies offers a variety of experiences, including television production, radio, and journalism. They include:

**WLFR:** Students learn about the day-to-day operations of a radio station and have the opportunity to have their very own radio show. They will learn the inner-workings and special techniques used in radio. WLFR prides itself on diversity, so it is a golden opportunity to express creativity through music.

**Community TV Partnership:** Students gain extensive working experience in the field of television production. You will be working with community partners in the production of TV shows and other content that will be aired locally or online. Students will learn the procedures of different positions and working closely with professionals to ensure a valuable learning experience.

**Communication Studies Magazine and Social Media Internship:** Students use multiple skills to produce a magazine that is released once per semester, along with running the Communication Studies social media pages. Some skills that are practiced include: journalistic writing, social media content creation, graphic design, and interviewing.

## Tips for Internship Process

### 1. Apply Early

Get a jump start on any and all internships you have your eye on. Many competitive companies accept applications beginning in November for summer internships, so look early and often.

### 2. Create an Online Portfolio

In the communication field, it is imperative to have a portfolio of your work, so employers know what you can do. Include any school or outside work you are proud of. There are plenty of websites such as Squarespace, Wix, and Weebly that make it easy.

### 3. Think Globally

This is an extremely competitive process, especially in the NYC/Philadelphia/New Jersey area. If you do not get the internship you wanted most, it is good to have a couple other options you can fall back on.

### 4. Check Company Websites

There are many popular websites that offer internship applications, but you cannot always trust that someone is going to see it. Go on a company's website and apply there if possible. If not, apply on whichever site looks the most credible.

## Other Available Internships

Atlantic City Blackjacks

New Jersey Motorsports Park

Hard Rock Hotel & Casino Atlantic City

Disney College Program

Adapting Social

Washington Internship Program

Spencer's/Spirit Halloween

# MEDIA METAMORPHOSIS: PHYSICAL INTO THE DIGITAL AGE

BY KATELYN WOOLFORD AND ALEXA TAYLOR

Growing up, most young adults remember watching VHS tapes (maybe the orange Rugrats ones) and having to rewind it to the beginning before returning the rental to Blockbuster. Eventually, VHS tapes turned into more compact DVDs and Blu-Rays that seemed smaller and easier to store.

The cycle of phasing out older media platforms to make room for new ones is expected. However, millennials have watched media and technology transform faster than ever before.

As millennials' interest in technology progressed, Angelica Pickles was replaced by Eleven. Through the same years, the viewing experience streamlined. Users can simply talk into their devices, and Alexa, Siri, and the woman who lives in the remote control will find the content on demand. While many can't complain about convenience, media consumers must consider if the loss of physically obtaining and using media has left them feeling unsatisfied. Finger clicks have replaced the rituals of literally lining up for the latest releases. According to Pew Research Center, about six out of ten young adults use subscription-based streaming sites like Netflix, Hulu, Spotify, and Apple Music.

Besides the advancement in film-based home entertainment, the way listeners hear audio and music has also changed substantially from vinyl records to cassette tapes; from CD players to iPods. Now, listeners have instant access to any song or artist, thanks to the convenience of smartphones.

Despite the popularity of new technology advancing in the digital age, physical

media from years past have been making a strong comeback. Many people (especially millennials and members of the 'Gen Z' demographic) are now collecting CDs, DVDs, VHS tapes, and even vinyl records. Vinyl sales grew 12% in 2018, along with cassettes growing 19%, according to the Verge.

Those who collect physical versions of older media may do so to own a movie or album as a collector's item and treasured memento. While digital platforms may offer faster ways to watch your favorite flick, there are some uncertainties involved.

Services like Netflix and Hulu regularly switch out the films and TV shows available, which means users can lose the capability to watch what they enjoy when content erases from the site's selection. As for music, the growing trend of streaming apps has contributed significantly to the decline in artists' sales around the world.

Many musicians have even refused to give their rights to streaming sites due to the lack of compensation for their work, while others fear a lack of sound depth on digital devices, especially compared to analog sounds, like vinyl.

The risks that come with streaming and downloading media drives some people away, reverting them to old methods. With a tangible DVD or CD, the possibility of being able to watch or listen whenever and wherever is always there. Unless, of course, the disc gets lost or broken.

Digital enthusiasts may insist that collecting physical media takes up too much space and that there will always be a more extensive selection of media from which to

# MEDIA METAMORPHOSIS: PHYSICAL INTO THE DIGITAL AGE

BY KATELYN WOOLFORD AND ALEXA TAYLOR

choose on an app or streaming site. All this stuff is neither time nor cost efficient.

The millennial generation is continually moving forward, but in the same breath, always seeking nostalgia. For everyone, new doesn't always mean "better." Enjoying media really can be multi-sensory. Sometimes ownership doesn't feel real if you can't touch it. The satisfaction of seeing a lineup of orange Rugrats tapes should not be forgotten. Nor should the thrill of peeling the plastic off of a new CD, opening the jewel case, and reading the lyrics and song credits as the music plays on portable boomboxes.



Pictured: Media Production students on air  
Stockton Comm Studies Facebook/Stockton University



Museum of the Moving Image in Astoria, NY  
Katelyn Woolford

# DR. JAMES SHEN REFLECTS ON THE LAST 20 YEARS OF COMMUNICATION STUDIES

BY ALEXA TAYLOR AND DANIEL DONOGHUE

In the late 1990s, the Communication Studies program shifted into high gear in an unlikely way: on the Garden State Parkway. Dr. James Shen was commuting from New York City to Galloway, transforming the program and bringing it to life during the long journey.

When Shen was appointed as coordinator back in 1998, the program was much smaller than it is today. The three tracks now offered were nonexistent, and classes were mostly based on verbal communication. Faculty consisted of three or four full-time professors.

*"It was a difficult start," said Shen. "Communication is developing so rapidly, unlike history and literature. COMM is different, so you have to keep up with what is going on."*

In 2002, Shen oversaw the development of the Communication Studies tracks – General Media Studies, Media Production, and Advertising and Public Relations – to help students concentrate on their specific career goals.

Along with the introduction of the tracks, he knew students had to branch out beyond the campus to gain real-life experience.

Shen not only created off-campus internships using his connections in D.C. and New York, but he also had students network locally in Philadelphia and Atlantic City.

"I witnessed the growth of the program, and so far, I've sent out more than 100 students to the tri-state for internships," Shen said. "I have my former students hire my current students."

Shen says nearly 50% of Stockton's transfer students go directly into COMM, which is now the largest major in the School of Arts and Humanities.

"As long as I'm here, I will try my best to help every student," said Shen. "I just want students to benefit from the experience so that like this program, they just keep getting better and better."

Today, Dr. Christina Morus is Communication Studies Program Coordinator. The program has nine full-time professors, in addition to adjunct faculty. Each professor has expertise in various aspects of the industry, ranging from technology to new media.

"If you learn from each of the faculty members and each of the courses you're taking, you will be multifaceted and multi-talented," said Shen.

Shen trusts that students who are committed to the program will have bright prospects.

"Whatever background you have, you will find a niche in this program," Shen said. "You will find...hope in this program – THAT is the ultimate goal."



Dr. James Shen  
Stockton University Archives

# COMM THROUGH THE YEARS:

AS TOLD BY **STOCKTON COMMUNICATION STUDIES FACULTY**

## **DONNETRICE C.**

### **ALLISON**

**PROFESSOR OF COMMUNICATION STUDIES AND AFRICANA STUDIES**

#### **Q: When did you start at Stockton?**

**A:** 2004, so it's been 15 years now.

#### **Q: What was your role in the COMM program when it started?**

**A:** The COMM program was more intercultural when I started, more focused on human-based communication.

#### **Q: How has the program changed over the years?**

**A:** We hired more faculty and completely shifted the program to more media-based.

#### **Q: What are some key moments or key events that have happened since you started working at Stockton that you think impacted this program for the better?**

**A:** Separating the program into three tracks!

## **CHRISTINE FARINA**

**PROFESSOR OF COMMUNICATION STUDIES**

#### **Q: When did you start at Stockton University?**

**A:** 2000.

#### **Q: What was your role in the COMM program when it started?**

**A:** I was one of three faculty. Shen was all by himself. They pulled me in at the very end of the summer. My role was like, Shen's "other."

#### **Q: So you were a helper but also a professor?**

**A:** I was a professor - like tenured track. But there was no one else in the program with Shen. So now he had a teammate.

#### **Q: What's your role now in the COMM program?**

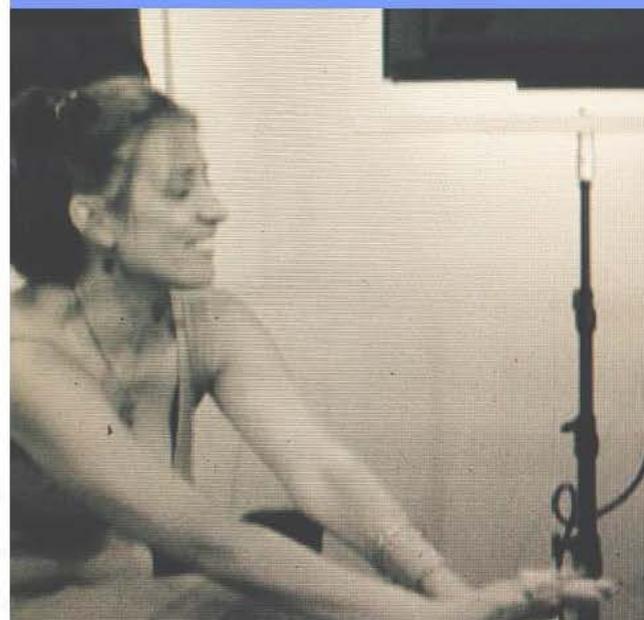
**A:** The same. Now I'm a full professor. Just one of the faculty, we actually have a faculty. When I started, I had 86 preceptees. Now I have something normal, like 30.

#### **Q: What are the biggest differences from COMM in its earliest days to what it is today?**

**A:** We have a lot of talent. Our students are much better, much better than they've ever been... always progressively getting better, which makes me very proud. We have faculty that are very talented and are very accomplished. With tenured faculty, you have a faculty that's consistent over decades. They nurture and grow a program.

#### **Q: How has the program changed in just the last few years?**

**A:** We've gotten more streamlined with TV and WLFR. They're making great efforts... Bevin's done a great job with that side of it. The COMM wrap party gets better every year. It's a little thing, but that's the consistency making great efforts... Bevin's done a great job with that side of it. The COMM wrap party gets better every year. It's a little thing, but that's the consistency I was talking about, the faculty; you have a home in COMM. Every year it becomes more like a home. Whereas, in the beginning, it was more like disparate and touch and go. You'd get a talented kid here and there, but now there's a place for ourselves. You know? I like that. That's what I want everyone to have. I want you to be able to come back to your home in ten years from now. That's the ideal, that's college. These relationships are lifelong relationships if you do it right.



*Professor Farina hanging out near some lights.*

*Stockton University*

**Q: So why is it important that our program keeps evolving?**

**A:** Because it's a legitimate intellectual discipline. We feed to art; we feed to social studies. We feed across campus. You could say there's no substance, but that's not true. We are a media program, so that's our parameter. The students have access to experiences they wouldn't have otherwise, and the school benefits from the students. It just takes investment. We're so important because we're rhetoric and we're the future.

**Q: What are some key moments or events that have happened since you started that you think has impacted the program for the better?**

**A:** WLFR is a big success, getting the COMM lab. I would have to say having the television station. I'm glad people take advantage of that. And getting our faculty, every single faculty. They're good people.

**Q: What made it worth it to be here?**

**A:** In 2006 I remember having a reckoning. It was after tenure promotion. I wanted to really work on being a good teacher. And that changed everything. It was this spring - this time of year in 2006 - everything was better. Teaching is the best. I'm getting choked up. You guys, teaching, and learning. I look forward to class so much. It's the joy of my life. It was THAT decision. Here I am... And every day it pays off. Every day. It gives my life so much meaning.

## **THOMAS KINSELLA**

**PROFESSOR OF LITERATURE, DIRECTOR, SOUTH JERSEY CULTURE & HISTORY CENTER**

**Q: What was your role in the COMM program when it started and what is it now?**

**A:** I started as a junior member of the program on the hiring committee. I later hired two adjunct professors from Philadelphia who staffed the courses and worked to develop a proposal to make COMM a program. They worked on it for three years until 1995. July 1st, 1996 COMM became a program. Once that happened, I stayed in LIT. But, I helped service COMM, and some COMM students took my courses. Today, I am involved in COMM again through the 50th-anniversary editing internship. Half of my students are COMM majors.

**Q: How is the program changed over the years?**

**A:** The early focus of the program changed. Christine, Joe'l and Jeremy are great documentary filmmakers who were hired. We have access to quality professors. Now, there is more of an emphasis on journalism.

**Q: What are the biggest differences from COMM in its earliest days to today?**

**A:** The changes in technology. The Conferencing system funding to get 20 zenith desktops; it was like early blackboard in support of classes. Hundreds of students were able to swap information, like a discussion board. Computers were limited from the start. It was clear that we needed quality machines to do editing.



**Dr. Bevin Song at the Mocktail Hour.**  
*Joseph MacDonald*

**Q: What are some key moments or key events that have happened since you started working at Stockton that you think impacted this program for the better?**

**A:** Chuck McGeever was a major player in 1993. He quarterbacked all of the work that had to be done to write and pass the proposal. James Shen did all of the work the administrators asked for. Hiring Jeremy, Joe'l and Christine. The upcoming of WLFR in 1976. The start of The Argo in 1971.

## **XU (BEVIN) SONG**

**ASSISTANT PROFESSOR OF COMMUNICATION STUDIES**

**Q: What was your role in the Communication Studies Program when it started and what is it now?**

**A:** I was an assistant professor of PR. In the beginning, I taught the program core courses.

**Q: How has the Communication Studies program changed over the years?**

**A:** There has been an increase in PR and Advertising students since the program began.

**Q: Why is it important that our program keeps evolving?**

**A:** It's better to have a variety of classes to help students learn new skills, develop professionalism, and help with their career in the future.

**Q: What are some key moments or key events that have happened since you started working at Stockton that you think impacted this program for the better?**

**A:** Some key moments for me were when the PRSSA first organized the personal headshot fundraiser, attending the Atlantic City commencement, taking the PRSSA to a PR firm in North Jersey, the first time having the alumni panel last year, and the Communication Awards, because they help the program by recognizing students, and motivating them in their majors.

### **JEREMY NEWMAN**

**ASSOCIATE PROFESSOR OF COMMUNICATION STUDIES**

**Q: When did you start at Stockton University?**

**A:** 2009.

**Q: What was your role in the COMM program when you started?**

**A:** Assistant Professor.

**Q: What's your role now in the COMM program?**

**A:** Associate Professor and SSTV Faculty Advisor.

**Q: How has the program changed in just the last few years?**

**A:** The creation of tracks: Media Production, PR, and General Media Studies, and The Community TV Partners programs in the HD TV studio.

**Q: Why is it important that our program keeps evolving?**

**A:** Changes help to prepare students for the future.

**Q: What are some key moments or events that have happened since you started that you think has impacted the program for the better?**

**A:** Upgrading the TV studio to HD, The COMM Wrap Party AKA The COMM Awards, SSTV moving to ARHU, and hiring a manager for WLFR.

### **TOBY ROSENTHAL**

**VISITING INSTRUCTOR OF COMMUNICATION STUDIES**

**Q: When did you start at Stockton University?**

**A:** Approximately 12 years ago I was a guest speaker in one of Dr. Shen's COMM classes. I thought it was such a fun time, sharing my TV production experiences. Fast forward to Spring 2015, and I began as an adjunct faculty teaching Hebrew with Jewish Studies while still commuting to Philadelphia as a TV producer. After that, the Jewish Studies department asked if I wanted to continue teaching, so we came up with "Ethnicity Through Film" as a class.

**Q: What was your role in the COMM program when you started?**

**A:** I came to the COMM program in Spring 2017 as an adjunct. My first COMM class was Digital Storytelling.

**Q: What's your role now in the COMM program?**

**A:** This year and next I'll be a Visiting Instructor of Communication Studies.

**Q: You were the creator of our Program Newsletter and Social Media internship, right?**

**A:** Dr. Morus and I developed the internship at the end of summer 2018. We wanted to find an outlet to communicate with our COMM students (besides email) and also share our experiences with the Stockton community. We did not have proper social media accounts until last Spring, so I brought social media accounts to the program.

**Q: Why is it important that our program keeps evolving?**

**A:** Our program must keep evolving to keep up with the changing demands of the marketplace. We marry storytelling and messaging through all of the tracks. We know that technology is always changing, but the strength in great storytelling remains. We have to continue to evolve. We can't stay stale for the sake of our students.

**Q: What are some key moments or events that have happened since you started that you think has impacted the program for the better?**

**A:** I really enjoyed helping to plan and be a part of the Meet and Greet. It was a really strong start and really set the tone for this academic year, to be more about networking. Having that set as the intention for the year, I think was valuable for everyone.

### **SUYA YIN**

**ASSOCIATE PROFESSOR OF COMMUNICATION STUDIES**

**Q: How long have you been with Stockton?**

**A:** I joined the Stockton faculty in 2004.

**Q: When you first joined Stockton, what was your role in the program compared to now?**

**A:** As junior faculty, I was teaching a combination of COMM courses and G-courses during my early first few years at Stockton. In the past ten years, I have been mainly -

- teaching only COMM courses to fulfill program needs. I have taken more professional service responsibilities at the university level, either on behalf of the program or of the School of ARHU.

**Q: How has the program changed over time?**

**A:** The program started small with three faculty members and a limited number of course offerings. The concentrations within the COMM major were not well established. The PR and Advertising Track didn't exist. As the program grew over time and more faculty lines became available, the PR and Advertising concentration began to take shape and has gradually evolved into a stand-alone track with the capacity of getting our students prepared for jobs in the PR and advertising industries. The media production track has also become bigger and stronger. It attracts a large following of prospective students at each open house session every academic year. Dr. James Shen, Dr. Christi Farina, and Dr. Donnetrice Allison each had served as program coordinators for a number of years before Dr. Christina Morus took the position. The four of them have all made important contributions to the healthy and steady growth of the program with dedication and excellent leadership skills.

**Q: How has the program changed in the last few years?**

**A:** The growth of the university has created new and more opportunities for our program. The new faculty has introduced new concepts, ideas, and methodologies to program building, curriculum construction, and classroom instruction. As coordinator in recent years, Dr. Morus has brought a lot of positive changes to the program.

Her commitment and competence contributed to the successful completion of our most recent five-year review.

**Q: Why is it important that our program keeps evolving?**

**A:** It's important to meet the growing demand of our students, to adapt to the changing trends in the job market, and to survive the intense competition from rival schools.

**Q: What do you think would make our program better?**

**A:** A more fully developed curriculum within each track, and more faculty lines to satisfy students' needs for a greater variety of course offerings. We need to help build a direct connection between our students and the practitioners in different areas of mass communication. This can be done in a number of ways, for instance, as suggested by our most recent program reviewer, we can pair up our students with local reporters, PR pros, advertising practitioners, TV anchors, TV/film/radio producers, radio show hosts, and outstanding COMM alums, etc. We should also introduce our students to prestigious professional organizations such as the Society of Professional Journalists and the American Advertising Federation.

**Q: What are some key moments or events that have changed our program?**

**A:** The Wrap Party brings faculty and students together at the end of each spring semester. The fast growth of WFLR has provided our students with ample opportunities for hands-on experience. The SSTV Student Television station is certainly another

important milestone in the history of the program. The Stockton chapter of PRSSA helped broaden our students' vision for their career development and provided them with great networking opportunities. The recent initiative of creating journalism and strategic communication minors.

**JOE'L LUDOVICH**  
ASSOCIATE PROFESSOR OF COMMUNICATION STUDIES

**Q: When did you start at Stockton University?**

**A:** I started at Stockton in 2007.

**Q: What was your role in the COMM program when you started, and what's your role now?**

**A:** My role was to run and manage the radio station. I did that for ten years, and also taught in the media production track. Since we hired Chad Roberts two years ago, he is now running the radio station. So I'm primarily teaching in the media production track.

**Q: How has the program changed in just the last few years?**

**A:** I've seen more student involvement in the extracurricular events that we have planned, which is really good to see. We started a Meet and Greet, and also the COMM Awards, which we just had, our COMM trip... and they've been very well-attended.

**Q: Why do you think it is important that our program keeps evolving?**

**A:** I think it's important because the demands of our field keep evolving. The

... there's evolution in various areas of communication studies. I think it's important for our program to keep on the cutting edge of what's happening in our various industries.

**Q: What are some key moments or events that have happened since you started that you think have impacted the program for the better?**

**A:** I can name two primarily, because they're two that I initiated and worked on with our program. We upgraded the radio station and moved it over to the new Campus Center from upper G wing, and we actually improved the radio station reach. Now it's operating at full power. We upgraded the program equipment in 2010-2011, that was a big, big, project I worked on with various faculty in my program at the time, and the Dean and Assistant Dean at the time. Also, the improvement of the TV studios is something else that I worked on initiating with our program coordinator at the time Donnetrice Allison. The facilities are there for the students, so it's important that they have the best possible equipment that they can access.

**Q: What are your favorite COMM classes to teach and why?**

**A:** My favorite classes to teach are Steadicam and TV Production. My background is in producing live TV, so I get to actually engage the students with "live" productions. I'm also a certified Steadicam operator, so I get to share that with the students. The Steadicam revolutionized the film and TV industry as we know it, so we talk a lot about history and of course, the application and practice of using the Steadicam.

**Q: Where do you see the COMM program in the future?**

**A:** We're moving more towards the sequencing for the various tracks. So, right now we have the audio sequencing which is Audio I, Audio II, and Podcasting. I'd like to see that applied to our other production courses, so students can take basics in each sequencing track, and then sort of decide which direction they want to go into — whether it's narrative filmmaking, experimental filmmaking, or digital storytelling.

**DR. CHRISTINA MORUS**  
ASSOCIATE PROFESSOR OF  
COMMUNICATION STUDIES

**Q: When did you you join Stockton?**

**A:** 2009.

**Q: How many professors were there when you started?**

**A:** There were eight professors and then we got it up to nine.

**Q: What would you change about the program?**

**A:** In some ways, I think we need more faculty in order to provide more opportunities for the students. Since I have been coordinator, I spend a lot of time asking that question. The program has improved leaps and bounds. It is clear what needs to be done to me, but the problem is that we don't have enough people to get it done. We figured out how to mold the general media studies track into something more practical, so it will be journalism and media studies. The tracks will become PR and Advertising, Media Production and Journalism and Media Studies. We are hoping to get that in place in fall, but it may take longer.

**Q: What are some key moments that changed our program and what is some progress that we have made?**

**A:** Shen is the first professor that lifted the program off the ground and molded it into something. Dr. Allison molded the three tracks, it was a group effort, but she put it into effect. Shen and Farina were the only COMM professors for a while until we started getting more. Faculty has come and gone. Farina was coordinator after Shen had been the coordinator after a long time. Shen is the godfather.

**Q: How is the program growing along with student size?**

**A:** Our major in ARHU is by far the biggest. The program has huge potential to grow, we are at capacity all of us are working one and a half jobs at least, but it prevents us from being able to offer enough classes. What we need is more resources and investments.

**Q: How else is the program growing?**

**A:** Digital Journalism is definitely a direction we are working on. We have two minors we have developed, but now I'm waiting on resources. The Strategic Communication minor incorporates PR, advertising, marketing, etc. where people will be able to do for example strategic health communication or strategic political communication, and it is a minor that will attract people from other majors. I'm excited about that one. And the other minor is Digital Journalism, and the idea is that we will lean heavily on journalism writing but eventually develop a Broadcast Journalism track.

# Stories of Atlantic City

*Stories of Atlantic City is a collaborative project focused on telling restorative, untold stories about the city and its people. This type of journalism focuses on giving a voice to those who are commonly unheard, and emphasizes the strength and resiliency of the city's people and neighborhoods.*

A group of five Communication Studies students is participating as media partners, covering some of these inspiring profiles and community stories. Graduating seniors Shannon Joyce and Luke Miller are part of the team with Marissa Luca, Alexa Taylor, and Katelyn Woolford. Their stories for print and video include features on the new skatepark, the importance of mentoring, and preserving the city's rich musical heritage. All stories were pitched by members of the community and look to the future as well.

In February 2019, Communication Studies faculty Erin O'Hanlon and Toby Rosenthal began the search for a group of student journalists to work on the project as a fellowship. Students could have an interest in any and all areas of journalism — print, audio, or video — to apply. By April, the student storytellers were chosen.

Students will work under the guidance of their faculty advisors. However, a large portion of the work is also independent, which will present aspiring journalists with opportunities to branch out into Atlantic City's vibrant neighborhoods and make connections on their own.

All media stories related to this project will post on May 14, 2019, on [storiesofatlanticcity.com](http://storiesofatlanticcity.com) and Stockton's [adaptiveac.org](http://adaptiveac.org). Follow [Instagram.com/stocktoncommstudies](https://www.instagram.com/stocktoncommstudies) for more updates and information on students' involvement with this project.

Stories of Atlantic City is supported by Stockton University with funding from the NJ Community News and Information Fund at the Community Foundation of New Jersey, a partnership of the Geraldine R. Dodge Foundation and John S. and James L. Knight Foundation.

*By Alexa Taylor and Katelyn Woolford*

# THE COUNTDOWN TO A SUCCESSFUL SEMESTER

BY JAYME PHILLIPS

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## STAY POSITIVE

This will not only allow you to have a great day, it will allow you to stand out to professors. They do not just remember our work, they remember who we are and how we worked.

## BE ORGANIZED

Take time at the beginning of every week to sit down and plan each day. Make sure you are managing your time wisely and stay on top of deadlines!

## SET GOALS

Allow yourself to set goals, challenge yourself and take risks. Self-limiting thoughts are the only thing holding you back.

## STAND OUT

Do not be afraid to stand out. At the end of the day, you are here for your education and your future. It is okay to step outside of your comfort zone and be different.

## COMMUNICATE

Be sure to network - your interpersonal skills will set you apart from others and take you places. Don't forget, professors remember who we are.

5

4

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2

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# CONTRIBUTORS

## INTERNS SPRING 2019

**Jayne Phillips** - Staff Writer, Social Media Coordinator  
I thrived in school and my life outside of school.

**Annamarie Freedman** - Staff Writer, Social Media Coordinator, Design and Layout Producer  
I learned how to work with different groups of people.

**Katelyn Woolford** - Lead Staff Writer, Editor, Social Media Coordinator  
I pushed myself to try new things for the sake of my future in communication.

**Alexa Taylor** - Lead Staff Writer, Social Media Coordinator  
I fell in love with journalism and I'm writing ten hours a week.

**Zahirah Pearsall** - Staff Writer, Social Media Coordinator  
I realized that I can accomplish more than I originally believed.

**Leah Ginnantonio** - Lead Editor, Staff Writer  
I kept growing.

**Toby Rosenthal** - Internship Supervisor

**Daniel Donoghue** - Staff Writer, Social Media Coordinator  
I took on more responsibility and made more connections.

**Jeremy Nass** - Staff Writer, Social Media Coordinator  
I was able to connect and network with more public relations and business professional than ever before at the Mocktail Hour event.

**Joe MacDonald** - Social Media Coordinator, Photographer, Lead Design and Layout Producer  
I took on many new responsibilities

**Evan Kelly** - Staff Writer, Lead Design and Layout Producer, Social Media Coordinator  
I pushed through my comfort zone in the best way possible.

**Nicholas Nachtergaele** - Staff Writer, Social Media Coordinator  
I let it ride.

Pictured: The COMMUNITY staff  
Joseph MacDonald



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THANKS FOR READING!