Dr. Myna German, Chair
Mass Communications Department
Talks about her new book | page 5
FEATURED STORIES

Younger Is Better

The New Breed of PR practitioners

While many businesses are looking for seasoned professionals to be in charge of their in house or contract public relations, companies are finding that budget cuts, a looming recession, and heightened competition call for less expensive-converged methods of public relations and marketing. As recent DSU grads Jones ('10), Newman ('10), Hopkins ('09) and Highsmith ('09) these pioneering women are using their skills and vast contacts to provide creative and customized media relations services for clients.

DSU Students Make Summer Internships Pay Off

Rewarding internships are hard to come by and in this uncertain job market, even the pursuit of an internship can be extremely competitive. Several Mass Comm students landed dream internships and worked for major companies including CNN and Burlington Coat Factory.

Checking in on Your Professors

While most students are basking in the sun or working long hours at summer jobs, faculty and staff are hard at work planning for the upcoming semester, traveling abroad or conducting research. Take a look at how some of the Mass Comm professors spent their summer

Professors Corner

Professors from around the globe provide commentary on everything from study skills to the economy to health care. This month’s feature is Revisiting Extra Credit Policies by Dr. Maryellen Weimer.

ON THE COVER

During the 2011 American Education in Journalism and Mass Communications Conference (AEJMC), Dr. German sat down to discuss her latest book “Migration, Technology and Transculturation: A Global Perspective” with Jill Fog, host of Lindenwood University’s Mixed Media; a news interview talk show. Dr. German coauthored the book with Dr. Padmini Banerjee, Associate Professor of Psychology at DSU. (page 5)

NEWS AND INFORMATION

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U.S. Senator Carper and State Representative Darryl Scott
Tour Wellness & Recreation Center*

U.S. Senator Thomas R. Carper paid Delaware State University a visit on Aug. 30 along with state Rep. Darryl M. Scott, to tour the Wellness and Recreation Center on campus and learn about other health initiatives such as the Delaware Center for Health Promotions, which is based at DSU.

Sen. Carper’s visit coincided with the first day of classes on campus for the 2011 fall semester, which had been delayed a day due to Hurricane Irene. Sen. Carper also brought along Cerron Cade, one of his staff members who is a DSU alumnus, class of 2007. Mr. Cade, a former Hornet football offensive lineman, is slated to soon be the deputy New Castle County director for Senator Carper’s office.

Not only is Delaware State University known for its academics, dazzling school spirit, and terrific events; Delaware State University is also known for its beautiful art gallery. In September, Delaware celebrated remarkable artist Marion Mitchell. Her photography consists of a variety of concepts such as landscape, abstracts, nature, and nautical-themed works. Mitchell’s work can be seen at Photography Society Association (PSA) exhibits all over the United States and as a result of her contributions to this field, the PSA recently honored her for 50 years of service.

DSU Art Department Chair, Dr. Becker was also on hand for the celebration and talked about the importance of teaching art history and black and white lab photography. Dr. Becker also added that in addition to the traditional art majors, the university forensic biology majors are required to take photography courses to understand the foundation of crime scene photography which makes this field even more important.

Marion Mitchell's career ended because her eyesight began to fail but she still enjoys sharing her work with others. To further inspire and encourage students, Mitchell donated more than $5,000 worth of cameras and other photography equipment to Delaware State University’s Art Department to be used in its photography courses. Ms. Mitchell, 96, who now resides in Dover at Westminster Retirement Village.

Kheron Blue and Scheniqua Earle
Would you hire a twenty-something -- internet savvy PR novice to be in charge of your branding, event planning, or nonprofit marketing? Raevyn Jones, Shanae Newman (both of Ideal Publicity) and Kristen Hopkins and Katrina Highsmith (KKII Public Relations) are making clients see that hiring young go-getters is where it’s at! While many businesses are looking for seasoned professionals to be in charge of their in house or contract public relations, companies are finding that budget cuts, a looming recession, and heightened competition call for less expensive-converged methods of public relations and marketing. As recent DSU grads Jones (’10), Newman ('10), Hopkins ('09) and Highsmith ('09) these pioneering women are using their skills and vast contacts to provide creative and customized media relations services for clients.

Ideal Publicity is a boutique public relations and marketing agency grounded in brand development for lifestyle, fashion, entertainment, and corporate brands. With precise execution and a team of creative minded professionals, these young entrepreneurs generates the best results and opportunities for their clients. Ideal Publicity was created to implement the vision of lifestyle, fashion, entertainment, and corporate brands by delivering innovative public relations services that they can trust and value. Jones and Newman’s flagship endeavor was Polished for Prom in which the company helped young women in the Washington metropolitan area prepare for prom through a series of community and social outreach events.

Atlanta based KKII Public Relations is an up and coming firm known for implementing creative and customized media relations packages designed to impact clients’ specific business goals and objectives. According to Hopkins and Highsmith, “Our success is measured by our relationships gained, ethical approach to achieve results, and our determination to see our client’s succeed.” The DSU grads have built their company on the foundation of delivering fresh ideas and excellent results. Highsmith worked for the Philadelphia 76ers and served as Public Relations Director of LIGATT Security International and SPOOFEM.COM. Hopkins worked for Cronin and Company one of the top rated advertising firms in Connecticut and worked on major accounts, such as McDonalds and the Department of Public Health.

These ladies will tell you that while they are young, they combine the savvy of a seasoned practitioner with the wisdom of today’s tech-wise millennia and the experience of socialites to keep a competitive edge. Look for great things to come from Ideal Publicity and KKII Public Relations.

Desiree Williams ‘12
Mass Communications Department Chair Discusses New Book on Talk Show

During the 2011 American Education in Journalism and Mass Communications (AEJMC) Conference in St. Louis, Missouri, Dr. Myna German sat down to discuss her latest book “Migration, Technology and Transculturation: A Global Perspective” with Jill Fog, host of Lindenwood University’s Mixed Media; a news interview talk show.

Dr. German coauthored the book with Dr. Padmini Banerjee, Associate Professor of Psychology at DSU. According to German, “the impetus for doing the book was that until now, there have been studies and books on international students but not many written from a mass communications technology perspective.” This book is an interdisciplinary approach (psychology, anthropology, sociology, and mass communications) to studying how immigrants maintain connections with family in their native country while adjusting to their new environment via Skype, Google Chat and other technologies.

This collection of thought-provoking nonfiction writings contributes to the ongoing conversations across borders and disciplines, through empirical and theoretical articles that are presented within an interdisciplinary framework. “How technology is transforming lives and the way people develop and sustain relationships has always been intriguing to me,” says German.

The book was published by the Center for International and Global Studies (CIGS) (Lindenwood University Press) which focuses on teaching and research that provides an interdisciplinary approach to global understanding. According to Dr. Raymond Scupin, Director of the CIGS, “this book is relevant in today’s global culture in which we are dependent upon global contact between different social and cultural groups.”

Migration, Technology and Transculturation: A Global Perspective can be purchased online at Amazon.com.

Dr. Fran Edwards
**MAKING SUMMER INTERNSHIPS PAY OFF**

**Eric Brown**, a junior Mass Communications major and Information Technology minor from Felton, Delaware Participated in the Monsanto Information Technology Co-op program in St. Louis Missouri as an Oracle Database Administrator and social network project developer. As a part of this team, Brown helped to brainstorm about social networks of the future, their features, and possible impacts. Afterwards the team created a plan of action for adapting to future demands. “I never thought I would be a part of a program like this. My goal was to gain more hands on experience, and set myself apart. Obtaining this Co-op has been the highlight of my college career” says Brown. Brown acknowledges (DSU) career services, and his professors for their help and guidance over the six month period. The program runs from June 6 through December 10, 2011, and is one of the top IT development programs in the nation. Brown was among 19 students selected from applicants nationwide.

**Valprecious Hamm** didn’t participate in a traditional internship programs but took part in a corporate scouting program. Val spent the summer working for Burlington Coat Factory’s (BCF) corporate office. Although they are retailer, she was afforded the opportunity to work as a Buying and Advertising Intern for Baby Depot. “Starting out I had no clue what to expect, but I knew if I had beat out thousands of applicants for this internship I was going to have to work hard,” says Hamm. She had the opportunity to work on a national campaign, organize nationally recognized community events, further develop her communication skills with boardroom presentations, and traveled with company executives. “I developed an even greater sense of professionalism; higher than I had prior to this experience, and I got to do it all while having the internship experience of a lifetime.” Val says that every day at BCF was different, the atmosphere suited her perfectly, her projects were well related to her field of concentration and she gained valuable experience in a corporate environment. By the end of the summer, Ms. Hamm had impressed her immediate supervisor that she was asked to stay on with the company.

**Desiree Williams** says she would have missed out on a life-changing summer internship opportunity if she did not submit the application for the Louis Carr Internship Foundation (LCIF). The LCIF picks ten to twelve minority students every year who are placed in communications internships. Out of hundreds of applicants, Desiree was one of the twelve chosen students that landed an internship during the summer. Desiree interned in New York City at Turner Broadcasting, Inc. as the CNN Advantage intern. She helped put together client lists, create competitive decks, created brochures, and helped to organize the CNN booth at the Ogilvy Culture Conference. Desiree Williams has left her mark at Turner Broadcasting, and would potentially like to work there in the near future. “I am glad that I have built such a good relationship with career services over the years. I am always in the loop with the latest job opportunities, and internships.” Desiree says. Desiree Williams will continue to look for beneficial experiences that will help her to prepare for a career in public relations and says her time at CNN was well spent this summer.
Francine Edwards Presents Research on Online Teaching and Learning

During the Scholar-to-Scholar poster sessions, Dr. Edwards presented research entitled “My Students will Facebook me but won’t Keep up with my Online Course: The Challenges of Online Instruction”. The foundation of Edwards’ work is that despite the interest in transforming education to fit a growing body of technologically astute students, few studies have investigated the characteristics or competency of that population and their ability to meet with academic success in this digital era or an informational age.

“I got the idea to do research about online instruction after meeting with challenges in my own online courses,” says Edwards, “many students seen to have mastered things like Twitter and Facebook, but those skills don’t necessarily transfer to an online learning environment.”

Edwards submitted her research to conference reviewers in January and was one of four professors chosen to present in the Communications Technology Division. This research student was published May 2011 Issues of the American Communications Journal.

Divyesh Raythatha Engages in Teaching and Learning in India

While many professors take the summer off, Department of Mass Communication’s Dr. Divyesh Raythatha took his love for the classroom 8000 miles away from campus. Dr. Ray (as he is affectionately known in the Department of Mass Communications) worked at the Department of Journalism and Mass Communication, Saurashtra University, Rajkot, India.

He was invited to the university to serve as an expert teacher in Mass Communications for a ten week lecture series. “It was pleasure having interaction with graduate students during my ten lectures,” said Dr. Ray. Dr. Ray also had an opportunity to productively discuss and share views about mass media and communications with other instructors at Saurashtra University. He was also invited to speak at his alma mater, AMP Law College as a part of the opening semester address to students.

Dr. Ray is glad to be back in Dover and is looking forward to the fall semester. In addition to his full teaching load, he is the new advisor to the Hornet Newspaper and will be working on his promotion dossier.

Dr. Edwards and fellow presenter Duen Ruey Liu-Shih Hsin University
I remember being surprised when I first read the results of a survey on extra credit published some years ago in Teaching of Psychology. Almost 20% of the 145 faculty (across disciplines) reported that they never offered extra credit and another 50% said they offered it only under exceptional circumstances. The two most common reasons for not giving extra credit were that it encouraged lax, irresponsible student attitudes and it was unfair to offer it to select students (say those doing poorly). I also think it is avoided because it means more work for faculty and most of us already have more of that than we can handle.

The question of giving students an extra chance is, like most pedagogical issues, less cut and dried than it might first seem. If the second chance is designed so that it represents a robust learning opportunity, if its completion means that a student who hasn’t mastered the material finally does and if learning is our ultimate goal, then complete opposition to second chances or extra credit seems less defensible.

We also should be called to take a second look by some of the creatively designed strategies teachers use to give students a second chance. They are far removed from the ubiquitous worksheet that can be dashed off with little cerebral effort. For example, I was re-reading an article I haven’t read for some time and had forgotten that it contained what the author calls a “second chance exam.”

Here’s how it works. The instructor attaches a blank piece of paper to the back of every exam. Students may write on that sheet any exam questions they couldn’t answer or weren’t sure they answered correctly. Students then take this piece of paper with them and look up the correct answers. They can use any resource at their disposal short of asking the instructor. At the start of the next class session, they turn in their set of corrected answers which the instructor re-attaches to their original exam. Both sets of answers are graded. If students missed the question on the exam but answered it correctly on the attached sheet, half the credit lost for the wrong answer is recovered.

The benefits of this strategy? Students reported that they thought they learned more having to look up answers rather than just being told the answers during the debrief. They also reported that the strategy reduced exam-related stress. The teacher felt the strategy put students at a higher cognitive level. They had to think about the question, determine an answer and then decide whether or not they had answered the question correctly.

Does a strategy like this contribute to lax student attitudes? They still suffer consequences if they don’t know something. They have a fairly short timeframe to track down the correct answers. And it isn’t a strategy offered to some students and not to others.

There is no question that students are hungry for extra credit. Often they seem more motivated to do the extra credit than the original assignment. Is that because they think extra credit is easier? Or, does the motivation derive from not having done as well as they expected on an assignment? It could be the latter. A few years back, someone wrote an article for The Teaching Professor which described a kind of insurance policy extra credit assignment. Completing sets of extra homework problems was optional, but if students turned them in on the designated date, points awarded for the problem sets could be applied to a subsequent exam. Surprisingly, only a few students took advantage of this “insurance” option.

Read more from Dr. Weimer at http://www.facultyfocus.com
Virtual Studio Technology

The methods of television production have changed dramatically, allowing for the latest virtual studio technology and equipment to wow audiences around the world. Welcome the Virtual Studio.

The virtual TV studio relies on what is called Chroma Key technology, popularly known as blue screen or green screen, which constitute two separate frames or images together by removing one color range from one of the images. The use of these screens have made it possible for a variety of different options for producing a film, such as blending several sequences of a film over altering backgrounds, without having to use multiple locations to capture the best chromatic settings.

Virtual studio technology has established some cutting-edge techniques that have even permitted small sets to appear larger and compete with the larger production studios. The amount of money saved on sets when using virtual studio equipment seems to be the best aspect of the technology. Producers no longer have to spend extra time and money to build multiple sets or arrange for multiple film locations. This technology can be used by professionals and novice alike.

Rashidah McCoy ’13

Image courtesy:
www.newscientist.com/article/dn4349-virtual-tv-studio-gets-real.html
MASS COMM INSIGHT

Do We Have to Buy the Book?

Every semester, students ask that dreaded question and even professors grapple with the costs of textbooks and supplemental materials. For years, observers have predicted a wave on e-textbooks but so far it just hasn’t happened. Some companies and colleges are proposing that e-textbooks should be required and that this would be the best way to control skyrocketing costs. Digital technology changed the music industry and the textbook industry could be next. For now sites like chegg.com are making big bucks and saving college students money. So yes, you have to get the book, but soon it may just be a mouse-click away.

Rashidah McCoy ‘13
MAKING THEIR MARK

Mass Comm Major  Finalist in Black Opal True Beauty Model Search

Mass Comm Junior Kendra Jones was one of 20 finalists selected in the Black Opal True Beauty Model Search. A prestigious panel of judges from the beauty and entertainment fields evaluated applicants based on essays, community service involvement, educational aspiration and photo to represent Black Opal's True Beauty. The panel included such luminaries as: Grammy Award-winning musician Michelle Williams; makeup artist Lanier Long; beauty editor Marcia Cole; stylist Andre Austin; actress Taral Hicks; and beauty educator Evelyn Manson Miller.

“I love make up and clothes and I saw this as an opportunity to shine and earn scholarship money,” said Kendra. She did her own make up and hair and had a friend take her picture. She uploaded her application with recommendation letters and a personal statement and waited for notification from the cosmetic label. She used social media to publicize the contest to friends and it landed her in the top 20.

The 20 finalists, chosen by online fan voting, were awarded a complimentary Black Opal skincare and cosmetics package valued at $150.00 and a $2,500.00 scholarship.

Kendra, along with the other finalists will be flown to New York for a make over and photo shoot and will be featured in Black Opal worldwide marketing material.

OCTOBER ISSUE CONTRIBUTORS

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Desiree Williams
ACADEMIC CALENDAR
FALL 2011 SEMESTER (201201)

August 22 (Monday) .......................................................................................................................... Removal for Non-Payment
August 24 (Wednesday) .................................................................................................................... Residence Halls Open for New Students Only
August 24-28 (Wednesday-Sunday) ...................................................................................................... Welcome Days
August 25 (Thursday) .......................................................................................................................... Faculty & Staff Institute
August 26 (Friday) ............................................................................................................................... Last Day to Mail-In or Fax Registration
August 26-27 (Friday-Saturday) .......................................................................................................... Residence Halls Open for Returning Students
August 29 (Monday) ............................................................................................................................ Classes Begin @ 8:00 am
August 29 (Monday) ............................................................................................................................ Late Registration Begins
September 5 (Monday) .......................................................................................................................... Labor Day Recess (University Closed)
September 6 (Tuesday) ....................................................................................................................... Last Day for Adding Classes
September 6 (Tuesday) ....................................................................................................................... Documentation for Non-Attendance
September 6 (Tuesday) ....................................................................................................................... Last Day to Change Course(s) to Audit Status
September 6 (Tuesday) ....................................................................................................................... Late Registration Ends
September 7 (Wednesday) .................................................................................................................... Effective date for $10 per drop processing fee
September 7 (Wednesday) .................................................................................................................... Effective date for receiving a grade of “W” for dropped courses
September 8 (Thursday) ...................................................................................................................... General Faculty Meeting
September 15 (Thursday) ....................................................................................................................... Opening Convocation
October 3-6 (Monday-Thursday) ............................................................................................................. Midterm Evaluations Administered
October 6 (Thursday) ............................................................................................................................ Last Day to Remove Incompletes
October 8 (Saturday) ............................................................................................................................ Parent’s & Family Day
October 11 (Tuesday) .......................................................................................................................... Mid-Term Grades Due in Chairs’ Offices
October 14 (Friday) ............................................................................................................................... Deadline for Applications & Audits for Graduation for Undergraduates
October 15 (Saturday) .......................................................................................................................... Fall Open House
October 17-21 (Monday-Friday) ............................................................................................................. **Priority Academic Advisement Period
October 23-30 (Sunday-Sunday) .......................................................................................................... Homecoming Week
October 24-25 (Monday) ....................................................................................................................... **Priority Pre-Registration
October 25-November 23 (Tuesday-Wednesday) .................................................................................. Academic Advisement Period
October 29 (Saturday) .......................................................................................................................... Homecoming Game
November 2 (Wednesday) ..................................................................................................................... Last Day to Drop Classes
November 24-27 (Thursday-Sunday) .................................................................................................... Thanksgiving Recess
November 24 (Wednesday) .................................................................................................................... Residence Halls Close at 8pm
December 1 (Thursday) ........................................................................................................................ Last Day to Withdraw from the University
December 8 (Thursday) .......................................................................................................................... Last Day of Classes
December 9 (Friday) ............................................................................................................................ Reading Day
December 12-16 (Monday-Friday) ........................................................................................................ Final Examinations
December 16 (Friday) ............................................................................................................................ Winter Recess Begins (Students)
December 16 (Friday) ............................................................................................................................ Residence Halls Close at 8pm
December 16 (Friday) ............................................................................................................................ Spring 2012 New Student Orientation
December 19 (Monday) .......................................................................................................................... Final Grades Due in Chairs’ Offices
December 19 (Monday) .......................................................................................................................... Final Grades Due in Registrar’s Office
December 23 (Friday) ............................................................................................................................ Winter Recess Begins (University Closed)

**Athletes, Honor Students and seniors are entitled to priority registration. These groups should be advised a week prior to the Academic Advisement period.