

# School of Communication

April 25, 2011

## Monday Memo

### This week's events...

- There is a new scholarship opportunity today. The deadline is April 30<sup>th</sup>. Please visit the scholarship section of the Monday Memo attached.
- Point Park University students, faculty and staff will have the rare opportunity to see how the federal intelligence community interacts with the media in covering terrorists and terrorism Wednesday, April 27. AP investigative reporter Adam Goldman and Point Park University assistant professor Michael Finnegan will provide details of that interaction to students, faculty and staff at 9:40 a.m. in JVH Auditorium. Goldman and Finnegan are also scheduled to speak to media professionals at the Press Club of Western Pennsylvania at noon that day at the Engineers Club. Goldman will then meet with Globe staff members, Society of Professional Journalists chapter members and any other interested students, and faculty at 2:30 p.m. in the Globe office, seventh floor, Lawrence Hall. Additional information on the events and Goldman's reporting expertise is available in the Honors Program office, 405 Lawrence Hall, or via email: [honorsprogram@pointpark.edu](mailto:honorsprogram@pointpark.edu).
- Point Park University School of Communication invites you to the **Student Multimedia Exhibit & Recognition Ceremony** on April 28<sup>th</sup> from 7pm – 10pm. Join us in Lawrence Hall lobby for Hors d'oeuvres and a multimedia exhibition of work. Then help us recognize outstanding achievement and graduating seniors followed by dessert and coffee. Tickets are free for current School of Communication students & club members and \$10 for parents & guests. Space is limited so you must register online. Get your tickets and register at <http://www.showclix.com/event/PointParkStudentShowcase>

The Monday memo is published weekly courtesy of The School of Communication Student Success Center  
Email your information to Amy Kier at [akier@pointpark.edu](mailto:akier@pointpark.edu)

### Important Dates for the Spring 2011 Semester

#### **April**

4/25 (M) Final Day to withdrawal from ANY Spring 2011 Course

4/30 (S) Finals Week Begins

#### **May**

5/6 (F) Finals Week Ends

5/6 (F) Graduate Hooding Ceremony (7pm)

5/7 (S) Commencement Ceremony (10 am)

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### Important Dates for the Fall 2010 Semester

#### Accelerated Classes

#### **April**

4/30 (S) Accelerated Programs' 2<sup>nd</sup> Quarter Spring 2011 Term Ends

#### **May**

5/6 (F) Graduate Hooding Ceremony (7pm)

5/7 (S) Commencement Ceremony (10 am)

### Kudos to our Faculty

Dr. Tatyana Dumova presented a full-length juried research paper at the 102nd annual convention of the Eastern Communication Association in Arlington, VA, April 13-17, 2011: "Evaluating the Usability of Online Testing: From One-Size-Fits-All to Learner-Centered Models."

She served as a respondent for two paper panel sessions: "Selling by Example: Rhetorical and Interpersonal Techniques in Contemporary Marketing" (Applied Communication Interest Group) and "Community Across Time and Tech: Questioning the Role of Media in Community Formation" (Communication and Technology Interest Group).

At the convention, Dr. Dumova was elected chair of the Applied Communication Interest Group.

The Eastern Communication Association (ECA) is a professional organization of scholars, teachers and students of communication studies; it is the oldest professional communication association in the United States.

## Scholarships

- **Freedom of Speech PSAs Deadline April 30th**

Each year, the NAB Education Foundation challenges America's communications students from colleges and universities from around the country to create public service announcements (PSA) for radio and television that highlight the importance of free speech. This national competition is presented in partnership with the Broadcast Education Association (BEA) and sponsored by the McCormick Foundation. Winning entries are distributed to radio and television stations to air during National Freedom of Speech Week, designated as the third week of October.

### **Who can participate in this contest?**

The competition is open to all part time or full time graduate or undergraduate students enrolled in a college, university or community/technical college who maintain significant control over the content and aesthetics of the PSA (producing, directing, writing, editing, etc.).

### **What are the scholarship prizes?**

Nine prizes will be awarded in the following categories Television, Radio, Mobile:

1st Place \$3,000

2nd Place \$2,000

3rd Place \$1,000

### **Introducing a New Category: Mobile**

Create a 10-15 second PSA on what "Freedom of Speech Means to Me" formatted for mobile devices. Video must be in either mp4 or 3gp format. <<http://1forall.us/about/the-first-amendment/>> \*PSA must be no longer than 15 seconds. Please follow all other contest guidelines <<https://netforum.avectra.com/enter.asp?msm=1e1eb6ad-bfb6-4d09-ad0f-a057bdb93fb8&cst=e696a9b1-0c92-4410-ab29-45e1bd2d9502&ent=6b54e4b1-41ad-4fef-97d0-986954940c00>> for this category. For more information on this category, please contact Rumana Sultana <<mailto:rsultana@nab.org>> .  
<http://www.freedomofspeechpsa.org/>

- The Pennsylvania Public Relations Society (PPRS) Student Development Committee encourages full-time Pennsylvania college students majoring in a communications-related field of study (i.e. public relations, journalism, mass communications) to apply for the PPRS Communications Scholarship.

### **Selection Criteria**

One \$1,000.00 scholarship recipient will be selected based on the following criteria:

1. A legal Pennsylvania resident
2. A full-time student in their junior or senior year in Fall 2011 and majoring in a communications-related discipline at a Pennsylvania college or university
3. Academic achievement (must have a current college grade point average of 2.75 or higher, based on a 4.0 scale)
4. Extracurricular activities and campus involvement
5. Strong writing skills

### **Application Requirements**

Please submit the following, postmarked by May 6, 2011, in order to be considered for the scholarship:

1. A completed application form, including Personal Essay, on a separate sheet of paper.
2. Official college/university transcript with most recent semester grades
3. Two letters of recommendation, at least one of which must come from a communications professor from your respective school.
4. Materials should be submitted together in one envelope.

### **Return the completed application to:**

Justin Fleming  
PPRS Student Development Committee Chair  
C/O NASW-PA  
425 N. 21<sup>st</sup> Street  
Suite 401  
Camp Hill, PA 17011-2223

**The completed application must be postmarked on or before Friday, May 6, 2011.** A committee of PPRS members will review all applications. Applicants will be notified regarding selection results. The scholarship winner will be invited to and recognized at an upcoming PPRS meeting. The winner may choose to have the \$1,000 award made out to his or her university or university bookstore. A recipient may apply for the scholarship for three consecutive semesters provided the student maintains at least a 2.75 GPA in his or her major and overall. PPRS does not discriminate on the basis of age, race, creed, color, gender, religion, nationality, disability, lifestyle or sexual orientation. PPRS reserves the right not to award a scholarship in any given year without recourse. The decision of PPRS is final. *All information submitted to the PPRS Student Development Committee will remain confidential.*

**The Pennsylvania Public Relations Society** is the oldest organization of public relations professionals in the greater Harrisburg area.

Meetings are held in the Harrisburg area on the last Thursday of the month from January through June and September through October. For more information about PPRS, visit [www.pprs-hbg.org](http://www.pprs-hbg.org).