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# Letter from the Editor



What do you get when you put 17 incredibly bright, gregarious, tenacious graduate students in a small windowless room for two hours and 40 minutes every Wednesday night for 15 weeks? A cacophony of words, thoughts and opinions: my Advanced Topics in Professional Writing class!

Although arriving at our program from diverse cultures and with different levels of work experience, they all quickly engaged with each other and adopted a sense

colloquial collaboration.

This dynamic group of articulate writers, thinkers and creators executed a rigorous agenda of writing assignments across digital and social media platforms as well as through traditional media. They energetically collaborated on integrated marketing projects to sharpen their critical thinking skills. Each week they shared anecdotes about how strategies discussed in class helped them successfully accomplish specific initiatives at work.

In this newsletter you'll discover, through the voices of our graduate students and alumni, the unique learning dynamic fostered within our PCOM program. But don't stop here. Visit us on social media at @WPUNJPCOM.

Find your COMMONality. Apply to our PCOM program at [www.wpunj.edu/pcom](http://www.wpunj.edu/pcom).

## Class Notes

During our Wednesday night class, we debated the shared theme for this newsletter. After an hour of intense discussion, we decided upon COMMONality.

What does commonality really mean? To us, it's a Collaboration Of Masterminds. Within the PCOM program, peers and professors constantly inspire each other, share information and encouragement in order to enhance their learning experiences.

The M.A. in Professional Communication is uniquely designed for students and working professionals, with flexibility and innovation for success in fields such as corporate communications, social media and public relations management.

This newsletter was created by the students of PCOM 7100: Advanced Topics in Professional Writing, taught by Professor Anne G. Barretta, and represents our voices as students in the program.



## Contributors

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Not pictured: Omayma Hassanain. Photo by Lester Pernala.

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# PCOM Grad Assistant On and Off the Court

By Greg Synsmir

As a graduate assistant at William Paterson University, I have discovered much about myself and what it takes to be successful in the workplace. I realized there are a lot of similarities between the game of basketball, which I am passionate about, and my professional life.

When I first got the news I had been selected to be a graduate assistant on campus, I was naturally excited; but then feelings of anxiety crept into my mind. Not only did I want to be a great graduate assistant, but I also was looking for the best fit for me.

Instantly this reminded me of the feeling I would get as a kid when I made a basketball team, but I was still thinking about how I was going to have to compete every day for playing time.

My goal was to get as much as I could out of the overall experience working throughout the year in a

department on campus. I'd be compelled to sharpen my leadership skills and would gain invaluable experience with skills I hadn't been accustomed to using.

Looking for the department that would accentuate what I do well is similar to the way coaches put their players in a position to be as effective as possible while they are on the basketball court.

I am always focused on progression in all aspects of life, so being able to work on my interviewing skills was eerily similar to the way I get in the gym working on my jump shot or ball handling. This is yet another parallel between life and basketball: you have to be willing to work diligently at strengthening your weaknesses in order to truly make progress.

I ultimately chose a position with the Research and Development department in Hobart Manor, where I've had the opportunity to work on projects that have allowed me

to hone my writing, research and communication skills.

It amazes me how many parallels there are between my life as a basketball trainer and my academic life. The skills, confidence and everything I have ever learned throughout my basketball career have had an effect on every other aspect of my life.

Years of hard work have allowed me to have my tuition waived while being able to get valuable work experience as a graduate assistant. Each week I'm fortunate enough to interact with professionals who help me grow and care about my life outside the office.

## The Evolution of PCOM

By Associate Professor Lorra Brown

Since its launch nearly a decade ago, our M.A. in Professional Communication has continued to evolve to meet the demands of the ever-changing global marketing communication industries. The ability to customize our course of study based on students' personal and profes-



sional goals is evidenced by our growing pool of alumni.

Our graduates have been promoted, changed careers, become entrepreneurs and are achieving success in marketing, public relations, publishing, higher education, social media management, hospitality, healthcare, branding, media and more.

Hearing testimonials about how the program and faculty have truly impacted and changed lives energizes our faculty and enables us to continue to provide rigorous and relevant courses and mentoring that students can immediately apply to their chosen path.

This newsletter showcases our faculty's commitment to appeal to a diverse population and challenge our students to identify and pursue opportunities that will enrich and inspire their careers and personal lives.



Greg Synsmir, right, and a basketball player he coaches.

*“Having the skills to utilize digital media production in videos and websites can help you expand your business or self promotion” —Frank Leon, '19*

# On the Tracks with Zach



By Zachary Ryan

Throughout my years at William Paterson University, I've realized that the Tech Service Window (TSW) in Hobart Hall has been the go-to place for students to take out

camera equipment for projects and classwork.

However, this window is not just a place for renting equipment for school-related tasks, but can also enhance the personal life of a student, both undergraduate and graduate.

This is where my story begins. Many Thursday evenings after my night class lets out, I sign out one of the video cameras.

Around 5 a.m. on Sunday mornings while most of the world is at rest, I wake up and get ready to head to the railroad tracks. Regardless of the weather outside, I pack my bags, gather up the camera equipment and trek down to central Jersey to film some trains. From just before the sun is coming up to long after it has set, I am doing what I love: railfanning.

During one week in the semester, I had gotten a heads-up that there would be a train coming up from Atlanta with a few noteworthy engines. That Saturday morning I was on the

highway to successfully catch the train, with the equipment from the window safely tucked away in my backseat. Ultimately I would use this footage for a class project.

Once I arrived at the location I flipped my radio on to keep an ear out for the train and set up the PMW-200 camera on its tripod facing the tracks.

After coming away with a successful video, I would spend the rest of the day chasing and filming trains. Though daylight began to fade, my train chasing was far from over.

The camera and I would share dinner at Applebee's, my Carside To-Go meal and I watching trains pass by the car headlights. However, the more I film, the faster the clock ticks, and soon the eastern sky began to brighten. Sunday morning. Time to head home.

With the resources of the TSW I have taken one of my greatest passions and intergrated it into many class assignments such as video projects, websites and even my own YouTube channel.

Ultimately the TSW helped me realize WP is not just where students come to class. The PCOM program helps students fuel their passions both inside and outside of the classroom.

**"With the resources of the TSW I have taken one of my greatest passions and intergrated it into many class assignments..."**

# What Does #PCOM Offer?

By Jazmine Perdomo

When researching a graduate program, you naturally consider professors, classmates and the academic rigor of your classes. William Paterson University's Professional Communication program offers a real-world teaching paradigm providing instant success in your career.

The PCOM curriculum focuses on concentrations within digital and social media, public relations, integrated marketing and corporate communication.

There are 30 required credits, made up of four mandatory core classes and six elective classes. The four core classes are Integrated Communications, Survey of Professional Writing, Research and Master Project.

Various electives are designed to simulate different scenarios that occur in corporate jobs and teach appropriate and relevant strategies to successfully achieve goals. Some classes are:

- Professional Seminar
- Organizational Communication
- Strategic Multiplatform Writing



- Corporate Social Responsibility
- Digital Communication Application
- Strategic Public Relations
- Global Communication
- Press and Global Society
- Advanced Topics in Professional Writing
- Social Media Communication
- Leadership and Teamwork

Every class is taught by accomplished faculty members who have conducted significant research within their fields of study and have senior-level experience.

You will grow, succeed and will be able to teach others what you have gained from the program. Let us help you become a better professional.

**Now accepting applications! Apply today at [www.wpunj.edu/graduate](http://www.wpunj.edu/graduate).**

*"No matter what has happened in your life, you can either choose to let it hinder you, or you can defy it by choosing Will.Power to propel you in a positive direction"*  
—Sally Burgos, '18



# From Saudi Arabia to WPU

36 Hours in Riyadh City and N.J.



## AL-JENADRIYAH EVENT.

Al-Jenadriyah is an annual cultural and heritage festival held in Jenadriyah near Riyadh in Saudi Arabia. It lasts for two weeks and was organized in 1985 by the National Guard. Activities include a camel race, performances of local music and the dance of the Ardah and the Mizmar.

Over 6,500 miles away lies Wayne, N.J., a tranquil and welcoming community, my academic home. New Jersey is an excellent place for an international student as it's a safe state and a great representation of American culture.

**Wednesday 6 p.m. STRENGTHEN YOUR WRITING SKILLS AT WP.** Sharpen your creative thinking skills and learn to articulate them across various media platforms. With work and dedication, the Advanced Topics in Prof. Writing course will help you to evolve and improve your writing talents.

**Friday 10 a.m. THE SHORE IN WILDWOOD.** To me, one of the most exciting places to visit in New Jersey is Wildwood. The boardwalk has rides, food and faces a beautiful coastline. For those of us who come from significant city backgrounds, it is nice to feel busy without being absolutely overwhelmed. As graduate students we all need a break from studying.

**5 p.m. METLIFE STADIUM.** No visit to N.J. is complete without seeing an American sporting event at MetLife Stadium. Located in East Rutherford and internationally recognized, MetLife symbolizes professional sports in America. You'll be impressed by the architecture and magnitude. It also makes a great photo-op!

Diversity is embraced and celebrated by our PCOM program, and this semester there are several students from Saudi Arabia. Since everyone has asked me what my life is like back home in Saudi Arabia, and also how I like New Jersey, I decided to copy the format used in the New York Times' Sunday Travel section to answer these questions.

Riyadh City is a vibrant city that offers many diversions, terrific cuisine and is the kind of place you always want to return to because of its history, architecture and the warmth of its people. Here is my version of The New York Times' 36 Hours in both Riyadh City and N.J.

**Friday 3 p.m. THE MAGIC OF THE KING SALMAN LIBRARY.** One of the best sights in Riyadh City is often overlooked by students. The King Salman Library is compelling with seven unique levels. There is something magical about the stacks of books there.

**Saturday noon: SHOP 'TIL YOU DROP.** There is nothing like shopping in Riyadh City, especially in Al-baid where there are dozens of unique boutiques, large bookstores and apparel stores. You can find Saudi-made goods or clothing from all over the world here.

**4 p.m. ENJOY**

# #TeamHobart at the Olympics

By Elisa Corsetto

She may not have competed in the Olympics, but communication professor Dr. Angie Yoo created her own event. Yoo conducted significant social media research during the 2018 Winter Olympic Games in Pyeongchang, Korea.

## Q: What topics did you research at the 2018 Winter Olympics?

*A: The goal of my research project was to understand the role of social media in engaging tourists at the 2018 Winter Olympics. More specifically, the following research questions guided my study:*

- 1. What kinds of activities in social media do tourists engage in different travel stages (pre-, during-, and post-)?*
- 2. Do they engage with official Olympic social media platforms or other types of content/platforms?*
- 3. How does the social media communication influence on the tourists' a) perceived image of Olympic and host city; b) travel-related decision making (e.g. event activities, accommodations, restaurants), c) their behavioral intentions (e.g. word-of-mouth recommendation)?*
- 4. What are the differences and similarities between the domestic vs. international visitors in their social media use and impacts? Any implications for online global communication?*

## Q: What research was being conducted and how did you get this opportunity?

*A: For the purpose of my research, I actually visited Pyeongchang during the 2018 Winter Olympics (Feb. 9-25, 2018). The surveys were*



Dr. Yoo (left) in Pyeongchang.

*prepared in two languages – Korean and English- to collect data from both domestic and international visitors.*

*An onsite survey was conducted and more than 200 responses were collected. For this onsite research project, I applied for sabbatical leave and collaborated with my research partners in South Korea and France.*

## Q: How will you bring your research into the classrooms of the PCOM program?

*A: I believe this project is a good example to share with my students in my Research Methods and Social Media Communication courses. I teach the undergraduate and graduate research methods courses and always seek good research examples.*

*This onsite research project is a great example to teach the survey method, data collection and analysis. In addition, I plan to share the research findings in my undergraduate and graduate Social Media Communication classes.*

*Further, I plan to work with our PCOM graduate students for the project data coding and analysis. I believe they can get hands-on research experience which would help them to design their own research and gain analytical skills.*

# Stress and Thesis: How to handle both as a Grad Student



By Sarah Smith

Two words can describe the culmination of two years' worth of graduate classes: stress and thesis. What will you study? How will you analyze it? Who will you survey? These questions plague graduate students from the moment they step into the research class during the fall of their second year.

T-tests, correlations and statistics all jumble in our brains until we spit out a feasible research idea. Choosing a topic to research for the next year can be terrifying. What if you end up hating it?

In order to succeed in this program, you have to push your doubts aside, buckle down and figure it out. The only way to get past it is to plow through it. The best advice when it comes to choosing your research topic is to consider these questions:

- Is it something I am interested in?
- How does it relate to the field of communication?

If you can answer these, you'll find a way to make it work.

One of the best resources is right here in our department. Rely on your professors if you're struggling. Many of them have been through this process at some point in their academic careers so they understand the value of mentors.

They've all been published, too. Look at their research studies, read what they've written and see what advice they can give you. If you're interested in historical research, sit down with Dr. Hirshon. Case studies? See Professor Brown. Social media research? Look to Dr. Yoo.

Your classmates will also become an invaluable resource. Sharing and discussing ideas can help guide you. Knowing that you're not alone in this process can help relieve stress. Your classmates will become your mentors, best friends, editors and, in some cases, therapists.

Once May arrives, all of the late nights and long classes will be worth it. You'll be walking across a stage with more experience and toward a higher-paying job. After you graduate you may not see your professors and classmates again, but you will always have access to the network of support you found in the graduate program.

# #TEAMHOBART



The lobby of Hobart Hall

By Melissa Mayer

Hobart Hall is the home of collaborative master minds. It is one inclusive, pulsing incubator of creativity from all diverse backgrounds working together for a COMMON purpose.

When you enter the doors of our Hobart Hall home you are welcomed by vibrant music, students engaged in discourse and guest lecturers imparting their expertise. In surrounding classrooms you'll hear bands of student musicians performing in our newly-designed TV studio. You'll see the flashes of cameras and laughter of students sharing their creative projects. You'll feel an atmosphere of upbeat energy, sharp technology and most importantly, the vibe of energetic creativity.

Hobart Hall hums with daily learning. There is a Comedy Festival competition for the funniest student. Lambda Pi Eta, the honor society for the Communication Department, meets here. The annual Maltese Awards, held in May, recognize students who have rocked in media production.

The *Pioneer Times*, our school newspaper, is pub-

lished and edited in the Communication Department and features professionally-written, thoroughly researched pieces that resonate with the WP community. The Student Film Association showcases original student work while students support one another in their film aspirations.

The Student Public Relations Association meets weekly and helps students sharpen their PR skills by working on real-world causes and issues.

Our national award-winning Brave New Radio sets the standard for student broadcasting. The University Theater is also located in Hobart Hall and students can participate in the art of performance. If it's happening, it's in Hobart Hall.



***“Earning my master’s degree gave my resume the extra boost it needed to stand out as a young professional. It also provided me with the skills to land a job at my former internship, three years later. My favorite memory was the sense of accomplishment I felt when I earned my degree, knowing I had the full support of the professors at WPUNJ.” —Jason Krobatsch, ‘17***



# The #Barretta Bowl



By Noora Jamal

This past February I experienced my first American Super Bowl.

Of course I had heard of the Super Bowl because it is a very famous event and even people in my home country of Saudi Arabia and other foreign countries watch it and talk about it on social media.

However, our professor is a fan of the Eagles and she wanted to share her passions and interests with us. Professor Barretta merged the game with our class-work, giving us an assignment to watch the game and analyze ads before sharing our thoughts on social media.

This was not just the first time I watched the Super Bowl but the first time I watched an American football game. I learned a lot about American culture and American football.

I was invited by a close American friend to visit her house and watch the game. I was excited because although I live here in the United States, it is not often that I am alone with just other Americans because I am friends with many other international students. I met a lot of new

people and they were all very kind and welcoming.

The atmosphere of the party was very cozy. I was the only international student there but everyone was asking me questions about where I was from and about differences in our cultures. My friends explained to me that on the night of the Super Bowl you typically make a lot of food and drink and invite your friends to celebrate the evening with you. I think this is a beautiful thing that is shared throughout all cultures. It is always fun to be together with your friends to watch the game.

I did not know anything about the rules of American football but found it to be an interesting sport. I was confused at first but my new friends were very helpful in explaining the rules to me and helping me to understand what was going on. My friends were rooting for the Eagles, which made for a really fun evening because they ended up winning. I also learned that the commercials of the

Super Bowl are sometimes better than the game itself! That was a pleasant surprise. Overall it was very nice to spend an evening completely surrounded by people of a different culture.

To Americans the Super Bowl is a big deal and football is such an important piece of their culture. As an international student, I was happy to have the opportunity to try new foods, speak to new people, learn the rules of a new game and get my assignment done in a fun night among new friends.

# Will.Power.



By Elisa Corsetto

William Paterson University sparked my ambition to become an educated woman. Discovering my **Will. Power.** gave me the strength and opportunities required to continue on my path to achievement, via graduate school.

The program allowed me to develop excellent writing skills necessary to communicate across various digital and social media platforms, as well as through traditional media. Inspiration and support from classmates who feel like family helped build my **Will. Power.** community.

My work as a graduate assistant in the Communication Department connected my undergraduate studies with real-world experiences. I created marketing materials, hosted special events and curated social media content.

How will a Master's in Professional Communication give you a stronger voice? **Will. Power.** The PCOM program will advance your education as the job market changes.

Gain one-on-one experience with smaller class sizes which provide a more personal relationship with professors. Find your **Will. Power.** and allow your education to support and enhance your future professional aspirations.

Find your **Will. Power!**  
Contact the program director, Dr. Angie Yoo, at [YooK2@wpunj.edu](mailto:YooK2@wpunj.edu) or visit [www.wpunj.edu/pcom](http://www.wpunj.edu/pcom).

## Where Can Your Degree Take You?

By Omayma Hassanain

Are you ready to spark your education and acquire relevant, useful skills which will instantly enhance your career? The M.A. in Professional Communication is a marketable degree for anyone interested in advancing his/her careers or aspiring to careers in the following positions:

- Professor
- Digital Media Consultant
- Human Resources Manager
- Journalist
- Organizational Consultant
- Political Analyst
- Public Affairs Director
- Marketing Director
- Media Critic
- Radio Producer/Host
- Speechwriter
- Sports Publicist/Announcer
- Technical Writer
- Telecommunications Director

# Graduate vs. Undergraduate



By Lucy Schofield

Every year for the past six years I have at some point or another called my mother to whine about the difficulty of my classes or the seemingly endless pile of homework accumulating in front of me. And every year for the past six years she has responded the same way: “Of course it’s hard. Every year will be harder than the previous. That is the purpose of school.”

Frustratingly, she is correct. The magic of this, however, is that without noticing, behind the curtains of complaints, we as students are growing.

Throughout high school we are hyper focused on the goal of college acceptance. We’re taught how to pass exams and write essays that highlight our drive and curiosity, eager to be granted access to the institu-

tions of higher learning.

Graduate students, however, are bound by their innate drive and inquisitiveness, by the desire to go beyond the standard set for high school and undergraduate students. They bring their unique experiences and assets to an environment that fosters the continued development of curiosity and allows for the real-world application of undergraduate concepts.

Stripped of cultural expectations, graduate students are connected in their enthusiasm for education and camaraderie in achieving a common goal. Professors at all levels of academia strive for student success, yet graduate professors are able to harness student enthusiasm to cultivate unparalleled learning experiences.

Every semester, from undergraduate through graduate levels, will be harder than the last. You will struggle, stumble and snivel, lamenting over tireless nights and frustrating assignments. Yet when you’ve completed your graduate program at WP the memories you retain will be ones of satisfaction, accomplishment and friendship. Without noticing, you will not only grow, but will flourish.



Students of PCOM 7100. Photo by Lester Pernala.

## PCOM Dictionary

*PCOM students share a secret language that others may not understand. Here are a few words we all know and use frequently.*

### Strategic

*Adjective* \ strə- 'tē-jik \  
:everything...EVERYTHING is strategic.

### Quickquestion

*Noun* \ 'kwik-kwes-chən \  
:When you ask the professor something right as class is about to end, but you keep the class going for an extra 10 minutes.

### Fine

*Adjective* \ 'fīn \  
:What graduate students say to each other to mask the fact that they are losing their s\*\*\*!

### COMMonality

*Noun* \ kāmən 'alədē \  
:Collaboration of Master Minds. Students working together, inspiring each other and sharing information to achieve a common goal.

## Leadership

## Communication

By Sally Burgos

Whether you’re an executive developing a company’s strategy to beat the competition or an entrepreneur, you need strong leadership skills like character, inspiration, passion, awareness and emotional intelligence.

Leadership requires having a vision, sharing it, coordinating interests of everyone involved and stepping up during times of crisis. It takes character to have a level of determination, perseverance and a unique set of multitasking skills to be a leader.

Setting direction is important but when you have a vision it’s contagious. Managers who have passion guide their team to fulfill their objectives. Creating a team that is dynamic, exciting, inspiring and will help you command respect as you successfully execute your initiatives. Enhance your leadership skills by taking the PCOM class, Leadership and Teamwork.

*“The company I work for is spread across the country and I work with a number of individuals on various projects that need constant communication. The PCOM program gave me the opportunity to extensively practice the way I expressed my ideas and questions and allowed me to dive deeper into the inner workings of organizational and global communications”*  
—Juliana Quintero, ‘16



# M.A. in Professional Communication Master Project Presentations

Date: Monday May 7, 2018

Time: 5 - 7:30 p.m.

Place: Martini Room, Hobart Hall

Each Spring semester culminates with the program's Master Project Presentations. Our 2018 graduating class will present the following topics to an audience of family, friends, faculty, staff, current students and alumni.



**Cynthia Areh**

*Social Media and Politics: A Study of the Indigenous People of Biafra*



**Christina Lolis**

*The Future of Television: is Streaming Taking Over?*



**Brock Borgeson**

*"Buy Me Some Tacos Cracker Jack" Social Identity Theory and Consumer Brand Identification with MiLB Logos*



**Brandon Phelps**

*Communication for a Cause: Microblogging and its Impact on Non-profit Agencies*



**Sally Burgos**

*The Value of Social Media in Brand Building: Dove 'Real Beauty Sketches' Case Study: Social Impact Through the Evolution of Digital Communication*



**Marshay Rice**

*The African American Women's Acceptance of Natural Hair: Social Identity Theory in YouTube's Creation of a Natural Hair Community*



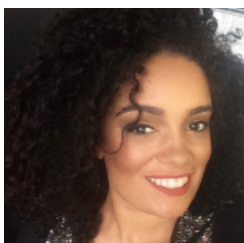
**Elisa Corsetto**

*How Do Runescape Players Establish Virtual Self Through the Social Identity Theory*



**Lucy Schofield**

*The Relief Effect: The Mitigating Influence of the Body Positivity Movement on the Negative Effects Associated with Media Consumption via Instagram*



**Roshelle Fondeur**

*Review of the Wells Fargo Unauthorized Account Settlement*



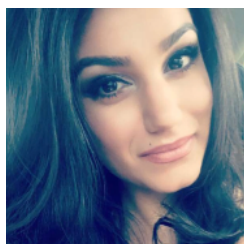
**Sarah Smith**

*Mass Shooting Related News Consumption on Twitter by Young Adults*



**Graham Gawrysiak**

*A Comparative Analysis of the Demographics and Psychographics of Bar Regulars: Social Learning, Oldenberg's Third Place, and Three Bar Categories*



**Jessica Toscano**

*Gender-Free: A Textual Analysis of Headlines in Maxim and Cosmopolitan Magazines*



**Kimberly Keppler**

*United Airlines Flight 3411 Crisis Management*

# ASK MARSHAY!

FAQ's answered by one of our most stylish, gregarious PCOM coeds!



By Marshay Rice

## When is the application deadline?

The PCOM program utilizes rolling admissions, meaning there is no specific deadline for your application. However, don't wait until the last minute to submit your application and required documents. For all application requirements visit: <http://www.wpunj.edu/pcom>.

## What is the cost of tuition?

Tuition is formulated by cost-per-credit and ranges on how many credits you take per semester. Required courses and electives are worth three (3) credits. For N.J. residents the cost-per-credit is \$700, which equals \$2,100 per course. For out-of-state students the cost is \$1,089 per credit and \$3,267 per course.

## Does the program offer Graduate Assistantships?

Yes. A graduate assistant is a student who is matriculated and enrolled full-time in a graduate program, working on campus up to 20 hours per week, September 1 to June 30. This academic award carries a \$6,000 stipend and a waiver of tuition and fees for the length of the position.\*

## How long does it take to complete the program?

I completed the PCOM program (30 credits) in four semesters. My time as a graduate student was the quickest two years of my life. However, the program must be completed within 6 years.

## Does my undergraduate degree have to be in Communication?

No, your undergraduate degree can be in any field.

## Will I be able to take courses outside of the PCOM program for eligible credits?

The program has a wide variety of electives and you're recommended to pursue them. Courses outside the program can also be substituted, with prior approval. I was able to take a business management class as an elective. I pitched my idea to both the director of the PCOM and Business programs to obtain permission to register for the class.

## How do you balance school, work and a social life?

My motto throughout the program was, "I have the same

24-hour day as Beyonce," and if she can be great with the same amount of time, then so can I. Juggling school, work and a social life takes dedication and you have to keep your eye on the finish line because distractions are constant.

You may not be able to attend every party or spend a whole day binge-watching your favorite Netflix series, but the sacrifices you may make now will most certainly pay off later. As far as your friends, family and significant others, if they love you like they say they do, they'll appreciate your hard work and give you the time you need to get your work done.

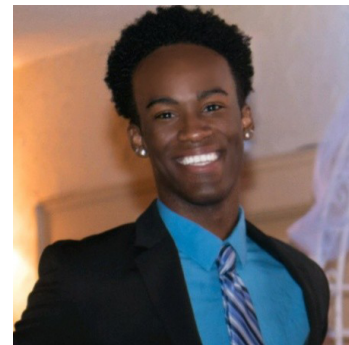
## What is your greatest takeaway from the program?

Friendship! There is a vast key number of accolades I can give to the PCOM program, but my favorite is diversity and the shared camaraderie between me and my fellow students. Over the past two years I have become close friends with students of different backgrounds, religions and ethnicities, from all over the United States and abroad.

The PCOM program allows you to work independently on most projects, but somehow, we always ended up working together. My classmates have become my family. Whether we are venting in a group chat or reminding one another about upcoming project deadlines, we always have each others' backs. You are never alone in the PCOM program.

*\*If you are interested in becoming a graduate assistant visit <http://bit.ly/wpgradassist>.*

## Defining PCOM



By Brandon Phelps

To me, professional communication and PCOM mean vastly different things. Professional communication encompasses all forms of communication (written, visual, digital, etc.) within a business paradigm.

The students in the PCOM program spend evenings learning how to identify audiences and assessing the impact of various forms of communication, ultimately enhancing businesses and brands.

PCOM, on the other hand, means family to me. I sit at the "dinner table" with my PCOM family every evening as we feast over hearty meals of text, theory and academic discussion. I admire and appreciate them more each time I reflect on my experience here.

As someone who joined a fraternity during my undergraduate career, I relate my experience in PCOM with Greek life. Whenever we're tired after a long day's work, we uplift each other in class. This motivation and support keeps us going.

*"Will. Power taught me to never give up on an objective and speak it into existence" —  
Elisa Corsetto, '18*



# Live From Hobart Reality Check

Dr. Nicholas Hirshon has instituted several initiatives in our communication program to foster an environment in which students can cultivate their own journalistic skills.

This year he established a campus chapter of the Society of Professional Journalists (WPSPJ). He also created *Hobart Reality Check* featuring

successful reporters, photographers and news anchors who come to campus to share their experiences in the professional world. Students are privy to industry insights, colorful anecdotes and one-on-one discussions with a variety of communication professionals.

These opportunities for students to interact with business professionals illustrate Dr. Hirshon's innate passion for his subject and his ability to foster it in others.

"Take advantage of all the resources your campus offers. If you're a graduate student, you're really not getting the

complete experience by just going to class and heading home," he said.

This year's *Hobart Reality Check* speakers included sportswriter Denis Gorman, CBS News anchor Andrea Grymes and investigative reporter Tom Zambito.



Dr. Hirshon and Tom Zambito.

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*"My advice to incoming PCOM students is to take full advantage of the wonderful faculty and students in the PCOM program. They are so willing to discuss, challenge and support the pursuit of your individual passion. Embrace the experience and you will grow beyond your expectations" —Desyra Highsmith, '17*

*"WPU holds such a special place in my heart. I received a B.A. there, too, and taught as an adjunct for two semesters in the Department of Communication. I am always so thankful for my time at WPU!" —Rebecca Costantini, '16*

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## Survivor 2018: How to Make it in PCOM

By Anisa Ellis-Smith  
and Jada Clark

The graduate student: such a dynamic and versatile creature. Master multi-tasker, professional stress enhancer, all-around superhero.

The majority of us are working full time jobs, helping to take care of home, attending school full-time and making ourselves crazy trying to find time for our personal hobbies as well. HOW DO WE SURVIVE?

We all have our essentials that get us through the tough times and help keep us focused. Two 10-page analyses? A 30-minute class presentation? Research for a group project? Got it! For some, it's a daily cup of coffee (or three)

to get energized.

Some rely on paper calendars and 12 different types of planners to keep organized. In our quest for organization and sanity, we've found that these tips and tricks will for sure get you through this 30-credit program.

**Prioritize.** As DJ Kahled says, "this is a major key." Work, school and everyday life can really put you in a bind. You may have to sacrifice your \$2 Tuesday bar nights to make that 6 p.m. Strategic Writing class...

**Save. Those. Coins.** Grad school is not cheap, but it will pay off in the end. Don't worry, those Manolo Blahnik suede pumps will be there after the semester ends!

**Set reminders on your**

**phone.** Your workload and personal life can make you forget that 'Aha moment' assignment Professor Barretta mandated that you edit and resubmit.

**Make friends.** Making friends and building connections will help you survive these next four semesters. Plus, a unique and unexpected sense of camaraderie develops in grad school. You'll find your classmates celebrating your successes as well as commiserating with your concerns.

**Professors don't bite.** Grad students need help, too. PCOM professors are always available in person, via email and through social media. Take advantage and show up at their office doors, follow



Anisa Ellis-Smith

them on Twitter and bring M&M's to class every few weeks!

**Relax.** The stress of school, work and your personal life can be seriously overwhelming, said every grad student. Make sure that in the midst of all this, you set aside some time to simply be by yourself to do absolutely nothing.

# Want to learn more about the PCOM program?

## Here's what our students and professors say:

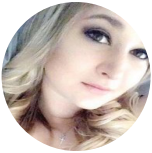


**Greg Synsmir** @GregSynsmir

I love the family-like atmosphere in our classes. [#PCOMchat](#)

@Desyra2: [#PCOMchat](#) I can select classes that arouse my interest and research topics I truly care about

@Amy\_bonilla: The interactive classes, supportive professors, diverse community, opportunities and friendly fellow colleagues! [#PCOMchat](#)



**Christina Lolis** @christinalolis

With this program you can enhance your professional credibility & make yourself more marketable. [#PCOMchat](#)

@nonnaamerica: Invest in yourself through your education; it shows “intellectual entrepreneurship” [#PCOMchat](#)



**Anne G. Barretta** @angiabar

My @WPUNJPCOM #Grad Students are all ages with vastly different experiences which they share with each other to enhance learning. [#PCOMchat](#)

@JKrobatsch: I've learned to simultaneously think critically & creatively. I'm more confident while pitching ideas to supervisors. [#PCOMchat](#)

Join us on Twitter for our next conversation by using the hashtag [#PCOMchat](#).

Will.Power.



@WPUNJPCOM

## How can you join the PCOM community?

Apply online at [www.wpunj.edu/pcom](http://www.wpunj.edu/pcom)

Prospective students must have a bachelor's degree from an accredited institution and an undergraduate grade point average of 3.0 (out of 4.0) in their major. Applications should include two letters of reference and a statement of intent. GRE scores are not required but are strongly preferred.

Non-Degree Option: Considering graduate school? You can take up to three classes (nine credits) as a non-degree student before formally applying to our program.

Questions? Please contact the Office of Graduate Admissions at (973) 720-3641.