



Letter From the Director



The time spent at graduate school is a good opportunity to learn many valuable lessons and make lifelong memories.

Having made the decision to pursue graduate study, graduate students often have a strong passion for it and find a deep pleasure in learning.

They also develop more insightful perspectives in understanding the world as they work on their master's degree research and various projects.

Among many valuable lessons and memories, however, I would say the most important one is the people with whom the graduate students meet and interact.

With this in mind, we designed this special issue of the ProCOMM Newsletter using the theme of Humans of ProCOMM. This newsletter includes the stories of diverse ProCOMM people - students with different experiences and cultural backgrounds, faculty members who have expertise in a wide-range of communication areas and alumni who are now working in various communication fields.

My hope is that in reading the stories of Professional Communication program people in this issue, our current graduate students can better understand each other, alumni can feel caught up with the ProCOMM program and prospective students can learn more about the ProCOMM community.

Enjoy reading the stories of Humans of ProCOMM.

Dr. Angie Yoo



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Jaclyn Antonacci '16
Manahawkin, New Jersey
Alumna and Online Marketing Coordinator for WPUNJ

"I was a print journalism and media studies undergraduate here at William Paterson University. When it came time for me to graduate, I was working with TwillyP, our student-to-student social media handle and I had an incredible and valuable experience doing that. I was not quite ready to go and I felt like I had more to learn in general. The Professional Communication program felt like the natural next step for me and throughout graduate school I was able to work with social media for another two years and related my classes to my real-life experience but connected the academics to my work. I did a lot of writing and thinking about social media so when a position opened here as a social media coordinator it gave me that edge because I have been obsessed with it throughout school and it gave me this great opportunity to think critically and creatively about the thing I was most passion about, which was social media and higher education.



In November of last year I was watching the Democratic forum on television which was hosted at a college so students were pictured in the background, while Martin O'Reilly spoke. He happened to say the phrase, 'We're all in this together,' and because we are all millennials and grew up with the movie "High School Musical," I noticed a girl in the background mouth the words to the song. So I made this Vine and put the music from the film over it and it went viral and is almost at 40 million views today. It was this bizarre thing that happened to me while I was here in the graduate program. I was comparing all of the communication and social media theories I learned and was thinking how this applied to my viral Vine. It was pretty cool, it is an achievement."



Cynthia Areh '18
Onitsha, Nigeria
Graduate Student

"I had to make the decision to continue my education or continue working with Channels TV in Nigeria. I worked at Channels TV for three years and they gave me "in front of the camera experience," which was great. It was a hard but important decision for me to continue on with my education. I received my Bachelor's degree from Covenant University in Ogun, Nigeria. I notified Channels TV that I wished to continue going to school and wanted to take a leave for study but they never got back to me. I felt like a sitting duck and made the decision to pursue my education. With my family supporting me greatly I took a risk and resigned from my job and came to William Paterson University for graduate school, all in the same month. I visited and stayed in America for three months prior with the Voice of America program, which was held in

Washington. I applied for the Fulbright scholarship in hopes to get accepted and my hard work paid off in the end. William Paterson University reached out to me and chose me to participate in the graduate program. Comparing my education in Nigeria to here I would say the culture aspect is the same in a sense that students are focused and always working hard. If I am not working hard I feel out of place and that was how it was in my undergraduate program. After receiving my Master's I wish to pursue a more behind the scenes approach to production and writing. I have worked in front of the camera so I would like to try something new."

Brock Borgeson '18
Naperville, Illinois
Graduate Student

"My parents always used to tell me that they bought the house we live in because of me and the backyard, and I always thought it was total crap. It's a perfect backyard and when I was 14 years old I had an epiphany that I was going to make it into a field. We spent \$2,400 on it, my dad and I built it. It has foul poles, chalk line, dirt and everything. So we made a 46-person league and we had three or four division one draftee's play with us. I would want to make it an actual whiffle ball league [one day], it's kind of a weird passion of mine. If I have the chance I'd live in a different part of the United States, or a different state each year. I think there are a lot of opportunities

to do your own entrepreneurial work in a variety of ways today, and I believe that goal of mine could turn into something like that. I try to pinch pennies as much as possible and I wanted to further my education. I really like learning and I didn't want to stop at just my Bachelor's. I wanted to find a sports information graduate assistantship in graduate school in case I want to pursue this for my career. It's a great way to help set me up for my future. I wanted to go to someplace new. I care more about experiences than logical things many times. After going to school at Simpson College in Iowa and working with the Iowa Cubs, I made connections and met my mentor, my pitching coach, Joe Blake Sr., who has helped me become the person I am today. I am someone who does things differently. I am questioned and looked at as someone who does not do things conventionally and that is what brought me here to William Paterson University. So far the program has been great and all of the professors are willing to help and are generous with their input regarding my work!"



Rebecca Costantini '16
Oak Ridge, New Jersey
Alumna, Adjunct Faculty and Product Designer at John Wiley and Sons

"I was an undergrad [at WPU] and an English major. I knew I wanted to go back for my master's, so I turned my attention toward the communication department and the Professional Communication program. I'm currently in publishing and [the course offerings] meshed with my current career and my ambitions to eventually teach at the university level and pursue a PhD as well. The course work fit well with my interests, particularly in organizational communication. Pursuing a master's in the Professional Communication was more of a practical decision to start but then it evolved into more of a research interest driven decision. At the end of my tenure in the program, I made sure to let the communication department know that I was interested in teaching. It's not something that I wanted to do, it's something that I needed to do. It's something that will set the foundation for what I want to do later in life, and I wanted to try it. I've never taught before. I've only been a tutor at the Writing Center, so this is the real deal. Real grades, real students. I'm teaching one section of public speaking, and I'm fortunate to have this opportunity. Teaching is also a nice segue from being a grad student to an instructor in the department because I am familiar with William Paterson. I feel like I've been here all my life; I've been here for 6 years between undergrad and grad."



Dr. Klive Oh
Seoul, South Korea
Faculty

“I am interested in digital and social media as a researcher and how that affects communication in our culture. Personally, I decided to pursue graduate school for journalism because it is more focused and it quenched my thirst for learning in the style it was being taught. I also love to teach. When I was younger I was a tutor in English and helped my brother with his studies. I always enjoyed teaching and what comes out of it in the end. Accomplishing the interaction, viewing the counterpart and seeing the student grow motivated me to continue teaching every chance I got. I thought that this would be my new career, which brought me to William Paterson University.

In the near future I want to research the idea that uncovers the specific concept of virality. What makes content viral on social media, not just videos but ideas and people as we saw with the presidential election. I wish to articulate the concept on various levels. Currently, I teach the Social Media Communication course in graduate school at William Paterson University. This class is presented to understand social media as a concept and the place it has in society, the impact it has on the culture for businesses and strategic communication. Research and conceptual critical thinking are a part of the class connecting to social media. The other part of the class is the practical and hands-on side of social media such as managing it and how social media can be used within different areas of strategic communication.”

Kimberly Keppler '18
Sewell, New Jersey
Graduate Student

“I received my Bachelor’s in broadcast journalism and media production from William Paterson University in May 2016. After three years of studying communications, I decided to pick up a minor in public relations to expand my horizons. Not long into my intro to public relations class, I fell in love with it. I love the versatility of public relations and how it can relate to many interests. I really love fashion, and got an amazing opportunity right before graduation to intern in NYC at a boutique fashion public relations firm. Graduate school was never really in my plans but after I realized how much I loved public relations, I decided studying the subject more thoroughly would be beneficial for me. I decided to pursue my Master’s at William Paterson after being offered a graduate assistant position. Currently, I am a graduate assistant in the department of marketing and public relations, which will help me gain experience in the field. Another reason I decided to stay at William Paterson is because I feel that it is where my roots are. Being from southern New Jersey, William Paterson was a different experience for me especially moving away from home for the first time. However, over the course of my undergrad years this has become my home. After graduate school, I would love to work with social media and hopefully relate it to fashion since it’s one of my interests. Working for a large corporation in their public relations department is my ultimate goal.”





Izabella de Souza '16
East Rutherford, New Jersey
Alumna and Senior Marketing Manager for Appeagle

"I took about a year and a half off between finishing my Bachelor's and [starting the program]. I knew I wanted to go back to school for earning potential and I had already been working as a copywriter. I figured out that I wanted to do more marketing-type stuff. When I heard about the graduate program I was like "I definitely want to do this." I was working in Jersey so it would be very easy to commute. I got clearance from my job at the time so I enrolled.

I do not remember which class it was, but we had someone who worked at Subway come in and they were talking about their marketing strategies. At the time that he was there, they launched the "Eat Fresh" slogan. He explained how they built an image around the company with that message. That taught me a lot about how to use language in marketing. In Dr. Yoo's class, I learned how to use Google Adwords and

Google Analytics, which now when you enter a career in marketing that's just what you have to know. Also I took a social media class with Professor Bass and everything I learned in there inspired me to start doing social media freelance. I've been doing that for almost five years now. It's been a great extra source of income and I've met a lot of great people doing that. The blessing of having a freelance business is I get to do a lot of different things on the side, but I still have the stability of my full-time job, which I really enjoy."

Linda Zani '17
Ringwood, New Jersey
Graduate Student



"My career has been in advertising and marketing for pharmaceuticals and consumer package goods. I was in account management, which is very fast paced and chaotic. Some would say it is a constant state of crisis. I was one of the youngest and, at the time, one of very few female vice presidents of an ad agency, becoming VP account supervisor at an agency in New Jersey when my daughter was born 27 years ago. She was born with severe developmental disabilities and is considered medically fragile. She's a great young lady. I ended up switching jobs six months after she was born and became probably the world's first telecommuter. Two men I had worked with started their own agency in the city and asked me to join them. I negotiated two days in the city and three days working from home so I could take care of her. Fax machines were new at the time and between FedEx, messengers and then of course with the Internet, all through the 90's I was telecommuting. No one else was doing that.

Six years ago, my daughter and her peers went through a crisis in New Jersey that I helped solve. It took three years. I had to stop working and become a full-time advocate in order to do this with four other special needs mothers. Then I said, 'You know what, instead of going back to an agency, I always wanted to teach in college and you need a Master's [degree], right?' So, I thought, what could I get a Master's in? I could get one in marketing but I didn't want to get an MBA. Psychology? No. I said maybe communications and I looked at William Paterson. I saw the words crisis management on the website and I said, 'WHAT!!! Is crisis management something you can actually get paid for? Because I've been doing that for decades for free.' I decided to do my Master's project on crisis management and hopefully get into this field after I graduate. I'm kind of like the Forrest Gump of life. Everything just kind of flows. There's been a lot of highs, lows, and firsts. Going back to college after 35 years has been so wonderful. The Professional Communication program is top notch. I found out a long time ago that where I predict I will be is not always where I end up—it's usually someplace much better! I look forward to the next exciting chapter in my life—and I'm sure it will be filled with crisis management, as usual."

Dr. Nick Hirshon
Queens, New York
Faculty



"I was a reporter for the Daily News from 2006 to 2011 and at the same time I was going to grad school to get my Master's [degree] from Columbia. I started to meet a lot of people who were interested in becoming teachers and once I finished the program I stayed at the Daily News but I was [teaching] part time. I would teach classes in the morning and at night at St. John's University, which is my alma mater, and LaGuardia Community College. I really liked that mix of doing deadline pressure work for the Daily News but then going and meeting these wide-eyed students who were excited about the future of journalism. Then as print started dying and jobs dried up in newspapers I realized I was still young enough that I could reinvent myself as a professor.

So, in 2013 I moved out to Ohio and got my PhD. I always wanted to come back to this part of the country, I'm from New York City and I had had enough of living in Ohio in the middle of nowhere. I wanted to be back with my family and a lot of the research I do concerns the city. When I saw the opening with William Paterson one of the things I liked was that it's a state university. Immediately I could tell from meeting the other faculty here that they're very supportive and it was a very family-like atmosphere. [WP] has a very strong college radio program, some very committed faculty who graduated from some really big programs and they have a good mix of teaching and research which is what a lot of professors are concerned about. Right now, I'm trying to get my dissertation published as a book. It was about the New York Islanders hockey team and how in 1995 they changed their logo. Everyone says it looks like the Gorton's fisherman from the frozen seafood and it was widely criticized so I wrote a 300-page story about what happened. I interviewed all the players from that time, fans, newspaper research and everything. I'm also doing some research about a television program that was filmed in a bowling alley in Wayne during 1959. It's one of the first sports television game shows. It was filmed in New Jersey for a few months and then it moved to Queens, NY, where I'm from. I thought the connection was kind of neat, that has connections to both where I am now and where I'm from."

Graduate Assistantship Opportunities

A graduate assistantship is an academic award that carries a \$6,000 stipend and a waiver of tuition and fees for the extent of the appointment. Graduate assistants are students who are matriculated and enrolled full-time in a graduate program. They work on campus up to twenty hours per week, September 1st to June 30th. The Graduate Assistantship waiver may result in a reduction of individual student loan eligibility and/or increased tax liability.

Graduate assistantships are awarded competitively at the time of admission to the Academic Program, based on materials submitted with your graduate admissions application. In order to be eligible for a graduate assistantship a student must complete the graduate admissions application and submit all supplemental materials required by the program applied to by March 15 for most programs. In addition, the applicant must indicate on the application that he/she is applying for a graduate assistantship. Applicants must also have an undergraduate GPA of at least 3.0 and meet all additional minimum requirements for the program of choice. New graduate assistantships are available only to students applying for admission for Fall 2017.



For additional information about the graduate assistantship process, please contact Lissette Gonzalez at (973) 720-3093 or visit www.wpunj.edu/admissions/graduate/prospective-students/graduate-assistantships.html.

Save the Dates!

The New Jersey Social Media Summit

Friday April 21, 2017

The annual New Jersey Social Media Summit (NJSMS) is an academic event sponsored by the MA in Professional Communication program. Students, scholars, and business professionals interested in social media are invited to join us for a day of panel discussions, poster sessions, breakout activities, and networking opportunities.



Master Project Presentations

Tuesday May 9, 2017

The ProCOMM Master Project is a cumulative experience in which graduating students demonstrate applied competencies in effective communication through research, planning, writing, technology and presentation.



Now accepting applications!

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- A Bachelor's degree from an accredited institution
- An undergraduate GPA of 3.0
- Two letters of reference
- A Statement of Intent
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Considering graduate school, but aren't sure? You can take up to three classes (nine credits) as a non-degree student before formally applying to our program.

Course Highlights

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Social Media Communication
Strategic Multi-Platform Writing
Professional Writing
Corporate Social Responsibility
Professional Seminar
Leadership and Teamwork
Strategic Public Relations Management
Digital Communication Applications
Organizational Communication
Global Communication
Introduction to Research