

# INSIDE Rochester College

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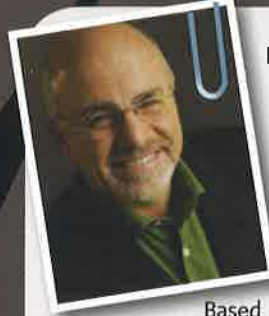


See inside the world of recent RC grad and producer, Elizabeth Flora.

Challenging Academics. Christian Community.

## News from RC...

### *Financial Expert Dave Ramsey Chooses RC as Education Partner*



Dave Ramsey, personal money-management expert and national radio personality, has chosen Rochester College as his educational partner for an online, three-credit personal finance management course.

"Studies show that more and more college students are asking for courses in personal financial management. We need to provide them information that can put their financial lives on a responsible course," Ramsey said.

Based upon Ramsey's "Foundations in Personal Finance" material, the course will be taught by Dr. Ken Johnson, an experienced accountant, professor and higher education administrator. Primary audiences for the seven-week, fully transferable course will be high school juniors and seniors, as well as college freshmen. For more information, go to [www.rc.edu/daveramsey](http://www.rc.edu/daveramsey) or call 248-218-2031.

### *First Junior Scholars Week Enlightens Students*

Not many students get the opportunity to "try out" a college, but that is exactly what the 20 students who attended Rochester College's first Junior Scholars program did. The week was sponsored by the Honors Program at Rochester College and allowed students to earn two to three hours of college credit while experiencing social and academic life at Rochester College. Students stayed in the residence halls, attended classes taught by five different RC professors, and enjoyed local cultural sites.



The theme for the week was "Enlighten" and centered on the relationship between faith and reason. Some aspects of the Enlightenment were celebrated, while others were critiqued. The critique of Enlightenment thought culminated in a visit to the Holocaust Memorial Center, where the scholars were addressed by Holocaust survivor and author Sam Offen. Discussions of Enlightenment poetry and art led to a trip to the Detroit Institute of Arts, while Dr. David Brackney's discussion of science and faith led to a visit to his home in the country, where scholars played volleyball, enjoyed a campfire, and received a tour of the universe, compliments of Brackney and a high-powered telescope.

Anne Nichols, director of Junior Scholars and the Honors Program, said, "My favorite comment was from a scholar who said his favorite part of the week was having enjoyable intellectual discussions with his peers outside of class."



Perhaps you have never given much thought to the amount of work that goes into creating a 30-second commercial, but Elizabeth Flora has. As junior producer at Team Detroit, a full-service advertising agency serving brands such as Ford, Bosch and Carhartt, this RC alumna knows exactly what it takes to reach the consumer through effective and interesting television.

Elizabeth graduated from Rochester College in 2010 with a bachelor of science degree in mass communication. She also completed the broadcast arts program at Specs Howard School of Media Arts in 2009. During her time as a student, Elizabeth interned with WDIV Channel 4, where she worked with the digital department on coverage of local high school football games and worked as a personal assistant for the Macy's Thanksgiving Day Parade.

This internship led her to gain more experience as a runner for NBC's "Extreme Makeover," and eventually landing her dream job at Team Detroit, where her workdays hardly ever look the same. One day she might be out on a shoot. The next she might be in meetings or sitting in on an editing session—it all depends on where she's at in the process of seeing a commercial grow from an idea to a fully-executed reality. Elizabeth also gets to travel on a regular basis because many of the people Team Detroit partners with are located in California.

Elizabeth attributes the opportunities she's had to the education and hands-on training she found in RC's mass communication program. "I was able to get an amazing internship that helped me get an amazing job because of my decision to attend Rochester College. Having the opportunity to attend Specs as part of a college degree plan set me apart from other graduates in my field," Elizabeth said.

She continues, "RC and Specs were a huge stepping-stone in my dream to become a producer. Without my schooling, Team Detroit wouldn't have even glanced my way for a job. I received the experience and knowledge that have helped me excel in the environment that I am in now. This is what I've always wanted to do. Making something from the beginning to end is a wonderful feeling. I wouldn't want to be doing anything else!"



# ACADEMIC SPOTLIGHT

## Mass Communication at RC

The Department of Mass Communication at Rochester College offers our students entry into the fascinating world of the mass media. You can earn a bachelor of science degree in mass communication with tracks in broadcasting, graphic design or public relations.

We encourage our students to explore the world around them, to investigate, to think, to write, to create. Most of all, we want you to think critically and to communicate effectively, expressively and ethically.

In your study of mass communication, you will gain the theoretical and practical foundations of your field. RC's affiliation with Specs Howard School of Media Arts gives you practical, current, technical training in either radio or video production or in graphic design. Broadcast students might go on to become on-air talent, producers, writers, editors or camera operators. And graphic design students can enter many areas of the design field, including layout artists, pre-press managers, and web and flash designers.

The public relations track prepares students for work as writers and communication specialists for corporations, nonprofits and agencies. You'll learn how to develop communication strategy and implement it with media relations, writing news releases, design newsletters, and using social media. Students who major in PR take selected courses in media, marketing and communication. They also gain practical experience in PR Campaigns and Strategies class, where they develop and implement a PR plan and portfolio for a real-world client.

All mass communication students are required to complete a 150-hour internship so that you'll have some real-world experience before you enter the competitive and exciting world of the mass media industry.



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## *In her own words... meet professor Lora Hutson*

After my daughter, Taylor, was born in 1998, I stopped working full-time as a PR professional to devote more time to being her mom. This transition in my life also marked the beginning of my teaching at Rochester College. Almost 13 years later, my daughter is now as tall as I am, and our mass communication department has grown just as quickly as she has.



About 140 students at three of our campuses this past year studied the thriving world of mass communication, either in public relations, broadcast or graphic design. In my classes, I share a commitment to the craft of communication, to the search for knowledge, and to developing ethical, Christian professionals who can influence culture and the media in positive ways.

I also enjoy sharing my professional experiences with my students; thus, I have often recalled the story of my first "real job" in communications. In 1986, I started as senior editor of "PayPhone Magazine." I wrote about pay phones all day every day. Was I thrilled to write about pay phones? You can guess the answer to that, but my job paid the bills and helped me get started professionally. Thus, I tell my students, "if I can write about pay phones all day, every day for one year, then you can write — at least once — about anything I assign to you!" Luckily, my day-to-day activities as a communications professional became more exciting as I continued my career, eventually operating my own PR firm, The Write Image.

As our world continues to overflow with information, we'll continue to need people who can communicate effectively through words, sounds, design, video or 140-character Twitter feeds. I think our program will continue to grow, and I hope you'll join us!

*Lora Hutson is chair of the Mass Communication Department, assistant professor of mass communication, director of RC's Communication Services department and adviser for the student publication, The Shield. When she has spare time, Lora enjoys being with her family, playing tennis, reading and gardening. Lora is pictured above with her daughter, Taylor.*

YouTube

# Meet Recruiters...

## Brian Bowers

Brian connected to Rochester College through his wife, Beth, who graduated in 2002. He was the first graduate of RC's master's program in religion, where he focused on Christian ministry.

Brian also works part-time for the Rochester Church of Christ as the minister for young adults. This role compliments his job at RC, as he focuses on recruiting from local school districts and churches. His love of discussions on theology, church, and how there is no divide between the sacred and the secular, is likely to be noticed in either one of his professional roles.

Brian believes that relationships and community are Rochester's greatest strengths, and he enjoys giving campus tours and talking about such attributes to groups of people. He also takes joy in disc golf, computer gaming, reading, and most importantly, being a husband to Beth and father to Sophie—whom he loves to share "Sophie stories" about.



## Rebekah Parsons

Upon earning her degree in communication from Rochester College in 2006, Rebekah went on to complete a master's in journalism from Arizona State University. After a four-year absence from the Rochester community, she returned to work in the admissions office and teach mass communication classes.

During her time as a student, Rebekah's heavy involvement in extracurricular activities helped to make her college years the most memorable of her life. "I love Rochester," she said. "I absolutely believe I would be a different person if I had gone elsewhere for school. To this day, all my closest friends are ones

I made while I was here. I don't think any other school can provide the lasting relationships that this place does."

Rebekah is willing to share her experiences and passion for the school with you. Her territory covers the 482, 484 and 485 zip codes, as well as transfer students from community colleges.

