

Fall 2014

Stories from Students-Internships



Phillip and interns with Nick Jonas

From editing promos and commercials to meeting with celebrities, senior Honors Student, Phillip Gorokhovskiy, has his hands full as an audio production intern for Elvis Duran and the Z100 Morning Show. Phillip recently shared his experiences with the Honors College. See what he has to say about interning for the Morning Show and the advice he has to offer to those considering applying for internship programs.

Where are you currently interning?

PG: I'm an audio production intern for Elvis Duran and the Z100 Morning Show. And if you listen to the show, you know how big of a role the interns play in the planning and execution of the show.

What does your position entail?

PG: I would love to start my next sentence with, "so a typical day at the Elvis Duran and Morning Show looks like this." But, I can't. Typical days don't exist here. I can, however, tell you what I usually do. I record and edit liners, promos, commercials and entertainment news updates with the morning show hosts. Once all of the recordings sound nice and pretty, I do one of several things with them. I'll either send them out to affiliate stations, get them ready to be played on Elvis Duran and the Morning Show or On-Air with Ryan Seacrest-Z100's midday show-or, if they're commercials, we send them back to the companies that requested them so they can be chopped up and rearranged. I also get the chance to exercise my creative side by putting together videos for the morning show's Vine, Instagram and Keek accounts as well as the show's website, in addition to a bunch of other projects.

How did you find out about the position? What was the application process like?

PG: I found out about the position through online research. I love the show and figured, why not shoot for the top? I put together my resume/cover letter and applied online. The next day, I got a call from the show looking

to schedule an interview with one of the executive producers. The interview lasted about an hour and a half, but that's because we had a lot in common. We mostly talked about music, TV, radio, travel, and a touch of politics, believe it or not.

Have you met any celebrities? What were those experiences like?

PG: I love spontaneity. I live for it. That's why I enjoy radio and that's why I enjoy working with Elvis Duran and the Morning Show. Let me give you an example. Picture this: It's my second week on the job. I walk into the Z100 studios (where Elvis and the crew do the show), I take off my ear buds (because earbuds are a must in New York), and I look back and see Elvis pointing at me through the studio window. I did one of those things where I looked behind me to see if there was anyone else he could have possibly been pointing at. In the meantime, I hear everyone shouting "get in!" So, I did as I was told and I joined a nationally syndicated morning show for a few of the most exciting minutes I have ever experienced in broadcasting. Turns out, they just liked my shoes. So far, I had the chance to meet Jake Miller, Nick Jonas, Alicia Keys, Usher, Jason Derulo, Wendy Williams, Billy Bush, Pentatonix (an a cappella group), and Jared from Subway. I also got the chance to see Ryan Seacrest when he came to visit from LA.

What advice would you give to students who might consider applying for internship programs?

PG: There are a few things I would say to students applying to internship programs.

1. Don't fall into the trap of self-pity.
2. Chances are, where you intern is not where you will ultimately be. I have absolutely no idea what will happen or where I will be tomorrow, much less at the end of the semester. And that feeling, strangely enough, comforts me. If you ask me "what do you want to do when you graduate?" I'll tell you I want to work on something of my own. "What's it going to be?" I don't know.
3. DO NOT be afraid to talk to people. In fact, talk to everybody. That security guard in the lobby you chat with every morning might sneak you into some exclusive event one day. (Happened to me before).
4. Try to tackle as many things as possible, and when you feel overwhelmed, tackle even more. That's when you learn the most about yourself.
5. CLICHÉ ALERT-Shoot for the top all the time. The worst thing that may happen is you don't reach it. But the best thing that may happen is you do. I always felt like it's more rewarding to work for yourself than for someone else. I personally, don't feel successful until I follow through with something I came up with. Now, I know that's not the case for everyone, but, if you were to take one piece of advice from this entire interview, let it be this: Don't follow in someone else's footsteps. Start something that matters. Make something beautiful and share it with everyone.

Fall 2014

Time for Honors Alumni-Case Study Project



Christopher Polakowski

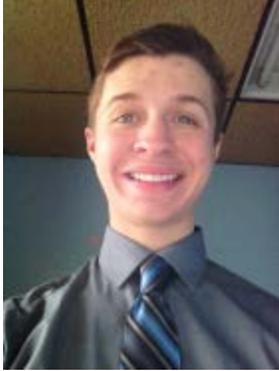
Dr. Bela Florenthal, Director of the Business Honors Track, and Christopher Polakowski, former Honors student, collaborated on a social media case study project last spring. Dr. Florenthal and Christopher worked with a New York City-based firm looking to develop an index that assesses performance of companies on social media platforms. The case study introduced the formula that provides companies with a single-number index between 0-100 which indicates how effectively the company utilizes social media in terms of content and platforms. Together, Dr. Florenthal and Christopher developed this index to help a company compare its success to competing brands in terms of alignment with customer needs.

The case study was submitted to the Jacobs & Clevenger Case Writers' Workshops Competition which recognizes three case studies annually. Christopher and Dr. Florenthal's work received the first place award distributed by the competition's organizers. Their award included a monetary prize, recognition at the EDGE summit 2014 conference in San Diego, and a chance to publish research findings in the International Journal of Integrated Marketing Communications.

The case study was well received. Dr. Bela Florenthal and Christopher are proud to announce that their social media index formula will be published by the end of this quarter. Congratulations to Dr. Florenthal and Christopher for their outstanding scholarship and achievements!

Fall 2014

Stories from Students-Honors Track



DJ Simon

The Honors College at William Paterson University challenges students to explore curricular interests in depth and to take risks when meeting their educational and professional goals. Honors student, DJ Simon, is doing just that. DJ is a junior pursuing a double major in secondary education and mathematics. Despite his interests in mathematics, DJ has chosen to enroll in the Performing and Literary Arts Track as means of exercising his creative abilities. He recently shared his thoughts about the interdisciplinary nature of his course of study with Honors.

Which track did you choose to enroll in and why?

DJS: I chose to enroll in the Performing and Literary Arts Honors track. One of the main reasons why I decided to choose Performing and Literary Arts is because I felt it would really give me an opportunity to make my curriculum diverse and allow me to choose classes to enjoy outside of my math courses. As I learned about the different tracks, I also thought this could benefit me in my passion for music. I am slowly learning more about poetry and songwriting.

What made you interested in selecting a track that is outside of your major?

DJS: I feel that choosing the Performing and Literary Arts Track gave me the opportunities to take a different set of courses that I wouldn't normally take as a math major. I thought it would be a great challenge to be able to dive into two different fields during my college experience and make the most of it. One of the other reasons why I decided to take this track was because although I love music and want to learn more, there are no courses that I could take to learn music since I am not a music major. While I may not be able to take those courses, the Honors track allows me to find a way to learn more about playing the guitar and such from other experiences like jamming out with other music students. So overall, this track allows me to experience a diverse set of courses in my time here at college and also gives me the opportunity to really experiment in music and poetry.

What do you see as the benefits of completing a track that is not directly related to your major?

DJS: I feel that one of the greatest benefits that I cannot mention enough is the diverse set of courses that I get to experience in each of my semesters. I love being able to have math courses mixed in with writing courses.

This way, I find myself not doing the same thing every night for homework. I find that with math, I am expanding my knowledge and experience in higher courses, while with writing, I am able to creatively express myself and explore more ways to write fiction or write songs for the future. While this may seem scary to some students, I find it very beneficial to a student's college experience to explore different subject areas to find more about what they enjoy.

Any ideas about your thesis project yet?

DJS: I actually knew what I wanted to do the moment I signed up for the track. I will be putting together an EP (an unreleased CD) of five to six songs and maybe some spoken word. I have been experimenting with song writing, and at the moment, I have two of my original songs on YouTube as well as some covers of other songs. I am currently still working on other originals, some of which I feel are ready, and others which I want to either scrap or completely re-work, which often happens with poetry.

Can you comment on the value of completing an Honors track?

DJS: On completing an Honors Track, I feel that there is more of a benefit than just graduating with Honors on your diploma. Completing an Honors track (regardless if its similar or opposite to your major) allows you to come out with an expanded college experience. If I wasn't doing this Honors track, I would probably go nuts with the amount of math classes that I have to take. Even though completing this track may not benefit me in my future career, this Honors track gives me the opportunity to try something new and to take risks in college.

Any additional comments?

DJS: I would like to use this section to thank some people who have really helped me specifically grow in music and poetry. I want to thank my parents for their support and for encouraging me to strive for my best in school. In particular, I want to thank my friend Kyle Cooke and his crew, Heather and Sam, for helping me get started on YouTube by filming my performance of one of my originals for his channel. Kyle's channel is Sound Eclipse if you want to check out other talents that he records around Willy

P <https://www.youtube.com/user/soundeclipsevideo>. I also want to thank my friend, Ed, who found out about me wanting to do an EP and told me he'd be more than willing to help me put it all together. There are so many people that I want to thank, but these two are really helping me put together everything I need to do for this Honors track. And of course thank YOU honors @ willy p for asking me to be a part of this interview.

Fall 2014

Students Attend Anthropology Conference



(from left) Dr. Ronald Verdicchio, Megan Perry, Paige Rainville, Eman Al-Jayeh, Amani Kattaya, Kelly Ginart, Bria Barnes

Honors Students Eman Al-Jayeh, Bria Barnes, Kelly Ginart, and Paige Rainville have been working alongside students, Amani Kattaya, Megan Perry '13, and Dr. Ronald Verdicchio, Associate Professor of Education and Anthropology on an ethnographic field study of Prospect Park, New Jersey. The study has been ongoing for three years, and the research team is proud to announce the release of its first publication, *Images of America, Prospect Park*. The book documents the rich history and cultural diversity of the Borough of Prospect Park and it officially hit stores on December 1, 2014.

The students along with Dr. Verdicchio attended the 113th Annual American Anthropological Association Conference in Washington D.C. held December 4-7. The team presented a paper titled, *When Ethos Withers: Finding Community Lost*. They also participated in a panel discussion, and enjoyed unique sight-seeing opportunities such as a visit to the Embassy of the Federal Republic of Germany to see a 30-ton section of the Berlin Wall and a visit to the Embassy of the Kingdom of the Netherlands. While visiting the embassy, the group presented signed copies of the book to embassy representatives.