

Four Significant Papers/Projects

Communication Major, History Minor

Joel Hahn - RSU Capstone

Video Link

<http://youtu.be/V-MQNPnYnYc>

2/20/2013

These four significant projects include: Writing for the Media, Communication Research Methods, News Writing and New Media and Society. The first is a PR campaign conducted for Cowabunga ice-cream; the second is a pair of news stories, the third is a research paper, and the fourth is a PowerPoint presentation of cell phone convergence. These projects give the reader an idea of what the communications program at Rogers state can help you accomplish. They demonstrate the progression of learning, and the knowledge you can acquire as a communications student.

FOR IMMEDIATE RELEASE:

Cowabunga ice-cream is coming to Oklahoma!

TULSA, OKLAHOMA – Yesterday – Luxury ice-cream chain Cowabunga said it is set to open 4 stores in our state. One in Oklahoma City, three in Tulsa and one in Owasso.

Cowabunga ice-cream spokeswoman Shara Scoop said yesterday in an interview “We are extremely excited about expanding our market to Oklahoma.” She further went on to say that Cowabunga is quote “A perfect Fit” for the communities in Tulsa, Owasso, and Oklahoma city.

Cowabunga will take the place of Marble slab Creamery in Bricktown, Oklahoma City, and of Orange Leaf in Owasso after both stores closed last month. The new owners of those spaces, Cowabunga, think their product will flourish in those areas.

The Grand Opening of Cowabunga will be June 16, 1:00pm-9:00pm at 123 West 4th Street, in Tulsa.

Cowabunga’s Website: www.Cowabungaicecream.com

Cowabunga Ice-cream information:

44 Manchester Avenue Forked River, NJ 08731
(609) 971-3453

###

Joel Hahn,
Senior Staff Writer.

Cowabunga Ice-cream

Goals:

- To provide the absolute best in luxury ice-cream for those who want the best in life
- To give people superior ice-cream with even more superior ingredients
- The ability to send fresh luxury ice-cream to anyone, when they want it and where they want it
- To be a company who is at the top of the ice-cream world in their business practices too

Objectives:

- To be an edgy and relevant company that people want to work for and be a part of
- To make the best ice-cream in the industry with every single batch
- To be the name on everyone's lips, about how great the Cowabunga brand of ice-cream really is
- To have new, inventive flavors everyone will love and enjoy

Strategies:

- Using Facebook and twitter as key advertising tools, we plan to expand our company all over the United States.

- Market ourselves in such a way that there is no other name in ice-cream more Recognizable than Cowabunga.
- Appeal to every generation from young to old and reach them all in a different way for a maximum result.
- Ship to any location in the United States, giving the customer the idea that Cowabunga, although it is luxurious, is for everyone.
- To Simply Have the freshest ice-cream anyone has ever tasted and let word of mouth spread the news about Cowabunga.

Cowabunga provides the perfect combination of delicious ingredients, stylish marketing, and perfect delivery to make it the favorite choice of many ice-cream lovers all over the country.



Our Exquisite ice-cream is one-one-a-kind in its taste and quality.

You'll love our delicious Madison Avenue Chocolate flavor and

Our Hampton's Vanilla Lux is sure to satisfy all of your taste

buds. We offer delivery, or you can come into one of our many

Locations in the Tulsa and Oklahoma City Metro Areas.

Contact: www.cowabungaicecream.com , Call 609-971-3453.

HILLPOST STORY #1 – about Phil Sample

Phil Sample is not just your average history teacher. He has been around the world and seen history take place right in front of him. So students know that when they are taking his classes, he is speaking from experience rather than just reading from some book. He served in the United States army during the Vietnam War and also spent time working for the government in other countries across the globe. A lifelong pursuit of knowledge related to history has been a passion for Sample since he was a little boy. "I always had an interest in history. From a very young person I was interested in history."

One of Sample's favorite quotes is from Mark twain is reference to travel. "Travel is fatal... to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime." Few people know this to be true more than Sample, who served in the Vietnam War, and has quite a story to tell.

Sample's journey in the Military began in College at Wichita state. "When I went through Wichita state I was in ROTC, so I went into the army in 1968 as a second lieutenant." A second lieutenant is an officer's rank and is very high for an entering rank in the Army. The war was going on at this time and so Sample knew he was going to the Vietnam, it was just a matter of when. Sample was a distinguished military graduate at Wichita state, and that meant He got to choose his MOS or his military occupation specialty. Sample chose military intelligence, not realizing that at that time all Military intelligence officers had to go infantry first. Sample went to Fort Benning in Georgia for basic training and then to Baltimore for advanced training in intelligence. After a few trips back and forth from Georgia to Maryland, Sample was ready. His extensive training enabled him to be an advisor once he arrived in Vietnam.

Sample became an advisor in the south part of Vietnam called the delta. He advised forces there ranging from the National Guard, to Militia, and even Military Police. He would need all the help he could get considering that in this particular region Sample said they were outnumbered ten to one. This ratio would become more apparent one week before Sample came home. His compound was ambushed by Northern Vietnamese troops and was quickly surrounded, leaving him and his men no choice but to call for help. "They completely overran our position, but we managed to get into our bunkers, and they couldn't get us out. We called in artillery and airstrikes on our own position and just waxed em', just waxed em'. Oh it was wonderful." With the forces in the area eliminated, Sample and his men could breathe again.

The next morning something hilarious happened that Sample recalls with a smile, telling the story. "I walked out of the command bunker and I was wearing my steel helmet, I was wearing a flak jacket, and a pair of OD Green boxer shorts, that's it. And I was carrying an M16. Out of one of the other bunkers the Vietnamese S-1 their personal guy, A lieutenant came out, and he was wearing his steel pot, a flak

jacket, a pair of OD green boxer shorts, and carrying an M16. And we walked gingerly to the center of the compound because there were parts of bodies just everywhere. And we met there in the center so there he was and there I was looking at each other as other people were coming out. And everybody just collapsed in laughter it was the funniest thing you've ever seen in your whole life."

Many other stories like this are the unseen side of Vietnam where the men not only survived, but had a good time while serving our country. Sample said he could tell war stories all day and listening to him share for just a few minutes, I believe it.

Phil Sample will retire after the spring 2012 semester after teaching at RSU for 30 years. He will be missed by his colleagues and students alike.

HILLPOST STORY #2 – about Paul Hatley

Dr. Paul Hatley has seen the world. He has been all over different continents and been part of some extraordinary things, but what he loves most is teaching. The reason why Hatley enjoys teaching history so much is because he lived it. He has been alive during crucial times in U.S. History and been able to recall them and put students in his shoes at the time. "I pretty much like to teach U.S. Since 1877 the most, Talking about things like the Cuban Missile Crisis, President Kennedy, all things I was alive for and I find that very interesting." The perspective that He puts history in is what makes him easy to learn from as an educator. Hatley has been a history professor at Roger's State for thirteen years. During his time here, he has taught numerous courses and educated many students on the hill. He has educated many, but at one point he too was a student.

Hatley received his bachelor's degree from Texas A & M University in modern language. He speaks German, Russian and French. He also received a Master's degree in German history of the 18th and 19th centuries. Hatley then transferred to Kansas State University in Manhattan Kansas where he got a PH. D in German and Military History. Hatley recalled one of his favorite classes in his undergraduate work. "I think my favorite one to be in was a Nazi Germany class I took as an undergrad, just because we were

exposed to a lot of different books, the course was organized thematically so we covered different aspects of the Nazi Regime and it was fun because there was a lot of discussion.”

Since starting at RSU in 1999, Hatley has really enjoyed being here. He likes the students and enjoys interacting with them. Hatley also enjoys being around the other professors in the history department. The colleagues are likeable at RSU and he said they have all always gotten along well in the history department. Many of the men and women who work in the history department have a passion for students. Hatley is no exception to this, and has specific goals that he wants to accomplish in students lives. He hopes what will happen is that his students will develop an appreciation for history. That they will Understand Why it's important and then maybe come to like it. Hatley said a lot of his students tell him “I had coach in high school and I really didn't enjoy it, I found it incredibly boring” and He has some who tell him that for the very first time in their lives they actually enjoy history.

Hatley is just as passionate about his students as he is about his subject. “So I hope that not only can we get students to enjoy History, but to continue to have a lifelong interest in it.” He brings the knowledge that every professor needs to educate people. He combines the comprehensive knowledge of his subject, with the professional approach needed to help the men and women of RSU learn to appreciate and love history as much as the man teaching it.

