



FOR THE ALUMNI OF INDIANA UNIVERSITY OF
PENNSYLVANIA'S DEPARTMENT OF COMMUNICATIONS MEDIA

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Our Mission Statement

As a professional and theoretical emphasis area of higher learning, the Department of Communications Media of IUP is committed to the creation, preservation, expansion and transmission of knowledge. The Department has the responsibility to include, within its concern, the needs of the profession as a whole and the society at large as its resources allow. In meeting these responsibilities, the department is committed to preparing students for communications professions. In doing so, it offers quality undergraduate programs in which students learn to design, produce and evaluate media messages.

Contact the department

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Meet the Faculty...

Dr. Richard Lamberski

As new technology advances and the communications field continually expands, the faculty of the Communications Media Department of IUP has taken steps to keep pace. The department offers a variety of courses in theory, production, and technology to inspire and educate its students.

Dr. Richard Lamberski remains an important faculty member. His energy, strong pedagogy skills and love for teaching help motivate and inspire the department's students. Dr. Lamberski also serves on a variety of major university committees (University Senate, Educational Service Fee, Strategic Planning) where his leadership skills are helpful.

Prior to his career at IUP, he obtained a bachelor's degree at Duquesne University and his master's and doctorate at Penn State University. He has also worked as an instructional designer at Boston University and Penn State. Richard was brought to IUP to develop an internship program and to teach undergraduate courses.

All the students in Communications Media remember working with Dr. Lamberski as they prepared for their internship experiences. He is still at it, working annually with 150 undergraduates on the development of their resumes, internship proposals, and other materials in preparation for doing the internship.

Richard still has Practicum students. These students get oversight and practical experience doing websites, community consulting projects and an occasional needs assessment. Some of you may remember doing a Practicum experience with Dr. Lamberski.

He remains an avid golfer, a competitive rifle shooter and is a watcher of the History Channel. He still stocks chocolates and other types of candy in his office. He also loves good food cooked by his wife, Lori. Richard reads about and enjoys historical political figures.

Dr. Lamberski is a family man who has always been there for others. He says of himself, "I have always been and hope to continue to be a friend to all and have a helping work to share."



With Dr. Lamberski, helping works some times come in the form of tough love when instructing students. Sometimes those words are not all smiles and butterflies. However, one student said, "I am always excited to hear what he will say next." Richard wants his legacy at IUP to be that of a good friend and inevitably mentor.

Dr. Lamberski has a way of inciting a get-it-done attitude. He relates to students. He teaches them to be professionals, to cut to the chase and to get it done and do it right. He teaches his students to be resourceful and to perform optimally. His love of teaching, helping and empowering has always been there. "I knew I wanted to make a difference in people's lives."

Retiring is an event that Dr. Lamberski sees approaching and he has planned for it. He plans on "living life to its fullest, until I can do no more. I will most likely part-time teach, or teach distance learning courses, play golf, bowl, swim, travel, make furniture and keep up with special product catalogs." He can see himself in a warm climate, "maybe with two residences".

We salute you, Dr. Lamberski, for all that you do and have done for the Communications Media program and for being a friend to your students. Your mark has been made on those students whom you have referred to as "extended family."

Check out his well-designed website: www.coe.iup.edu/rjl

COMM 395 - Career Planning

As a student prepares to take an internship in the Communications Media department, a pre-requisite course must be taken. Career Planning is taught by Dr. Richard Lamberski and serves as a "primary skill-building and strategy-seeking experience" for the internship program and later career entry and growth.

COMM 395 is a power packed culminating experience. Students discover their career interests, develop internship objectives and a methodology to attain their career goals.

A required course packet, designed by Dr. Lamberski, is an excellent tool which takes the student from dreaming about entering the workforce to actually landing the desired internship and job. His pedagogy for this course has been developed out of research on job search strategies and from conversations with "insiders" who have given him tricks of the trade. These resources and information can benefit anyone looking to get an interview or doing a career search.

Career Planning assignments require extensive research, writing and individual counseling. These aspects work together to give a student the best chance for success. COMM 395 also prepared students for the mental, emotional and physical challenges of career selection and job hunting. Student will walk away with confidence, knowledge, and of course, a quality resume, cover letter and internship proposal.

Dr. Lamberski has said, quoted from the syllabus for Career Planning, "My ultimate goal in this course is to share resources and strategies to make you professionally competitive for life; we both better hope that we succeed." He lets everyone know he wants them to succeed and that he is available for counseling.

In class he reminds them that everyone in the room will be in the job market as competitors (many for the same positions). He will ask, "What is going to set you apart from other applicants?" What will make your resume stand out, get you the interview and get you the internship or job?"

One project that Richard believes is extremely valuable is the classified ad project. Students search the Internet, professional journals and classified ads in the newspaper to see where jobs are located and examine what experience and education are needed to obtain a job.

Classroom discussion covers all phases of getting a job, including: career search, resume design, interviewing manners, conversation with the secretary and questions to ask the employer. Dr. Lamberski tries to cover all aspects of a job search in this course.

This class is an assurance that future alumni of the IUP Communications Media Department are focused on their field and capable of presenting themselves in a manner that will get them the job that they have been well-prepared to perform.

For more information on CM 395 please click on the link:
http://www.coe.iup.edu/rjl/instruction/395/395_index.htm

"My ultimate goal in this course is to share resources and strategies to make you professionally competitive for life; we both better hope that we succeed!"

— Dr. Richard Lamberski

Featured Alumni

Kevin Gaydosh



Kevin Gaydosh, Director of Public Relations and Strategic Planning at O'Brien et al Advertising in Virginia Beach, Virginia, graduated from IUP in 1985. Kevin's job responsibilities include client services, such as meetings, plans, editing position papers, presentations, and new pitches. He also works with Media Relations, which consists of watching the news and researching different types of media. Regarding the strategic planning portion of his job, Kevin describes his job as stepping outside of the company and looking at it in a different way. He has worked at O'Brien for nearly three years.

The most enjoyable part of Kevin's job is the rush from the PR when he pitches a story and sees it on the news. Also, Kevin enjoys the clients are pleased with his work. Frustrations also occur when clients are not willing to listen to his suggestions, but "The person who has the money calls all the shots".

He keeps current by being an active member of PRSA, the Public Relations Society of America, and receives continuing education through them. Kevin also uses the Internet to keep current. It is his job to know, he says, and his worst fear about entering a meeting is that a client or boss will hold up a current article and ask him why he hadn't found that information. He referred to Dr. Lamberski sharing handouts in his classes which contained updates relating to Communications!

Kevin believes his qualities for success come from his upbringing. He prides himself on being conscientious, honest and law-abiding. He learned from his father how to be ethical. He also says he is successful from his training at IUP.

IUP gave Kevin the ability to synthesize different fields; he studied Communications, but did what he could to take courses in Journalism and Business. Since Communications is such a broad field, he used the university to gain more skill in several areas. He took marketing classes that helped gain experience for the position he has now. He recommends mixing and matching classes to fit your personal career expectations.

Alumni Connections

Adam Shaub (06)

Keep us updated on what you are currently doing!

We're proud of our Alumni and all that they are accomplishing!

After graduating this year, Adam returned to IUP to continue his education. He currently serves as a Graduate Assistant in the Adult Education in Communications Technology program. After graduation, Adam intends to find a position as a corporate trainer and feels that the instruction he's receiving in the undergraduate and graduate programs will go a long way in establishing his career path.

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Alumni Connections

Mike Link (06)

Currently, Mike works with Dr. Ausel, a professor in the Communications Media Department, as a graduate assistant working towards his master's degree in the AECT program. He has the opportunity to work with Dr. Ausel on projects as well as in the classroom helping him teach. While studying for his masters, he has had other opportunities to work with other professors in the department as well. With Dr. Partridge, he has been able to be a part of the Applied Media and Simulation Games Center working on projects such as iLabs, iMap, and a video game recently submitted to the International Game Developer's Association. (see our website for more information)

Mike state that, "Without being a part of the AECT program, I would not have the opportunity to be a part of any of this."

After graduation, Mike plans on continuing doing graphic design, web development, and flash production with his company, Pigfly Design, as well as continuing his education towards a doctoral degree.

cyxk@iup.edu

Mark King (06)

After his summer internship with State Representative Dave Reed, Mark decided to return to IUP for his Master's degree in their Adult Education in Communications Technology program. He currently works as Dr. Dudt's Graduate Assistant. He is intent on continuing his education after earning his degree and finding a position in instructional design. He is thankful for his education he received at IUP; in particular the hands on learning that took place throughout the coursework.

xwbj@iup.edu

Kacie Cleary (06)

Kacie is currently a Master's candidate in Adult Education in Communications Technology. Her short term goals are to survive her assistantship and to go on to pursue a doctorate. Kacie reflected on her undergraduate experience, saying that "It was a great experience to have gone through the Communications program because not only did I meet some wonderful people (students and faculty included), but I also received a great education that encouraged me to continue my education."

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Joshua Gaul (05)

Currently Josh works as an Instructional Technologist for Empire State College, located in Saratoga Springs, NY. He works with online learning through the Angel Learning System doing training for faculty and staff related to this system. Josh plans on starting doctoral school next August at either the University of Illinois, Ohio State, or Nebraska in Communications Studies.

Josh stated, "My fondest memories from IUP involve the pure dedication the faculty had towards my classmates and me. It was refreshing to know that they cared that much, instead of only being a professor to publish in journals and gain more recognition for skills other than instruction. Though I truly believe in 'scholarship,' I believe more in bettering those individuals and students that you are supposed to assist. Teaching is for the betterment of the pupils, not the instructor. And IUP's faculty certainly demonstrate that. I thank those professors for getting me ready for the working world, which I was more than ready for when I entered it."

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This edition of "the LINK" was designed by Mark T. King, graduate student in the Adult Education in Communications Technology program. Editing performed by Mary Ann Rapach. For information on the AECT program, please visit <http://www.coe.iup.edu/aect/>
