Bucks tuition raised as trustees weigh a deficit

One of the worst things that any Bucks student could see, besides rising gas prices, is a raise in the cost of tuition here at Bucks.

Sadly, the Board of Trustees approved a tuition increase of $6 per credit, for county residents along with a $4 increase in the technology fee, per credit to take effect in the upcoming Fall semester.

Many students were eager to voice their opinions when asked about the tuition increase. "I feel that the rising cost of tuition isn't necessary. I mean, students still come to the school, pay their money and take their classes," said Evan Lake, 19, fine arts major from Morrisville. He also added, "Why raise the price even higher when everything is going fine the way it is right now?" 

A big factor in relation to the change in tuition cost, is the fact that most college students have to work in order to pay for their own education. Brittany Murphy, 19, an art therapy major from Warminster said "it's hard enough for students to pay the tuition, [when] we're working hours on end just to afford..." 

Page 11
Fall tuition jumps

Continued from page 1

Placing this year’s increase in perspective, Dr. Linksz, said “The thing to remember is that the state cuts to the community college, which include the non-funding of the stimulus money from the federal government for the last two years by itself...essentially requires about an $8 tuition increase just to close that one single gap.”

That doesn’t count any increases in health care, utilities or insurance costs, nor the supplies and equipment to maintain the quality of the institution. “The value of the state cut effectively mandated an increase in tuition,” he said. The Bucks Board of Trustees must still build a balanced budget that will not be finalized until June. In the meantime, the $1.93 million cut from the state has not been signed by the legislature, so no one knows, for certain, the outcome.

What is clear, according to Linksz, is that “The average amount raised by each $1 in tuition is $250,000,” so the cut equates to $7.72 of the $10 tuition hike. When natural increases like those noted combine with the state cut, the actual shortfall is about $5 million. Even after the tuition increases, nearly half of it will need to be made up in budget cost-cutting and reduced expenditures.

Echoing a brief comment Morris made just prior to the vote, Dominick said they had, “a knockdown, drag out discussion about this,” which is one of the reasons the board required extra time to come to a decision about a tuition increase.

In the context of the 14 state universities, Linksz explained that, compared to Bucks, the difference in tuition rates at institutions like LaSalle, Penn State, Holy Family and the others has continued to widen over the last ten years. If the bill in Harrisburg passes as it stands, state institutions could see a $2,000 per student drop in funding.

If those schools “like Temple and Penn State didn’t get any of that money back from the commonwealth, they could see a tuition increase of $2,000,” he said. That may not actually happen, but even if it’s half that, tuition increases at other institutions could be more than four times as much as that at Bucks. In that sense, the $240 increase is an excellent value.

It is from this perspective that the administration and board have viewed these increases. Linksz said, “Our recommendation to the trustees was that they select a tuition and fee amount that is reasonable in that larger context and reasonable for our students.”

The staff has committed itself to work through the rest of the budget to make the appropriate adjustments.

Where will other cuts be to make up the loss? Everything is under review. After the special meeting, Linksz said that the majority of cuts will come in probably two or three big areas, but each represents a lot of smaller areas within it. The largest portion of the budget, roughly 80 percent, is personnel.

The majority of cuts would need to come from this area in order to have a significant budgetary impact. Linksz admitted that there is potential for layoffs, though he stopped short of further comment. Some savings in personnel will come mainly from “not filling open positions that we would have preferred to fill but will not be filling,” he said. As a consequence, there will be a savings in benefits, too.

The total benefit package that a full-time employee receives is almost 50 percent of his or her salary, when one considers health and dental care, life insurance, FICA and retirement contributions. Another area affected by cuts will be non-personnel. “As a practical matter, there are always things you can defer,” Linksz explained. An example could be professional development training where, he suggested, the college might have previously considered sending 10 staff members; now, that number may be reduced. The key is to determine what areas can be deferred that will not significantly reduce the quality of programming. Other options might be closing the campus to outside groups and during breaks, as was done this past winter, to reduce facility overhead costs.

Budget deficit issues are not a new territory for Linksz. In 1992, his first year at Bucks, he arrived with the budget already in deficit. College trustees acted in advance of his tenure and subsequent to his arrival for the next couple of years to bring the deficit under control. Regrettably, he said, he has faced deficits at prior colleges where he had worked, as well.

“So,” he continued, “it’s not unknown in higher education that you go through these cycles. With the goodwill on the part of all and some understanding of shared sacrifice, you usually get through these periods.” He did note that the general consensus among the 14 community college presidents is that this particular recovery is complicated, and may be quite slow.

When asked what message he’d have for students regarding the tuition increase, Linksz said that, since every student is a taxpayer and a voter, “We encourage them to stay involved with matters that affect their lives; not just their college lives, but also their lives as citizens, because what we’re experiencing is essentially bigger than the college.”

It’s important, too, that students understand the larger context, the value that Bucks brings proportionately relative to other local institutions.

“Bucks,” he concludes, “continues to be the best education and best value, really, that any citizen in this county can get.”

Dominick added his personal perspective, saying, “It was clearly one of the most difficult decisions that I was a part of here.”

Given the expected tuition increases elsewhere, he said, they would encourage everyone to take their first year or two at Bucks. Dominick concluded, “I’ll put this school up against anybody in terms of its quality.”

Students respond to tuition hike

Continued from page 1

what it is now...and with student loans, it puts more stress on us.”

Nicole Trout, 20, an elementary education major from Warminster brought up the issue about students who don’t qualify for financial aid. She said, “I think it’s ridiculous, and that [the raise in tuition] is going to prevent students from attending Bucks because they can’t afford it, and don’t meet the requirements for financial aid.”

“I thought the purpose of Bucks was to save money,” Evan Van Schie, 19, a liberal arts major from Southhampton said. He talked about how Bucks charges students’ crazy amounts for books, and now they’re raising tuition too.

A communication performance major from Philadelphia, Whitney Wright, 18, said that “the tuition is a little ridiculous in my opinion, especially the fact that people who live outside of Bucks County have to pay more than people who live there.”

A student with a completely different point of view, Hunter Norum, 22, a graphic design major from Langhorne finds the increase to be fair.

He stated that “not only is [the raise] minimal, but the price remains quite affordable...in fact I’d say the same thing if the increase were a lot more. I think if the prices were raised a significant amount, it would give students more incentive to do better and to get good grades.”

Norum believes that a cheap education is looked at by many students as freedom, “in a sense that if they fail it wouldn’t be the end of the world because they could just retake the class, because it’s so cheap.”

In the end, not much can be done about the raise in tuition costs, except to accept the fact that change is inevitable. Isn’t your education worth it?
Is journalism dead?

BY: OLIVIA KATULKA
Centurion Staff

Many say the Internet is killing newspapers. Not too many people walk out to their driveways in their robes anymore to pick up the crisp morning paper. Kids are not eating their Froot Loops while enjoying the comics. Dads are not sipping coffee as they try to figure out Sunday’s crossword puzzle, and moms are not cutting out coupons for hours before making their trip to the supermarket.

Technology has taken over almost everything to make things better, easier, and sometimes, cheaper. Kids have their eyes glued to their PSP or Nintendo DS everywhere they go. Crossword puzzles? There’s an app for that.

But many newspapers, instead of being killed off by the Internet, are incorporating its innovations. One example: online video news reporters.

“It’s a way a lot of people get their news,” said Rachel Canelli, a video reporter for the Bucks County Courier Times and Intelligencer newspapers, who spoke at the Bucks spring journalism forum.

Canelli spends a lot of time at the computer, where she uploads her online video newscasts. “The Buzz in Bucks” lets Bucks County chunk of the Bucks County community that enjoys the hard work that Canelli and her team dedicate to their job.

Although the social networking sites Facebook and Twitter make it a little easier, assisting her in finding her next lead, she says. “Sometimes, I’ll update my status or tweet: ‘What’s everyone talking about? What’s the hot topic this week?’

Facebook and Twitter also help Canelli once the newscast is shot, edited and edited again. Just posting the video with no announcement is like trying to sell a product without any advertising. By building traffic to her videos, the sites “show the product to the people,” Canelli said.

“The Buzz in Bucks” usually gets several hundred to 1,000 hits per video. It’s not a lot, but it’s a nice face-to-face, and, sometimes, on the phone. I’ll use Facebook when it’s 5:00 and I’m getting my interview, and my deadline was at 4:35.”

“Facebook is unacceptable,” says Canelli. “The most credible interview is face-to-face, and, sometimes, on the phone. I’ll use Facebook when it’s 5:00 and I’m getting my interview, and my deadline was at 4:35.”

Their mannerisms. You can’t get that with a Facebook page,” says Canelli. “There’s a lot of crazy people out there… and they’re on the Internet.”

Although Canelli urges reporters to be careful in how they use Facebook and Twitter, she said there is one thing that will never go away - news. There will always be something going on, and people will want to know about it. It will be up to the journalists to get it out there in whatever way they can.

“It’s a changing business,” said forum speaker Tim Carroll, staff reporter for PolitickerNJ.

To be successful in the field, it’s necessary to be able to flow with the changes of the industry, even if journalism is no longer print and all electronic.

“It may be the case,” said Carroll, “Just be a good journalist and be thorough. Journalism will always be around.”

“Today, anyone can be a journalist,” added Canelli. “But just because you put up a blog, it does not mean you’re a credible news source.”

Journalism may become completely electronic as time goes on. However, it is important that no one loses the sense of what news really is - the cold, hard facts. Just keep in mind that Joe Schmoe on blogger.com is not the next Bob Woodward.
Career Services Presents

Dress for Success
FASHION SHOW

Watch student models hit the runway and learn how to dress for success!

Thursday, April 14 • 12:30 – 1:15 pm

Cafeteria Stage Area • Rollins Center
Bucks County Community College • Newtown Campus

Door prizes, free munchies, music, and fun!

For more information or to volunteer to be a student model contact:
Career Services • 215-968-8195 • career@bucks.edu
The week of April 11, 2011

**Phi Theta Kappa and Kappa Beta Delta hold induction**

**BY: ROBERT SCHWARTZ**  
Centurion Staff

In the Gateway Auditorium on Friday, March 4, Phi Theta Kappa and Kappa Beta Delta held their spring International Honor Society induction ceremony. Phi Theta Kappa or Pi Xi was established by Missouri two-year college presidents in 1918. Phi Theta Kappa International Honors Society serves to recognize and encourage the academic achievement of two-year college students and provides opportunities for individual growth and development through honors, leadership and service programming.

Today, Phi Theta Kappa is the largest honor society in American higher education with more than 2 million members and 1,200 chapters located in 50 United States, U.S. Territories, Canada and Germany. In 1929, the American Association of Community Colleges recognized Phi Theta Kappa as the official honor society for two-year colleges.

Kappa Beta Delta, a national honor society, was also present at the event. Created in 1997, this is for students in accredited associate degree programs for their high academic achievement in business.

Rich Lipsack, a business administration major from Bristol, attended the ceremony to be inducted into both Phi Theta Kappa and Kappa Beta Delta. “To me this is awesome because it gives me opportunities I wouldn’t have a chance to experience if I hadn’t joined this at all. I look forward to the scholarship and leadership opportunities that I will receive.”

Wisdom, aspiration and purity are the cornerstones of this organization. Phi Theta Kappa’s presence was strong at the community college. The entire organization came out for the celebration.

“This is a group of great hard working people,” said John Joey Ramirez III. “As far as opportunities go it looks awesome on a resume, being active has given me things to talk about when I go in for an interview. I feel like being a member of Phi Theta Kappa has really prepared me for life.”

The auditorium was packed, doors for me in the future.” “This ceremony gives me the opportunity to work hard that I and my fellow inductees put forth all the time.” said another spring inductee, Emily Ruzicka, a liberal arts major from Newtown. “I think it’s a chance to meet people, get to know new faces and other people that put forth as much effort as I do into my schoolwork.”

The ceremony began with a welcome and introduction of the honored guests by Professor Charles Beem. Among this group was VP of Student Affairs Barbara Yetman, Dean of Academic Affairs Dr. Annette Conn, Foundations Coordinator Adrienne Clark and Director of Student Life Matt Cipriano.

This was followed by a speech from Bucks President Dr. James Linksz. He spoke about the great occasion, future orientation and life of Scholarship. Even quoting All-time ice hockey great Wayne Gretzky, “Skate where the puck would be.”

Phi Theta Kappa President Amy Gallagher introduced the night’s guest speaker, Mary Nickle, Phi Theta Kappa president. A member of the Pennsylvania academic team, Nickle spoke about her Pi Xi experience and the leadership opportunities she gained including a full-paid scholarship to Millersville University. “Fun, fellowship and food,” were three words she used to describe what Phi Theta Kappa was to her.

After the speaker Gallagher spoke about Phi Theta Kappa, its values and an explanation of the organization’s coat of arms. She spoke about how Phi Theta Kappa was available to everyone; part-time students, full-time students and even online students.

Gallagher even showed that Phi Theta Kappa isn’t just about hard work and striving to excel. She spoke about how the Bucks chapter is having an upcoming Philadelphia Phillies red goes green event stating, “This is a volunteer event; we actually get to go the Phillies game free of charge when they play the New York Mets on April 30.”

After all of the introductions and speeches it was time to recognize the students; the inductions were officially ready to begin. Each new member’s name was called and they walked on stage and shook the hands of Linksz and Gallagher. They then received a white rose and a burning white candle.

The inductees were then ordered to gather back at their seats and remain standing. When the inductee’s names were finished being called Gallagher proceeded to swear the new members in with the pledge to Phi Theta Kappa. President of Kappa Beta Delta Arezo Baca then swore in their new members and the ceremony was complete.

The ceremony was followed by a wonderful variety of food for the new members and their families in Gallagher Hall. This included an official cake cutting by Nickle and a chance for Phi Theta Kappa to celebrate in full.

The Depts. of Language and Literature is now accepting submissions for the Penland Prize, a student literary contest that awards a $50 prize for winning poems, short stories, and essays. The deadline for submissions is April 12, 2 p.m. Details and entry forms can be found on the Department's web page or in the Department office, Penn Hall 101.

**Bucks Global Mashup Contest**

The contest is sponsored by the Alumni Association. An award ceremony, the Tyler's, will be held toward the end of the Spring semester to recognize the students and faculty responsible for the winning projects. Visit www.bucks.edu/mashup for more information and the entry form. Deadline to submit is April 15.
Evening Transfer Fair
Lower Bucks Campus

Tuesday, April 12
5:00 to 7:00 pm

Visiting Colleges/Universities

Check www.bucks.edu/transfer for updates

- Abington Hospital – Nursing
- Cabrini College
- College of Saint Elizabeth
- Delaware Valley College – ASPIRE
- DeVry University
- East Stroudsburg University
- Full Sail University
- Gwynedd-Mercy College
- Gwynedd-Mercy College – CLL
- Holy Family University
- Holy Family University-DEL
- LaSalle University-BCC
- Northeastern Hospital – Nursing
- Peirce College
- Philadelphia Biblical University
- Philadelphia University – CPS
- Rider University
- Temple University
**Experience local culture with Bucks Social Science**

**BY: CASSANDRA HAGGERTY**
Centurion Staff

Ring in spring by educating and entertaining yourself with a variety of trips offered by the Social Science Club at Bucks. Lead by advisor Karen Platts the 2011 spring semester trips are intriguing to say the least. Out of the 14 trips remaining four are already sold out.

The trip descriptions, dates, times, and ticket prices are all located on the Social Science Club website accessed through the Bucks site at [http://www.bucks.edu/~socsci/Spring2011Brochure.pdf](http://www.bucks.edu/~socsci/Spring2011Brochure.pdf)

There is an educational trip to the Slave Trade/Underground Railroad on April 7. Platts called it “a joint effort between Tony Wolf and Alli Chambers that opens up a view into Philadelphia’s role in the movement to assist slaves to freedom.” There are three times available throughout the day 8:30 a.m.- 1 p.m., 11 a.m.-3 p.m. and 1 p.m.- 5 p.m.

The second is Eastern State Penitentiary, which is one of the most popular trips offered by the SCC. There will be a guided tour of the Quaker-inspired prison built in the 1820’s from death row to the prisoner’s cells. Remember this trip fills up fast so sign up now. Trip Length 2:30 p.m.- 6:00 p.m.

The second is a guided tour to Puerto Rican Philadelphia. Platts commented on the trip saying, “Puerto Rican Philly is a great trip that takes students not only to that part of the city but also gives them a chance to sample the food of the area.” April 20 supplies two wonderful trips.

Half of the world’s languages are spoken every two weeks.

Holman reads poetry

**BY: JESSICA CARR**
Centurion Staff

On Feb. 18, poet Bob Holman gave two hour-long talks in front of a packed room. Turnout was so overwhelming that some audience members sat on the floor or stood.

Holman became interested in poetry when he realized that hip-hop, which he loved, was poetry set to music.

A major focus of Holman’s talk was language. Over one-half of the world’s languages will be extinct before the end of the century; that’s one language every two weeks.

Holman showed a portion of film he made while traveling around the world to chronicle some of the world’s endangered languages.

During his journey, Holman visited the Griots, an African tribe who continue to keep the spoken tradition alive in the era of e-mail and text messaging. “People who have retained their oral traditions are fierce,” Holman said. The Griots are so renowned that some audience members recited work out loud. The performance took five days.

Holman compares the Griots to Homer, one of the world’s first poets, who was reciting his own poems, including a poem about Egypt and a poem about boxes that opened up into the shape of a box. He also engaged the audience with a poem about thought.

Holman showed the audience “A Couple of Ways of Doing Something,” a book he collaborated on with artist Chuck Close. The book combines Close’s pictures— the originals etched on metal plates—with Holman’s poetry, the poetry often reflecting on the picture in some way.

In addition, Holman spoke about poetry growth into literature worthiness. Holman also answered questions from the audience. He spoke about poetry slams, which he helped make famous and which are now performed regularly at the Bowery Poetry Club in New York City, which he founded.

Poetry slams are competitions at which poets read or recite work aloud. The performances are judged on a scale of 1-10 by previously selected members of the audience.
Merino wool is a good choice for clothing for the outdoors

BY: DAN PEREZ
Centurion Staff

Remember those itchy wool sweaters of your childhood? You don’t have to anymore thanks to a new natural fiber making its mark on the world of outdoor clothing.

Merino wool has become a popular topic among hikers, skiers, runners, bikers, and anyone else that enjoys outdoor activity. The concept behind this new material works on people as it does on its source; the merino sheep, whose wool is softer than any other breed.

By utilizing the same qualities that keep the sheep warm in the winter and cool in the summer, the wool clothing is able to keep athletes comfortable in a wide range of conditions. Merino wool is a great temperature regulator. It insulates to keep you warm and breathes well at the same time to avoid overheating when physically exerting yourself.

The natural material is a great temperature regulator due to how fine the individual fibers are; they are able to trap warm air in order to keep you dry by pulling away liquid moisture (which is produced when you start to sweat) and releasing it as moisture vapor before it causes the clothing to become wet and cold, which causes you to feel clammy and uncomfortable.

One company that is cashing in on wool’s comeback among athletes is New Zealand-based Icebreaker. Icebreaker incorporates the transparency and environment-friendly features that have helped to popularize them as a brand. On the inside of each merino shirt they make a small tag has a “BaaCode”. This code is a combination of letters and numbers that when typed in on the brand’s website show the user exactly which station in Queenstown, New Zealand their garment was made. My shirt’s “BaaCode” is “7855EF854 and skin article of clothing” out into the field to put it through the paces.

The 100 percent pure merino shirt I received is called the Bodyfit / 150 short-sleeve Atlas, and is part of the brand’s 150-g/m line of clothing (the number denotes the most breathable and lightweight weight of Icebreaker’s offerings). During a brisk 10-mile day-hike on the Appalachian Trail I came to several conclusions. The short sleeve t-shirt (layered underneath a heavier weight merino long-sleeve) did an exceptional job at keeping me cool during the time when I was hiking, as well as provided the much needed insulation I needed when I stopped for breaks.

The wool was soft and silky against my skin and at times I forget that I was wearing it, much to the chagrin of those dreaded sweaters from years past.

The Icebreaker top was used throughout a range of temperatures during the day. Upon arriving at the trail the temperature was in the low 30’s (Fahrenheit) and increased to around 50 later on in the afternoon.

The short-sleeve shirt’s fit is meant to conform to your body. Being a 6-foot-1-inch tall male and weighing 170 pounds I found the shirt (a size Large) to be much tighter than most other shirts I own. This could be due to the fact that the closer it is to your body, the better it is at keeping you dry by wicking away sweat. However, it wasn’t uncomfortable or constricting.

I have several polyester base layers (which are also popular among outdoor enthusiasts) and noticed that the merino shirt handled odors better. When I got back to the car after putting in multiple miles on the trail I smelled myself and to my surprise, the shirt was dry and smell-free!

After washing it and wearing it several more times while hiking I noticed that the shirt got softer and has not ripped or frayed, so durability doesn’t seem to be questionable at this point.

After such a positive experience with this piece of clothing, I would strongly consider switching my polyester base layers to merino wool products in the future.

A downside to merino clothing is the price. Ranging from $50 for t-shirts to $90 and upwards for long-sleeve, heavier weight pieces; it is more expensive than outdoor clothing made out of cotton or polyester. With that being said, the old adage rings true; you get what you pay for with the new natural fiber’s abilities to perform outdoors.

Thanks to Icebreaker for the opportunity to test this garment: www.icebreaker.com
MSRP: $50 US

Registration for Fall 2011 is coming

BY: ALEX SELLIN
Centurion Staff

Bucks Students’ first opportunity to register for Fall 2011 courses will be on April 25.

As the school year reaches its home stretch, it’s time to start planning courses for the upcoming semester. Advising will begin 5 days before priority registration, so take this time to find out exactly the courses you need. Priority registration for enrolled students will begin on the 20th of April for qualified students with 42 or more credits, and continue as a priority event until May 6th for students with a single credit or more.

It’s important to take advantage of this priority registration while it’s open for more than one reason. Besides the fact that the campus will be far less populated after the semester ends in May, it’s also important to consider that classes will be filling rapidly. Be sure to take this opportunity that Bucks has created specifically for students like you.

Payment for Fall 11’ priority registered classes is due on July 13th, and must be received or deferred by that time. As always, tuition payment plans are available if you need additional time to pay. Financial extension agreement forms can be filled out in person at the Student Accounts desk in the HUB, or you can access this form online for a $25 fee. With any questions about payment, call 215-968-8042. Make sure to handle your class payments, since many at Bucks have experienced picked classes...I needed to scramble to try and recover the courses I wanted”. Students like Mike often urge others to try not to make the same mistake.

The exact schedule made for priority registration identifying credit seniority can be found in an email that will be sent to students in the end of March, or online at www.Bucks.edu. If you’re worried about getting your courses picked, but won’t be able to pay by the deadline, online registration will stay open through August 30.
The week of April 11, 2011

**Bucks County Community College Presents in Concert**

**Monkadelphia**
Wednesday, April 27

**Uri Caine Trio***
Thursday, May 5

Both shows: Gateway Auditorium • 8pm • $10

Tickets: 215.968.8462
bucks.edu/cultural • At the Door

**Jazz Master Class**
Uri Caine Trio • Thurs., May 5 • 3:30 - 5 pm
Presser Music Room (MMMC 001)
This Jazz Master Class is FREE and is open to all Bucks music students

Bucks County Community College
Newtown • Bristol • Perkasie • Bucks.edu
Where to learn. Where to return.
Wordsmiths – The Bucks Reading Series with

Carlin Romano
former Philadelphia Inquirer book critic

Friday, April 15 • 12-2 p.m.

Tyler 128 • Newtown Campus
Bucks County Community College

Carlin Romano, former Philadelphia Inquirer book critic, and editor of the short-story collection Philadelphia Noir, will appear at the College. He will discuss the story collection, and his life as a reader, editor and writer.

This event is sponsored by the Wordsmiths Series and the Department of Language and Literature. The event is free and open to the public.

For further information, call 215-958-8159.
Patch.com editors speak at Bucks journalism forum

BY: CHRISTOPHER T. WIRTH
Centurion Staff

Anyone can tell you that the media has been undergoing a monumental transition since the invention of the telegraph; from the soap box announcers of the 19th century to the Twitter feeds and Facebook profiles of today. Perhaps no other area of media has felt the impact more than the field of journalism.

With newspapers in constant decline, online news networks like Patch.com are at the forefront of this paperless chapter in communication history. “Newspapers put a noose around their neck and jumped off a bridge a long time ago,” said Patch Eastern Pennsylvania Regional Editor, Karl Smith.

Smith spent the last decade running Phillyburbs.com for Calkins Media and has worked for seven newspapers in five states. Now working for Patch, Smith feels that the Internet did not kill newspapers, but that “they committed suicide.”

Echoing the theory behind Patch.com, Smith told a classroom of 22 students at Bucks that “the community needs to tell us what’s important” and that the local paper should portray what the community is talking about. In his experience, the local newspapers were not successful in doing that.

Speaking to a mix of college and Neshaminy High School students at Bucks’ annual journalism forum organized by Professor Tony Rogers, Smith was joined by Jenna Ekdahl. Ekdahl has been a local editor for Patch.com since she graduated from Penn State in 2010.

In college, Ekdahl wrote for the renowned student paper, The Daily Collegian. Now she manages a team of freelance reporters covering Northampton Township. “I hope that newspapers stay around” Ekdahl said, “That’s just the old soul in me I guess.”

Ekdahl insisted that there is always going to be a conversation happening. The fact is, it’s not the source, it’s the information that’s important.

That seems to be the basic motto for Patch: The importance of information and its relevance to its readers. Ekdahl’s office ranges from a table at Starbucks to a public library or where ever there’s free Wi-Fi available.

Members of the community can see her Twitter update and stop in to say hi or ask questions. Just look for the “Patch.com” sticker on the back of her Mac Book. “It’s important to be in communication with the community” Ekdahl said, “To see what they’re talking about.”

Smith chimed in, saying that “Patch.com is actually an old school approach to journalism.” A reference to a time when members of the community could walk into the local newspaper and talk to the reporters that worked there.

With 850 sites and growing, Patch.com is basically trying to revive that interaction while still utilizing the technology of today – acting as a “Community-specific news and information platform dedicated to providing comprehensive and trusted local coverage for individual towns and communities,” according to their website.

So, what does it take to be a journalist in the metamorphic environment of today?

“We want smart, aggressive, and good reporters,” Smith said. “Being able to write and write well, go without saying, but what most people may not think of is multimedia knowledge.” With the growth of the internet, news agencies want people who can snap photos or shoot and edit video.

In addition to being tech-savvy, Ekdahl suggests it’s good to have a niche. “Write about things that are up your alley. Be an expert,” Ekdahl said. She also stressed the importance of internships – paid or not. If you ever get a chance to do something that throws you in the “hot seat”: “DO IT!”

But it’s not always work experience that gets you a job. Smith mentioned that personality plays a big part. “Employers want to see reporters that are hungry. One guy might have been doing it for 50 years, but that doesn’t mean he’s been doing it right for 50 years,” Smith said.

The students filling the assortment of office chairs, plastic seats, and metal folding chairs listened intently as Smith transitioned to a serious tone: “Know the business,” he said. If you want to be a writer, then you should write! Make a blog and write everyday.

Also, make a point to not only know Twitter and Facebook, but understand their different functions and which are best to communicate the information you want to share. An online portfolio of articles, known as “clips,” is a must.

With everything seeming to be going electronic, it’s no surprise that the news is piggybacking all of those advances. The Daily has recently become the first newspaper subscription that can be downloaded and read directly from the iPad. Technology: It’s where the audience is and it’s where they’re going to look for information.

“Newspaper circulation has been in a nose dive for the past 20 years,” Smith said. And it doesn’t look like that’s going to change anytime soon.

‘Reading and Writing Women’ draws poets and students alike

BY: NICOLETTE KAMPF
Centurion Staff

“Two sets of hands, ours wrapped in his.”

A young girl and her brother hold on to their father’s hands as they wade into a cold ocean, chronicled in a poem presented at the 10th Annual “Reading and Writing Women” event, held in the Gateway Atrium and featuring readings from present and former poet laureates and Bucks students.

The large crowd was fixated on the eloquent speaker at the podium - current Poet Laureate, Lorraine Henrie Lins.

Lins, born and raised in New Jersey, finds inspiration in her two daughters, as well as events throughout her life.

“Advice: A postcard from My Mother* is a touching recounting of her mother’s death, occurring one day before Lins’ wedding. Her mother told her to marry the man, and Lins listened, marrying him the next day.

In another poem, Lins spoke of bees, and how she forgets about them during the winter. She forgives them for all that they have done; she even pardons the bee who stung her daughter’s foot as she was walking through the grass.

One of Lins’ final poems described her daughter playing with her Barbie dolls, dressing them in a way that society would find unconventional. When the young girl finished, they were no longer the “flawless” Barbie dolls - but to Lins’ daughter, they were perfect.

After Lins’ last poem, students had the opportunity to present their own work and that of their favorite poets.

Teresa Barone, 21, a psychology major from Kintnersville, stated that she “Had to come [to the event] for a class,” but that she truly does like poetry, and is always willing to listen.
Bucks Baseball opened up the 2011 spring season at home with a double-header vs. Luzerne Community College. The Centurions scored 1 run in each of the first 4 innings taking a strong 4-0 lead. In the top of the 7th and last inning, Luzerne rallied to score 5 runs and Bucks could not answer. The final score...Luzerne 5, Bucks 4.

The second game was different. Bucks took a 2-1 lead after the first inning, and both teams scored a run in the third. In the top of the 6th inning, Luzerne tied the score making it 3-3. But in the bottom of the inning, the Centurions scored 2 more runs which were enough for the win! The final score was 5-3 Bucks.

With new head coach, Donald Perry, new assistant coach (and former Centurion), Dennis O’Donnell, and a lot of talented players, the Centurions are looking to have a successful and winning spring 2011 season! GO CENTURIONS!!!

Check out the Centurions playing Delaware on Saturday April 30. Let’s go to the games and cheer on our home team.

Away Games
April 16- Lehigh Carbon 12:00
April 20- Luzerne 2:00 pm
April 26- Philadelphia 2:00 pm