

LAFAYETTE

POLICY STUDIES PROGRAM

ANNUAL REPORT 2013





Countdown to "action" in the PBS39 Studio.

STUDENTS AS INNOVATORS



In 2013 Policy Studies expanded its partnership with PBS affiliate WLVT to produce a news magazine called *Lafayette Lens*. *Lafayette Lens* provides an exciting opportunity for students to create a product that has the ability to reach six million households in Pennsylvania and New Jersey. This opportunity comes with awesome responsibility: students must work as a team to deliver a product that meets industry standards for quality and integrity. The two editions of *Lafayette Lens* in 2013 met those high standards, and, for many students, producing the broadcast provided an unsurpassed educational experience.

Integrating the production of *Lafayette Lens* into course work is a pedagogical innovation that I label “learning-by-broadcasting.” The productions are designed to strengthen problem-solving and teamwork skills, and the capacity to communicate complex topics in an accurate and balanced manner through the visual media. The learning goes deeper. Producing a successful broadcast requires an effective strategy: articulating a clear mission; organizing resources and capabilities; understanding the consumer; identifying a competitive advantage; marketing and promotion. Strengthening these skills and competencies and gaining practical experience gives our students a leg up in a highly competitive global job market. The themes and details for the first two editions of *Lafayette Lens* are described in this report.

Other program highlights for 2013 include a thought-provoking symposium by John Zogby, founder of the “Zogby Poll,” about the insights in his recent book, *The First Globals: Understanding, Managing, and Unleashing Our Millennial Generation*. Our core Policy Studies course, “Industry, Strategy, and Policy,” continued its strong tradition of engaging distinguished Lafayette alumni; a dozen returned to the classroom to share their professional expertise on the major sectors of the global economy.

Policy Studies had over 40 majors in 2013, which reflects the appeal and relevance of our interdisciplinary course of study. I recently asked Madeline Press, a senior Policy Studies major, how she would articulate this appeal, and this is her response: “The Policy Studies major facilitates freedom to innovate in academic life.” I hope our approach encourages a habit of life-long innovation.

I want to thank alumni and friends of Policy Studies for participating in our projects and activities. I am grateful to **J. Peter Simon '75** for his generous gift in 2013. Your feedback and suggestions are always welcome.

Sincerely,

W. Mark Crain
William E. Simon Professor of Political Economy
Chair, Policy Studies

OUR MISSION



The Policy Studies offices are located in rooms 114 and 116 Pardee Hall.

The Policy Studies major offers a multidisciplinary course of study enabling graduates to engage and provide leadership in a dynamic domestic and global environment. Students are given the freedom to innovate academically and the opportunity to develop collaborative skills, utilize their creativity, and engage in entrepreneurship. The major provides a foundation for understanding the essential interactions among government, private, and social sectors in rapidly changing domestic and global contexts; only by coordinating work across these sectors can we hope to solve the world's great problems.

PROGRAM OBJECTIVES

The Policy Studies program offers a creative and constructive collaboration among the humanities, social sciences, natural sciences, and engineering fields. The program of study bridges the intellectual breadth and rigor of the liberal learning tradition with practical concerns of industry and policy decision-making. In this, it prepares students to address complex problems, including those involving human deprivation and well-being, ecological health, and environmental sustainability.

The curriculum examines organizational structure and performance in the private, public, non-government, and not-for-profit sectors; the movement towards entrepreneurial management models; the pivotal role of technology transformations; and economic globalization. The program provides students with a foundation for lifelong learning and prepares them for productive careers in diverse fields.

The Policy Studies program embraces the spirit of mentoring and experiential learning to enhance critical thinking and decision-making skills. It stresses applications of the tools and insights from multiple disciplines to analyze a range of contemporary challenges, including the short and long-term drivers shaping global events such as demography, technology, economic integration, and strategic resources.

FACULTY ADVISORY COMMITTEE



W. Mark Crain, Program Chair

William E. Simon Professor
of Political Economy



D.C. Jackson

Cornelia F. Hugel
Professor of History



Rexford A. Ahene

Professor of Economics



Qin Lu

Associate Professor
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Nicole Crain

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Steven E. Mylon

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Michelle C. Geoffrion-Vinci

Associate Professor
and Assistant Head
of Foreign Languages
and Literature



David A. Veshosky

Associate Professor of Civil and
Environmental Engineering



Gladstone Hutchinson

Associate Professor
of Economics



Andrew J. Vincchur

Professor and Department
Head of Psychology

LEARNING OUTCOMES

The Policy Studies major emphasizes four areas. These areas and the learning outcomes associated with each are summarized below.



Enabling Leadership

Policy Studies students will develop high standards, teamwork skills, and the ability to motivate people.



Global Awareness

Policy Studies students will learn tools for effective management of non-profit, non-governmental and governmental organizations across cultural, political, geographic, and economic divides.



Entrepreneurship

Policy Studies students will examine and appreciate the role of ownership, property rights, and a mindset orientated towards innovation.



Social Accountability

Policy Studies students will comprehend and value the responsibility to manage organizations in light of their wide-ranging impact on their communities.

JESSE RYAN '13, RECIPIENT OF THE CAINE SCHOLARS AWARD IN GLOBAL LEADERSHIP, BUSINESS, AND POLICY

Jesse Ryan '13 is the most recent recipient of the Caine Scholars Award for Global Leadership, Business, and Policy. Specifically created for the Policy Studies major, the award provides a \$5,000 stipend for an internship experience.

Christopher G. Caine '78, President and CEO of Mercator XXI, LLC, established the award in honor of his father, **Anthony Caine '38**. The purpose of the award is to encourage the next generation of global U.S. leaders to appreciate public policy and business in a global environment. Chris Caine has been a major intellectual and financial supporter of the Policy Studies Program since its inception.

Ryan used the award to support her internship at Compass DC, a pro-bono consulting firm that works to improve the performance and efficiency of nonprofit organizations in the Washington, D.C. area. Its innovative volunteerism model has delivered over \$7 million of management consulting services to nonprofit leaders free of charge.

Ryan now works for Social Impact, an international development-consulting firm in D.C. Her current assignment is a project entitled Global Health Professional and Organizational Development Program, which provides capacity development services to strengthen USAID's Global Health Bureau. She utilized the video production



"I am fortunate for my smooth transition into the working world, and I continue to appreciate and learn from the relationships I made at Lafayette with both my classmates and professors."

knowledge she acquired from working on the first edition of *Lafayette Lens* to create short video segments of the USAID Mission staff that aired during an agency-wide conference this year. Her interest in sustainable transportation systems and her academic concentration in urban policy at Lafayette have allowed her to begin work on launching a bike valet company in D.C. (twowheelvalet.com) in hopes that it will make event attendance a more bike-friendly experience.



Jesse Ryan '13 working behind the camera on the first edition of *Lafayette Lens*.

Recipients of the Caine Scholars Award in Global Leadership, Business, and Policy

2008	Christopher Haight '09
2009	Daniel Stephan '10
2010	Megan Jones '11
2011	Luke Calvano '12
2012	Jesse Ryan '13

DISTINGUISHED ALUMNI SHOWCASE GLOBAL CHALLENGES AND OPPORTUNITIES IN INDUSTRY AND POLICY

“Industry, Strategy, and Policy” is a core requirement for the Policy Studies major that aspires to offer a unique and relevant learning environment—one that connects theory and practice. The course emphasizes that businesses do not operate in a political vacuum, and that good policy-making demands a clear appreciation for how businesses create value within a market-based system. Strategic analysis of globally integrated enterprises—from health care to telecommunications to financial services—requires a deep understanding of both the market process and the political process. A key feature of the class is participation by distinguished alumni who, as industry leaders, bring applications, case studies, and a dose of the real world to the classroom. These alumni and the topics they addressed are listed below.



Caine

Information Technology, Big Data, and Cyber Security

Christopher G. Caine '78, CEO and President of Mercator XXI, LLC, led a discussion about the Information Technology sector and focused on several critical challenges such as public-private strategic partnerships to combat cyber terrorism. He touched on applications of predictive analytics using big data and suggested a disruptive business model using “small data” that would shift bargaining power to consumers.



Donleavy

Power Generation

John J. Donleavy '78, Chief Operating Officer at National Grid, focused on the challenges and opportunities of the rapidly evolving energy industry as it continues to have a critical domestic and global impact. He discussed advances in alternative energy sources and public policies designed to pave the way for a clean energy market. He emphasized the time period required for alternatives to carbon-based fuels to become economically feasible.



Heaney

Financial Services: Firms in Transition

Michael C. Heaney '86, Managing Director at Morgan Stanley & Co., offered a first-hand account of the strategic transformation of one of the world's most prominent financial institutions. He led an interactive discussion of the causes and consequences of the financial crisis, and remedies for a brighter future for the financial services sector.



Jacoby

The World's Leading Telecommunications Services Company

Peter G. Jacoby '81 is Vice President and Director of Federal Relations at AT&T. His position exemplifies the practical relevance of understanding the interdependence between the public and private sectors. As one illustration, he emphasized policy battles over the electromagnetic spectrum, the “natural resource” of the telecommunications industry. He led a discussion about significant challenges facing telecommunications firms such as “net neutrality” and antitrust laws.



Kavanaugh

Getting a Handle on Obamacare

Gerry Kavanaugh '76, Co-Founder and President of Higher Education Partners, has a long record of experience in politics and policy, including service as Chief of Staff for the late Senator Edward Kennedy. He offered an insightful political history of the Affordable Care Act, summarizing its major contents and likely impact on the future of health care in the United States.

... we can be pioneers in producing a model that explodes the false dichotomy between the ivory tower and "the real world."

Alison Byerly, President of Lafayette College



Maggin

Corporate Social Responsibility

Bruce Maggin '65, Founder and Managing Partner, H.A.M. Media Group presented an ethics-based business model of Corporate Social Responsibility (CSR). He used his experience as a corporate board member of PVH Corp. to examine CSR as a form of risk management that protects a brand's image and reputation.



McCumber

Broadcasting and Entertainment Industry

Chris McCumber '89, President of USA Network, addressed aspects of the media and entertainment industry that are constantly evolving in the digital age. He relied on his considerable experience in building USA Network into one of the world's best-known broadcasting brands to illustrate the importance of identifying and protecting a competitive advantage.



Morel

Exubera: A Case Study in Spectacular Failure

Dr. Donald E. Morel '79, Chairman and CEO of West Pharmaceutical Services, presented a case study illustrating that failure is a necessary reality in a market-based system. He walked students through the history and strategy behind Exubera, a product innovation designed to treat diabetes. A collaboration of large companies spent years and vast resources on research and development that ended in a spectacular failure. Exubera was pulled from the market soon after its launch.



Newton

Biotechnology

Dr. Roger S. Newton '72, President and CEO, Esperion Therapeutics, Inc., discussed the important relationship between policy and the pharmaceutical industry, especially with regard to patent laws that make the research and development of a drug an economically feasible undertaking for investors.



Pryor

Meeting the World's Demand for Energy in an Environmentally Responsible Way

Stephen D. Pryor '71, President of ExxonMobil Chemical Company and Vice President of Exxon Mobil Corporation, offered a high-level perspective on the rapid rise of hydraulic fracturing. Population growth and rising living standards, especially in developing nations, are driving the demand for energy, and hydraulic fracturing, or "fracking," technology offers a relatively clean and cost-effective means to meet global energy demand.



Simon

Challenges Facing the Non-Profit Sector

J. Peter Simon '75, Co-Chairman of William E. Simon and Sons, provided a brief history of philanthropy in the United States, the traditions that fueled its growth, and how the current economic environment is affecting the non-profit sector. He led a discussion about what strategies work best in non-profits and how these differ from strategies in for-profit organizations. The class also discussed trends in measuring and monitoring performance in the non-profit sector.



Sussman

A Day in the Life of a Government Affairs Professional

Wendy Sussman '93, Vice President of Government Affairs at CVS Caremark, led a discussion about the impact of politics and policy on the health care industry with a special emphasis on Obamacare. She described her responsibilities for developing and enacting federal legislative and regulatory strategies for CVS Caremark, illustrating the importance of policy to the overall corporate strategy.

LAFAYETTE LENS: A NEWS MAGAZINE IN PARTNERSHIP WITH PBS AFFILIATE WLVT

Lafayette Lens is a student-run public affairs broadcast produced in partnership with WLVT Channel 39, the Lehigh Valley PBS affiliate. PBS39 has the potential to reach six million viewers in Pennsylvania and New Jersey. The first two editions of *Lafayette Lens* were broadcast in 2013, and over 100 Lafayette students, faculty, and alumni participated in these productions.



Spring 2013 Edition: Fracking and Communications Technologies

The first edition of *Lafayette Lens* featured two 15-minute segments. “The Cyber Craze” examined how information and communication technologies affect who we are and how we live. “The Shale Age” focused on the impact of the energy revolution resulting from hydraulic fracturing. Every aspect of the show was produced by students in the “Industry Strategy, and Policy” course taught by Policy Studies Chair **Mark Crain**. It featured an interview with alumnus **Steve Pryor '71**, and studio segments with Professors **Nicole Crain**, **James Ferri**, and **Dru Germanowski**.



Pennsylvania State Senator Pat Browne and PBS39 Station Manager Amy Burkett preparing for his interview.



Tim Simon '14 and Ed O'Brien '16 on the set for their “Face-Off” segment.



Kelsey Gula '14 interviews Prof. James Ferri about hydraulic fracturing.

Watch the complete spring broadcast of *Lafayette Lens*.
<http://www.youtube.com/watch?v=6KUqBeay2bo>

Fall 2013 Edition: The Millennial Generation and 3D Printing

The second edition of *Lafayette Lens* focused on themes that are changing the face of the modern marketplace. “First Globals: What’s Different about the Millennial Generation” explored the global awareness of Americans born between 1979 and 1994 and the unique perspective they bring to the workplace. “Additive Manufacturing: The Third Industrial Revolution” looked at the groundbreaking technology of 3-Dimensional Printing, or additive manufacturing, which allows objects to be made on the spot from digital designs. The show featured interviews with alumni **S. Kent Rockwell ’66** and, through the PBS affiliate in Boston, **Scott Bluni ’89**.



Lafayette President Alison Byerly during a studio interview.



Student producer Karissa Ciliento ’14 and segment producer, Kristin Heaney ’14 at the PBS39 control room.



Co-host Dan Valladares ’14 interviews S. Kent Rockwell ’66, CEO of The ExOne Company.

Watch the complete fall broadcast of *Lafayette Lens*.
<http://www.youtube.com/watch?v=EiRLM-SnkLI&feature=youtu.be>

JOHN ZOGBY ON “UNDERSTANDING, MANAGING, AND UNLEASHING OUR MILLENNIAL GENERATION”

John Zogby, founder of the “Zogby Poll,” presented a campus-wide seminar on the findings of his recent book, *The First Globals: Understanding, Managing, and Unleashing Our Millennial Generation*. An internationally respected pollster, opinion leader, and best-selling author, he provided a provocative analysis of why Americans born between 1979 and 1994 are truly more globally aware and sensitive. He argued that they want to improve the workplace and planet and described how society may position them to play out their destiny. First Globals are a transformative group, and Zogby offered a road map for managers, marketers, change-makers, parents, and First Globals themselves. Policy Studies advisor **Chris Caine '78** introduced Zogby and moderated the question-and-answer period.



John Zogby delivering a campus-wide seminar at Lafayette College.

Watch an extended interview with John Zogby.

<http://www.youtube.com/watch?v=o4tmXE8G6jw&feature=youtu.be>

LAFAYETTE LENS: A MILLENNIAL'S PERSPECTIVE

Laurn Harris '14

Imagine a college course that allows students to work alongside industry professionals, develop a product, and deliver it to six million consumers. That would be a pretty rare experience, and it is exactly what Professor **Mark Crain** has done, not once but twice. His continued partnership with PBS39 has given Lafayette students the opportunity to organize, write, market, and produce an entire show and I am lucky to have been a part of it. He calls it “learning by broadcasting,” and after my experience producing the second edition of *Lafayette Lens* I can attest that this is the type of learning that you go to college for.



Our class's broadcast, entitled “First Globals: What's Different about the Millennial Generation,” looked at the impact our generation, Gen-Y, will have on the world in the years to come. It was not only an important subject to examine but an interesting one. Self-reflection became a huge part of our production process. In addition to learning the logistics of a major media broadcast we were forced to think about our generation's advantages and setbacks, as it had a direct influence on the content and perspective of our show.

From day one the students were at the helm, guiding the mission, content, flow, and organization of the broadcast. We learned the essential value of teamwork in developing a product from start to finish. Student Producer **Karissa Ciliento '14** eventually managed class time, which quickly evolved into production meetings. Students delegated and assumed a variety of roles, including interviewers, videographers, editors, networkers, and marketing aids. We utilized networking skills and our Lafayette resources to enhance the segment by featuring alumni, faculty, and guest participants. Our team was multidisciplinary. We exploited the different skill sets students brought from their diverse majors to complete tasks thoroughly and efficiently. And, though we each had our own roles, working cohesively as a large group proved to be the key to our ultimate success.

As a member of a field package team, I was responsible for an interview segment with our featured guest, John Zogby, the author who coined the label First Globals. My team was in charge of every aspect of the segment, from researching and writing the interview questions, filming the interview, clipping the footage in the editing bay, and collecting b-roll and visuals to make the piece more visually stimulating. We learned time-management skills as well as the technical skills that are needed to polish each piece of the show.

The most rewarding part was seeing it all come to fruition. Weeks of hard work and planning finally culminated in a tangible product. There was definitely a sense of pride that our class found knowing that our show would be seen by millions of PBS39 viewers—that we had finally pulled it off. I am a firm believer in opportunities that require practical application of skills, projects that break the classroom boundaries. Opportunities like this broadcast turn students into leaders.

FACULTY SPOTLIGHT

Professor Gladstone “Fluney” Hutchinson serves as Director General and Executive Chairman of the Planning Institute of Jamaica

Between July 2010 and January 2012, while on leave of absence from the College, Professor **Gladstone Hutchinson** served as Director General and Executive Chairman of the Planning Institute of Jamaica. Reporting directly to the Prime Minister and Minister of Finance, he assumed the role of Chief Policy Advisor to the Government of Jamaica on economic, social, and environmental policies. Hutchinson served as interlocutor with Jamaica's international development partners, including the World Bank, European Union, International Monetary Fund, Inter-American Development Bank, agencies of the United Nations, and the United States Agency for International Development. He was also the chief technocrat for the implementation of Vision 2030 Jamaica, the nation's long term development plan.

Drawing on his Jamaica experience, Hutchinson is now co-authoring both a book on how to achieve socially just, expansive national economic growth and an essay on public scholarship and the strengthening of civil society. He also supervised the internship of two Lafayette students, one a Policy Studies major, studying in Jamaica during his term.



Professor Hutchinson with the Most Honorable Edward Seaga, former Prime Minister of Jamaica, in May 2012.



Hutchinson being serenaded by children from the inner-city community of Seaview Gardens in Kingston, Jamaica.

“The experience sharpened my approach to scholarship and teaching, focusing them on the challenges of modern economic development, including their political economy, public finance, international finance, macroeconomics, entrepreneurship, business development and social justice dimensions,” Hutchinson says. “I returned to the College with a clear sense that knowledge-making and/or policy studies about a modern national development issue cannot be effectively achieved within the boundary of a single discipline.”

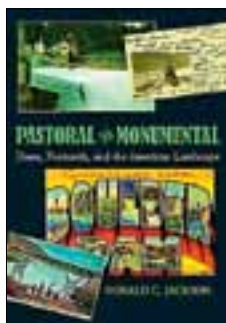
Hutchinson says he is excited to have the opportunity to integrate his new learning and scholarship into students' learning experiences. His first-hand experience is one of the highly valued components the Lafayette teaching faculty bring to the classroom.

In July, Professor Hutchinson was awarded the Prime Minister's Medal of Appreciation for Service to Jamaica in recognition of his contributions to the country's economic and national development. The prestigious award acknowledges his dedicated effort towards the socially just and broad-based economic advancement of Jamaica.

**Professor Donald C. Jackson publishes
*Pastoral and Monumental: Dams,
Postcards and the American Landscape*
with University of Pittsburgh Press**

In June 2013, Policy Studies Advisory Committee Member **D.C. Jackson** published *Pastoral and Monumental*, a 330-page book chronicling America's longtime fascination with the technology of dams. Using over four hundred images drawn from vintage postcards and photographs, Jackson documents the economic, social and environmental transformations that dams brought to American culture from the late 19th through the mid-20th century.

In his research, Jackson discovered that postcards of small-scale, turn-of-the-century mill dams were often portrayed in pastoral settings, with captions sometimes going so far as to characterize a



seemingly mundane scene as “a dam pretty place.” But other early postcard scenes would take a very different tack, focusing on dam disasters and flood damage and offering a contrasting perspective on how dams could capture people’s attention and

imagination. Later, in the 1930s, images of New Deal projects, such as the Hoover and Norris Dams, were distributed on postcards, helping to symbolize America’s rise from the Great Depression through technological innovation and the construction of monumental public works.

Beyond considering how postcards can be used to document the evolution of dam technology,



D.C. Jackson, Cornelia F. Hugel Professor of History

Pastoral and Monumental also chronicles the rise of a nationwide postcard culture that was fueled by advances in printing, photography, lowered postal rates, and America’s broad-based fascination with visual imagery. In 1910 alone, almost one billion postcards were mailed through the U.S. Postal Service and for a period of over fifty years, postcards featuring dams remained extremely popular. While recognizing that dams could bring dramatic changes to riparian ecologies, Jackson also appreciates that people often perceived dams as structures of cultural value, beauty and technological power. And by using vintage postcards as a medium of discovery, he has been able to shed light on the complex ways that Americans—sometimes consciously, sometimes not—have integrated dams and water control technology into their collective lives.

Jackson is also the author of *Great American Bridges and Dams*, and *Building the Ultimate Dam: John S. Eastwood and the Control of Water in the West*, and coauthor of *Big Dams of the New Deal Era: A Confluence of Engineering and Politics*.

TURNING WASTE PROBLEMS INTO ENERGY SOLUTIONS IN INDIA

Designing Small-Scale Anaerobic Digestion Systems

A double major in Policy Studies and Neuroscience with a desire to innovate, **Abby Williams '15** visited India as a sophomore, inspiring her to engage in an extensive research initiative. She was shocked and saddened to see that many areas of India were polluted with untreated waste. Moved by what she saw, she was prompted to learn more about the problem and investigate potential solutions. With the guidance of Policy Studies Chair **Mark Crain**, Williams began her research through the Lafayette EXCEL Scholars program. It led to the discovery of a unique solution—anaerobic digestion.

“I quickly found that anaerobic digestion was a viable and eco-friendly method of treating India’s organic waste,” she says. “The basic idea is that, in the absence of oxygen, bacteria eat the waste and turn it into methane, which can be converted into electricity.”

Her research initiative now takes a dual stance in the development of India’s infrastructure. It both eradicates the waste issue and bolsters India’s energy industry. Lacking dependable energy, India experiences frequent power outages, and, as a result, most businesses use diesel-fueled generators to operate. Williams hopes her research will provide insight on how to correct energy inefficiencies.

Williams is working with the faculty from the Chemical Engineering, Environmental Science, and Policy Studies departments to complete a grant application for the EPA P3 Award to provide funding to further her research. Projects submitted for the award must address people, prosperity, and the planet (“P3”). Williams’s project would investigate the potential of small-scale anaerobic digestion systems and whether this technique could be a cheaper, greener alternative to the diesel-fueled generators currently in place.

Williams says “The long-term goal is to compare both systems’ electricity generation costs and impacts on the environment and public health.”



Abby Williams '15 with her parents in Jaipur, India.

UPDATES ON THE POLICY STUDIES CLASS OF 2013



Brown

Emily Brown '13 is an Executive Assistant at JBZ Enterprises/Zarin Fabrics.



Puhala

Lauren Puhala '13 is an Editorial Assistant at CBS Corporation.



Leone

Todd Leone '13 is a Client Services Associate at Moody's Analytics, Inc.



Scharfenberg

Kyle Scharfenberg '13 is an Environmental Safety and Health Specialist at SSOE Group.

Featured Alumna Story: **Zoe Nemerever '13**



Zoe Nemerever '13 is an AmeriCorps Construction Crew Leader at Habitat for Humanity.

"I am now in an AmeriCorps position as a construction crew leader for Habitat for Humanity of Charlotte, N.C. My Policy Studies degree from Lafayette has helped me contextualize my experience working with new homeowners and understand the political, economic, and social factors that have contributed to the affordable housing crisis. I plan on returning to school for my master's degree in public policy in Fall 2015, and ultimately hope to lobby for gender equality in the workplace."



POLICY IN ACTION CLUB

Open to the entire Lafayette community, the Policy in Action Club promotes student and faculty involvement in policy endeavors. It encourages academic and pragmatic pursuits related to current policy issues and political processes under a wide variety of contexts and circumstances in the United States and internationally.

“Policy in Action is an exciting and emerging club at Lafayette dedicated to facilitating discussions about different aspects of college policy on campus through the use of broadcast media from the Policy Studies Program,” says President **Ed O’Brien ’16**. “Anyone with interests in broadcasting, writing, TV/video production, and editing should consider joining and being a part of the future of communication on Lafayette’s campus.”

An officially recognized campus organization, the club receives a small annual budget from Student Government. The officers for 2013-14:

Ed O’Brien ’16, President

Susanna Kim ’15, Vice-president

Reed Shapiro ’14, Treasurer

Eric Lockenvitz ’14, Secretary

Carolyn DeMeo ’15 Public Relations

Ed O’Brien ’16 was awarded Lafayette’s Paul Tully Memorial Prize at the annual All-College Honors Convocation in May 2013. Every year the award is presented to a student who best exemplifies the progressive principles of social and political service—democratic ideals to which Paul Tully devoted his life. O’Brien was nominated because of his participation in the 2012 Democratic National Convention as a delegate from New Jersey and his role as an on-air Democratic analyst for the College’s 2012 Election Night Broadcast, *50 States of Grey*.



Members of the Policy in Action Club in the Lafayette College Production Studio.



From left to right: Mark Crain, author John Zogby, Chris Caine '78, and Nicole Crain at the post-lecture book signing.

FRONT COVER: The *Lafayette Lens* spring production team at the PBS WLVT studio.

LAFAYETTE

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