

THE EAGLE EYE

THE DEPARTMENT OF COMMUNICATION
CLARION UNIVERSITY

It's Time to Get Involved

Sara Smerkar
Editor

With the new year in full swing and the beginning of a new semester, it is time for you to get involved. What better time do so, then right now? The Department of Communication offers many opportunities for students to become involved and get real world experience. Getting involved may be as simple as speaking up in a class or joining a new organization.

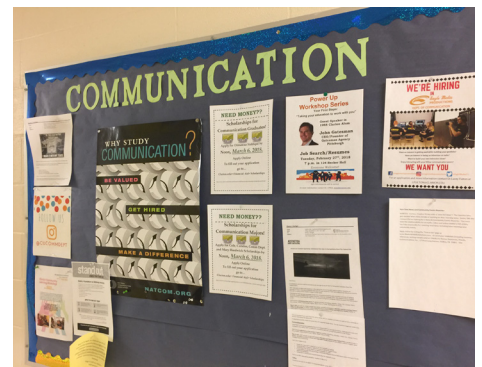
There are many opportunities for students to take advantage of to get involved within the Department. Some of these opportunities include writing for *The Clarion Call*, becoming a member of Eagle Media, joining Public Relations Student Society of America (PRSSA), and joining American Advertising Federation (ADFED). Lucky enough for you, students can get involved and become members in as many organizations as they would like.

There are so many benefits to becoming a member in any on campus organization, especially within the Department of Communication. One benefit of getting involved is that students are able to work alongside faculty and their peers in a professional setting. Working with fellow classmates and faculty allows students to build personal relationships with each other. It also allows students to put knowledge they learned in the classroom into use. Joining

an organization is a great and fun way to get professional experience needed in the workforce.

As always, these organizations will be gearing up for a busy semester. ADFED will be starting their annual fundraiser, which is selling tickets to a spring Pittsburgh Pirate game. *The Clarion Call* is in full swing of publishing engaging content. Eagle Media is in the process of creating a sports-related show. The Department of Communication is continuing the Power-Up Workshop Series.

What better way is there to get professional experience by actually getting involved? There is no better way, that is why you should be working with at least one organization within the Department of Communication. Are you worried that it is too late to join in? Well you're in luck! Organizations are always looking for new members, so don't delay: get involved.



Becker Event Bulletin Board

The Clarion Call Releases First Issue this Semester

Lexi Lorenz

Contributor

The *Clarion Call*'s first issue of 2019 was released on Thursday, January 24. Editor in Chief, Amanda Betts expresses that, "[the team is] looking forward to seeing what [their] staff comes up with this semester." This is their first release of the new year and they are looking forward to seeing what new elements they are able to come up with.

The *Clarion Call* releases new issues every Thursday. New events coming up this semester will be covered by their team to inform students and give them an inside scoop of what they might entail. The new students involved in *The Clarion Call* will be working alongside upperclass staffers to learn how to grow as writers and how they should report stories for *The Call*. Amanda Betts also says that she is looking forward to growing the staff as they "report on the exciting events coming in the next few months." The new team at *The Call* is working hard this year to become even better than ever.

The *Clarion Call* has some exciting things in store for everyone this semester that will keep their audience excited for future



The Clarion Call ready for delivery.

releases. Dr. Lacey Fulton, Faculty Director of Eagle Media Productions, is "looking forward to continuing [their] progress in improving layout and design." This may imply that there will be an exciting change in their typical layout this time around and change their style up a bit. This could be very exciting for the team at *The Clarion Call* and all of their readers! There is no better way to find out what is in store than to see it for yourself. Pick up an issue today around the Clarion community, or in one of the campus buildings.

Power-Up Workshop Series: Resume/Job Search

Sara Dudek

Chief Contributor

Power Up Workshops are back this semester with two coming just around the corner. This month's theme is resume and job search tips. The event will be on February 25th at 7 p.m. in Becker 124.

The Department of Communication values teaching students what to expect post graduation, and that is why these workshops are in place. Power Up Workshops, in the past, have covered topics such as internships and building a portfolio. There is no cost to students, and the event is open to any communication major no matter their class standing.

Dr. O'Neil does a wonderful job to educate students about upcoming tasks they will participate in before and after graduation. Often times, there are experienced students and Communication alumni in a panel. The audience then can actively engage the presenters.

The Power Up Workshop offers refreshments, as well as information during the workshop. Altogether you get to learn about different topics that will benefit you, as well as eat nachos! What more could you ask for?



Monday, February 25th

No need to worry if you are unable to make this Power Up Workshop, there is another one coming up on March 18th at 7 p.m. in Becker 124. This is the final workshop of the semester. This workshop will be discussing the ins and outs of the interviewing process. This is perfect for our graduating seniors who are looking for their first job out of college. It also helps underclass students who may be searching for internships or even just a summer job. We hope that you can make it to the Power Up Workshops this semester.

Peer Mentor Valentine's Day Party

Sara Dudek

Chief Contributor

Love is in the air here at Clarion, and that means that our Valentine's Day Peer Mentor party is in the works. Scheduled for February 12th at 7 p.m. in Becker 124, we want to celebrate the love we share for our department. All communication majors are welcome.

Now what is a Peer Mentor party without food? Ranch chicken bits and assorted cookies will fill our plates as we mingle with our peers. As usual, there will be a photo to take pictures with each other, or even that special someone. There will also be a supply of cards to express felicity to those who support and uplift your life. And there will be a mountain of chocolates to enjoy and share (or not!).

We hope to see you at our first party of the semester, and keep an ear out for the next party coming up on March 12 to celebrate Saint

Patrick's Day.

Along with looking forward to the next party, you should be looking forward to becoming a Peer Mentor!

Get involved in our party planning and making a difference in a new Communication major's life this upcoming fall. Applications are open to any Communication student, this includes rising sophomores. Applications are available in 130 Becker and should be turned in by Friday, March 29th. We hope you join our family. See you at the events this semester!



Tuesday, February 12th

A Glance into WCUC-FM

Trista Bowser

Contributor

WCUC-FM 91.7 and streaming on Tunein.com, is Clarion University's student staffed radio station. With the supervision of Dr. Lacey Fulton, Faculty Director of Eagle Media, the station plays a mixed format throughout the day and in the evenings, students host radio shows.

Adrianna Sciarrino, a senior Digital Media major, has been involved in the station since her freshman year at Clarion. Adrianna and Cassidy Pernesky co-host an entertainment talk show. Adrianna states, "My favorite part is probably just entertaining people and making people laugh." She likes the fact that there are people who tune-in on a regular basis. The hard work she puts into her show is even more rewarding when the audience keeps coming back.

One of the great things about WCUC-FM is that anyone can be trained to work at the station.

Students across campus can apply for the staff positions for the station operations. Students and faculty are also able to learn how to be a DJ, or even host their own show.



WCUC-FM 91.7 and Tunein.com

Every semester students and faculty join together to figure out what day and time their radio show will be. Students and faculty enjoy being on air because it is a great experience and rather fun.

WCUC-FM is looking forward to another successful semester of radio shows. Don't forget to tune-in at any time to see what that station is up too!

Student SPOTLIGHT: Noah Vereb

Sara Smerkar
Editor

Senior Communication major with a concentration in digital media, Noah Vereb, is actively involved in Eagle Media Productions. He has been able to learn the skills necessary to work in a television studio from being involved in Eagle Media, and it has allowed Noah to score an internship at Pittsburgh Community Television PCTV21.

Noah is not only involved in Eagle Media, he is also involved in creating weekly videos that highlight a Clarion University softball player each week. He goes on to say how these short YouTube videos allowed him to work well in a team and improve his video production skills, especially at being picky in the editing aspect.

After the 2018 spring semester ended, Noah continued to use his skills at his PCTV21 internship. He said it was an unbelievable experience and he learned so much in two and half months. He worked on a series with the Associated Artists of Pittsburgh,

as well as with a few other companies and organizations. Noah explained that he was able to create and help with many pieces of work for the station.

Noah commends the Department of Communication for being such a huge help to him. The programs the department hosts have been very helpful for him. He expressed how each professor within the department is willing to help students with any kind of problem and will not stop until the solution has been found.

After graduation, Noah hopes to find a career in the digital media industry, especially for a production company. Ideally, he would like to be a content curator for television shows or YouTube videos. We wish Noah the best of luck after graduation.



Noah Vereb

Alumni SPOTLIGHT: Anna Goetz

Trevor Lake
Alumni Contributor

Anna Goetz graduated from Clarion University in May of 2018 with a Bachelor's degree in Strategic Communication. Currently, Anna is employed by Donnelly-Boland and Associates as their Communications and Development Assistant, aiding her supervisor in various projects. Her days include creating graphics, logos, photography, copy writing, newsletters, and much more. Fresh out of college, Anna has more than proved herself as a valued colleague.

During her undergraduate years, Anna was heavily involved with *The Clarion Call* as the Arts & Entertainment editor and was a Hip Hop Team Dance Captain. Her extracurricular activities helped her gain leadership experience that she would later implement into her career.

Anna credits much of her success to her involvement in career development activities while at Clarion. She emphasizes using all resources that the university

has to offer. Anna recommends getting to know your professors as you progress through your college program. She gathered many letters of recommendation from past professors which helped her employers see her assets. She also recommends attending Power Up workshops because every skill you gain in college gets you one step closer to a career.

Anna advises students to really research job openings before applying. All too often a position can be tailored in writing and end up being something completely different. Taking the time to know about the job makes a major difference.

Anna Goetz is proud to be a Clarion Communication alumnus and enjoys looking back on the memories she created here.



Anna Goetz

Upcoming Events

Communication Peer Mentor Valentine's Day Party

Tuesday, February 12th at 7 p.m. in Becker 124

Do you need a little break from the school work? Come enjoy some fun Valentine's Day festivities.

Contact: Peer Mentor Event Coordinator, Sara Dudek at s.a.dudek@eagle.clarion.edu

Power Up Workshop: Resume/Job Search

Monday, February 25th at 7p.m. in Becker 124

Come listen to tips on how to nail the resume and job search process.

Contact: Workshop Coordinator, Dr. O'Neil at noneil@clarion.edu

Communication Peer Mentor St. Patrick's Day Party

Tuesday, March 12th at 7 p.m. in Becker 124

Lucky you! You won't want to miss this Irish celebration!

Contact: Peer Mentor Event Coordinator, Sara Dudek at s.a.dudek@eagle.clarion.edu

Power Up Workshop: Interviewing

Monday, March 18th at 7 p.m. in Becker 124

Come listen to ways to nail that interview you may have down the road.

Contact: Workshop Coordinator, Dr. O'Neil at noneil@clarion.edu

Recognition Banquet

Tuesday, April 23rd at 6 p.m. in Gemmell 250/252

Join the Department of Communication to celebrate the end of the year and to recognize the outstanding students.

Contact: Peer Mentor Event Coordinator, Sara Dudek at s.a.dudek@eagle.clarion.edu

Follow the Department of Communication on Social Media



@CUCOMDEPT



@CUCCommDept



CUCCommDept

Industry Topics and Trends

Social Media

Social Media Can Help You Become a Speaker

Learn the three ways of how social media can help you with your next presentation.

<https://www.prdaily.com/how-social-media-can-help-you-raise-your-profile-as-a-speaker/>

Media Relations

2019 Best Places to Work

Are you in the market for a new job? Read about the best places to work in 2019.

<https://www.prdaily.com/30-jobs-in-the-pr-and-marketing-world-175/>

Writing

10 Books to Read

Are you a leader or becoming a leader? Learn about the 10 books that will help you become a better leader.

<https://www.prdaily.com/10-books-every-leader-should-read-in-2019/>

Meet the Staff

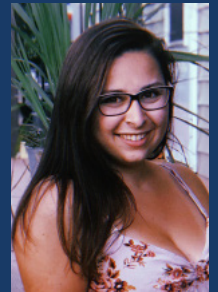


Sara Smerkar, Editor

Originally from Knoxville, PA, Sara is a senior PR/Adv/Corp Communication major. She is actively involved in Eagle Ambassadors as well as the American Advertising Federation. She works as a student assistant in the Department of Communication office, the Provost Office, and in the Dean's office of the College of Health Science and Human Services.

Sara Dudek, Chief Contributor

From Leechburg, PA, Sara is a sophomore PR/Adv/Corp Communication major. She is actively involved in PRSSA and the Peer Mentor Program. She works as a student assistant in the Department of Communication.



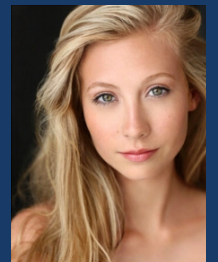
Lexi Lorenz, Contributor

From New Bethlehem, PA, Lexi is a freshman Digital Media Communication. She is active member and the Vice President of the CU Catholic organization on campus. She is also a member of Eagle Media.



Trista Bowser, Contributor

Trista Bowser, from Kittanning, PA, is a freshman Digital Media Communication major. While on campus, she has been getting involved with various clubs such as being elected President of CU Catholic and participating with Eagle Media.



Trevor Lake is an Alumni Contributor for this month.

**Questions? Comments? Ideas for next month's newsletter?
CONTACT: Sara Smerkar at s.k.smerkar@eagle.clarion.edu**