

THE EAGLE EYE

THE DEPARTMENT OF COMMUNICATION
CLARION UNIVERSITY

Semester Recap

Sara Smerkar
Editor

As the fall semester comes to a close, we should all take a minute to reflect back on the semester. The Department of Communication has held many successful events during this past semester. Some of the events included the Peer Mentor Party's, the Communication Career Conference, the Power-Up Workshops, and a few other events.

The Peer Mentor Program has hosted three parties for students during this semester. The parties were all based off of themes. Usually the parties coordinated with the upcoming holiday. For example, they hosted a Halloween party that had spooky treats and costumes. The last party that they will host this semester is on December 6th at 7pm and it is the Holiday Party.



Students at game night

students took advantage of this opportunity and attended the event. Students were able to network with 11 communication alumni. With the success of this event, the Department of Communication plans to continue to host this event yearly.

The Department of Communication also hosted the Power-Up Workshop events that were for any Clarion University student, but especially for communication students. During the fall semester,

there were two workshops that focused on portfolios and internships. These workshops are a great way for students to become more prepared for their future careers. The Power-Up Workshops will continue into the spring semester, where they will focus on different career related topics.

The Department of Communication also hosted a Pizza Party for "Meet Your Advisor Week." Students were able to come and eat pizza and meet their communication professors and advisors. This is a great event for incoming majors to take part in.

The Department of Communication organizations also were busy this semester. Eagle Media students completed multiple sport remotes during the fall semester. They covered football, volleyball, soccer, and basketball games. PRSSA hosted a fundraiser for students to go on agency visits. ADFED also hosted a fundraiser and went to Pittsburgh and toured agencies during this semester.

This semester was very busy for communication majors. Students always enjoy participating in the events that the Department of Communication hosts. We hope that the spring semester goes as well as this fall semester did!



ADFED students at the Pirates

Peer Mentor Holiday Party

Sara Dudek

Chief Contributor

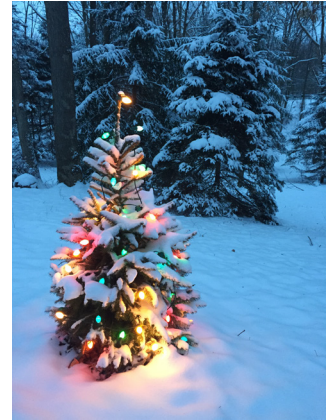
How ready are you for the end of the semester and the start of the holiday season? Whether you were naughty this or nice, we welcome you to join the Peer Mentor Holiday Party. We will celebrate the end of a fantastic fall semester and the beginning of the holiday season. The Holiday Party will be held December 6th at 7:00 in Becker Studio B. Together, we will unwind before finals week, celebrate the upcoming holidays, and say our goodbyes to our December graduates.

Students and faculty are encouraged to wear the ugliest sweaters possible, whether they are thrifted, homemade, or purchased; it doesn't matter. In years past students played karaoke and decorated sugar cookies, and we plan to continue these traditions. Along with cookies, there will be other sweets and snacks for partygoers.

The night is not only for holiday festivities,

the department will also recognize our seniors who will be heading out into their careers at the end of this semester. It is a time for celebration and best wishes for the coming year!

It has been a wonderful semester in the Department of Communication. The Peer Mentor Program congratulates each and every one of you for your hard work. We are also curious about what you would like to see in future parties held by our organization. If you have any recommendations, send them to Sara Dudek at s.a.dudek@eagle.clarion.edu. Thank you again for a great semester and we are looking forward to a fantastic spring semester.



December Graduation

Trevor Lake

Guest Contributor

The College of Arts, Education & Sciences will be holding its commencement ceremony on Saturday, December 15th at 10 am in the Marwick Boyd Auditorium. A second commencement will take place at 2 pm for The College of Business & Information Sciences and College of Health Sciences and Human Services. The Department of Communication has 10 students who will graduate at the December ceremony.

As students ready themselves for the next steps in their lives, we wanted to see how senior students felt about leaving the university and the Department of Communication. Kami McGee, a senior Strategic Communications major exclaims, "The communication department allowed me to use class lessons not only in extracurriculars [activities], but in my life. The years you spend

gradually prep you for the outcome you need for a job."

As the final weeks of the semester end, students and faculty eagerly await their final assignments and graduation day. The end of every semester brings many joys and sorrows as students say goodbye to their undergraduate lives. However, the knowledge and skills distilled in winter graduates by the department will guide them throughout their professional lives.



The commencement stage is set.

Student SPOTLIGHT: Department Seniors

Sara Smerkar
Editor

Two of the Department of Communication student assistants are graduating this December. Digital Media major, Sami Gatesman and Corporate Communication major, Trevor Lake will graduate from the Department of Communication on December 15th.



Sami Gatesman

has allowed Eagle Media and the department to excel. Sami also has helped with other projects and tasks that have come up within the department. Ever since 2016, when she started,

Sami Gatesman is the Director of Video and Production Services for Eagle Media. She oversees any projects that are within Eagle Media or the department. Her knowledge of video production

she has been willing to help the department in any way possible.

Trevor Lake started in the summer of 2018 to help the department prep for its annual career conference. Trevor started in the summer and worked right up through the day of the conference. He was the backbone of conference set up and really enjoyed working with our alumni presenters. His other tasks included writing for the Department of Communication's monthly newsletter. He also helped the department with anything that needed to be done.



Trevor Lake

Sami and Trevor were both huge assets to the department and will be truly missed. We wish them all the best!

Alumni SPOTLIGHT: Lauren Healy

Trevor Lake
Guest Contributor

Lauren Healy graduated from Clarion University in 2015 with a Bachelor of Science in broadcast communications with a minor in Speech Communication. Since graduating, Lauren has found success in the broadcasting world as she continues to follow bigger opportunities.

After graduating, Lauren was hired as a news producer for a television station in Steubenville, OH – WTOV9. Lauren produced evening news, morning news, and a 5 o'clock show. She continued climbing the ladder and ultimately got the gig of being a full-time reporter and anchor of a Saturday morning show. Lauren is responsible for all of the news across the Ohio Valley in the morning. She spends her mornings reading the morning assignment, working on it, and drives there to go live covering the event. Lauren is responsible for generating story ideas, shooting, editing, and writing her own stories.

During Lauren's time at Clarion, she was involved with CU-TV where she was an anchor, reporter, filled in doing weather, and was the production director her junior year. Lauren was also the news director at the radio station, wrote for *The Clarion Call*, and shot pictures of shows for CampusFest.

As an undergraduate, Lauren had an internship with

WTOV9. Despite being where she wanted to be, she recommends taking advantage of any internship opportunity available. Lauren recommends being as present as possible while learning. You won't find success sitting back and watching. Lauren's advice to undergraduates is to be involved and know what you want. Be present doing something that you want to do. Would you hire someone who 'kinda' wanted to be there?



Lauren Healy

Clarion prepared Lauren in a plethora of ways as she joined the workforce. Being heavily involved with CU-TV, Lauren crafted a news package for the weekly news, set up interviews along with shooting, editing, and writing. Hands on learning and continually learning from other students aided her success. Currently, Lauren is expanding her horizons and accepted a job offer at a sister station WGME in Portland, ME as the new morning reporter. She is looking forward to being in a larger market and all the opportunities that brings.

Upcoming Events

December Graduation

Saturday, December 15th at 10am in Marwick Boyd

Come watch the students of the College of Arts, Education, and Sciences seniors graduate. Join us and cheer for our Communication students!

Communication Peer Mentor's Holiday Party

Thursday, December 6th at 7pm in Becker 124

Do you need a little break before finals start? Come and celebrate the end of the semester, along with the upcoming holidays!

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

Follow the Department of Communication on Social Media

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Industry Topics and Trends

Brand Marketing

Super Bowl Commercial

Are you ready for the Super Bowl? Colgate has decided to create a commercial for this year's big event.

<https://www.adweek.com/brand-marketing/colgate-is-returning-to-the-super-bowl-with-a-national-spot/>

Social Media

Less is More

Are you posting too much on social media? Read why posting less is actually better.

<https://www.prdaily.com/socialmedia/Articles/23616.aspx>

Crisis

"Millennial Monopoly"

Did Hasbro go too far in creating a new monopoly game for the millennial generation?

<https://www.prdaily.com/marketing/Articles/25335.aspx>

Meet the Staff

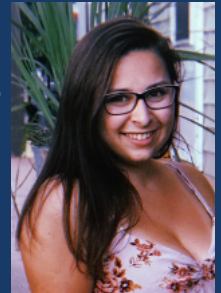


Sara Smerkar, Editor

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 for the Department of Communication.



Trevor Lake, Guest Contributor

From New Brighton, PA, Trevor is a senior PR/Adv/Corp Communication major with a minor in Speech Communication. He is actively involved in *The Clarion Call*, AdFed, WCUC Radio, and Eagle Media. He works as a student assistant in the Department of Communication.

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