

# THE EAGLE EYE

THE DEPARTMENT OF COMMUNICATION  
CLARION UNIVERSITY

## Don't Miss Your Chance to Apply for Scholarships

**Trista Bowser**

Assistant Editor

When it comes to school payments, scholarships are a great way to utilize valuable resources on campus that help pay for our education. Students should take advantage of these easy ways to potentially receive money towards tuition which can be very expensive.

The Department of Communication offers six different scholarships with various requirements based on GPA, amount of credits earned, participation in clubs and organizations, financial need, and concentration within the major.

Last year out of the twenty students that applied for these scholarships, thirteen received one. One freshman, five juniors, six seniors, and one Mass Media Arts and Journalism Master's degree candidate received scholarships.

This upcoming school year, students should apply for scholarships by March 29, 2019 at noon. Applications are submitted online at [Clarion.edu](http://Clarion.edu)> Financial Aid> Scholarships. These scholarships include: Dr. Dilnawaz Siddiqui Scholarship, Henry Fueg Scholarship, Dr. Mary Hardwick Communication Studies Scholarship, Dr. James H. Cole Scholarship, James J. Canelos Communication Scholarship, and the Communication Department Endowed Scholarship.

These scholarships are possible thanks to the donations by Clarion University Department of Communication alumni, faculty/staff, and other contributors. Most of the scholarships are very broad, but some have very specific regulations to apply, such as the amount of credits or GPA.

The scholarships are posted with more information in the Department of Communication webpage under the link labeled "Department of Communication Scholarships." Clarion University's Office of Scholarship's goal is to assist students who are working hard to achieve their academic goals.

If anyone has any questions, please contact Mr. Adams ([wadams@clarion.edu](mailto:wadams@clarion.edu)) or Dr. Fulton ([lfulton@clarion.edu](mailto:lfulton@clarion.edu)). If there are any specific problems with the website, contact Dave McFarland ([dmcfarland@clarion.edu](mailto:dmcfarland@clarion.edu)).



Scholarship announcement posted in Becker.

## Student's Attend Conference

**Trista Bowser**

Assistant Editor

This spring a group of Communication students went to the annual Pennsylvania Educational Technology Expo and Conference (PETE&C).

Throughout the conference, students, teachers, technology directors, etc. attend various workshops, programs, and listen to speakers to gain more knowledge on technology based in the educational fields. They have a chance to work with various modernized equipment and the newest technology and learn about advancements in the industry.

Dr. Fulton, who took some of her students to this convention, was thrilled to let them experience one of her favorite conferences. "Each year, a handful of schools are selected to attend the conference for a day to capture the event. This is the first year a college was selected to create a video."

"I'm proud that it was our group from Eagle Media Productions," exclaimed Dr. Fulton. While at the convention, Clarion was chosen to produce a promotional video for PETE&C.

Dr. Fulton is now excited to show off the video that

her students created. Kelly Beveridge, one of the students who attended the event, explained that being able to see and use the modern technology that may end up being a staple piece of equipment in real life and in the classroom was her favorite part of the experience.

Throughout their time, students interviewed professionals in the field. They learned how virtual reality will impact future students. Kelly reported, "We interviewed one guy who worked with a virtual reality company. He explained to us how VR is going to be in the future of education."

Overall, this educational trip was one to remember for the students! They enjoyed hands-on experiences giving them good insights on how educational technology is advancing.



Kelly Beveridge, Hannah Fallecker, and Ben Fye at PETE&C.

## St. Patrick's Day Party

**Sara Dudek**

Chief Contributor

St. Patrick's Day is right around the corner, and with another holiday comes another Peer Mentor Party. On March 12th at 7 p.m. all communication majors are invited to celebrate in Becker 124. Board games and snacks will fill the room as we celebrate St. Patrick's day.

"[The] Department parties have truly helped me let loose during my time here at Clarion University," says senior Communication major Cameron Finney. "I have been attending the Peer Mentor Parties since freshman year, it is crazy that this part of my life will soon be over."

Many of our students look forward to the chance to see the professors out of the classroom in a setting where everyone is laid back and having a good time. They are given the chance to mingle with other students as well and professors in the

department, which helps students build a network for their future. Not only network building, but free food! What else could a college student ask for?

Be on the lookout for our Peer Mentor applications! Become involved in our party planning and the other things we do to make a difference for a freshman or two this upcoming fall. Applications for the Peer Mentor program are open to any Communication student, this includes current freshmen. Applications are available in 130 Becker and can be turned in to Dr. Myrna Kuehn's office at any time. A meeting will be held in April to welcome new mentors and get them ready to become good stewards of our program.



# Hey Batter Batter, Buy Pirate Ticket's

**Sara Smerkar**

Editor

Clarion University's Advertising Club is currently selling tickets for a Pittsburgh Pirate's game. The profit made from these tickets goes to offset travel costs that students may have when making professional site visits.

Every semester student's who are members of the advertising club take a day trip to visit various advertising agencies. During these trips, students have to fund their own costs, which may include gas and food. To encourage more people to attend, members of Advertising Club are hoping to raise enough money to cover these costs.

The members of the Advertising Club are selling tickets to anyone who is interested in attending. The Pirate's game is taking place on Saturday, April 6th at 1:35 p.m. The tickets are being sold for section 322 for only \$21. The tickets will be on sale until March 21st, and then tickets can be picked up on April 2nd from Noon until 6 p.m. As stated before, anyone

can purchase these tickets, you do not have to attend Clarion University.

This game is during the week of the Home Opener. It is a great opportunity to attend a game early and not have to pay outrageous prices for the Home Opener game. Plus, this game is on a Saturday against the Cincinnati Red's, we all know that it will be an exciting game!

I am sure that you are now wondering how you can buy these tickets, aren't you? You can contact a Clarion Advertising Club member or Dr. Naomi O'Neil at [noneil@clarion.edu](mailto:noneil@clarion.edu). If you are interested, please purchase these tickets before March 21st. We hope to see you at the game!



Advertising Club visits the Pirate's field.

## Faculty Members Get Involved

**Lexi Lorenz**

Contributor

At Clarion University, our faculty aren't just in it for the money. They are dedicated, hard-working people who have a passion for their careers. Being a professor for the Department of Communication at Clarion University won't be a typical 9-5 job. However, it can be extremely rewarding if it's something that you love. It entails being involved in different organizations and volunteering a lot of your personal time to make the most out of our students experience while they are here.

For example, Dr. O'Neil is a professor within the department, but she is involved in so much more than just lecturing in a classroom. Dr. O'Neil is the Chair of the Program Planning and Review Committee, Assessment Coordinator for the entire university, as well as leading the Communication Power-Up Workshops and more. She thrives on helping students

in every way she can and is passionate about her job as well as her organizations and volunteering.

Mr. Lyle is an assistant professor in Communication, offers communication classes for the Honor's program, and is the Director of the Speech and Debate team. He is also the Chair of Faculty Senate for the 2018-2019 school year. As chair, his job is to oversee different committees at Clarion along with the other members of Faculty Senate, oversee their weekly meetings, report this information to the Council of Trustees, and meet with the Provost and President of the university.

Being passionate about a job leads to involvement in other activities within the department and gives the person more experience in their field while teaching them new techniques and information they couldn't have received elsewhere.

# Student SPOTLIGHT: Cassidy Pernesky

**Sara Smerkar**  
Editor

Senior communication major, Cassidy Pernesky has enjoyed her time at Clarion University, especially through getting involved in various organizations.

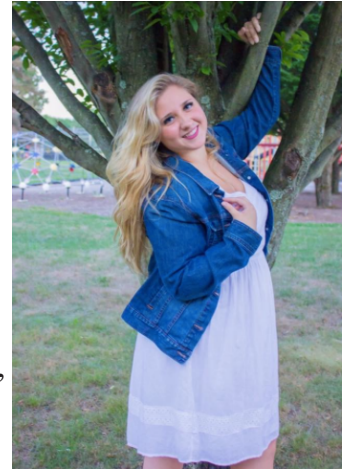
Cassidy is a part of Eagle Media Productions, Phi Eta Sigma National Honors Society, WCUC-FM, C93-FM, and the Department of Communication's Peer Mentor Program. By being actively involved in these organizations she has been able to gain the skills needed to be successful in the communication field.

During the 2016 fall semester, Cassidy was able to attend the Disney College Program where she got to work full time at Walt Disney World Resort.

Her favorite activity at Clarion University is co-hosting a weekly radio show on

WCUC-FM. She says, “[co-hosting a radio show] has taught me how to work for what I want and to make sure I cherish the facilities that are offered outside of the classroom.”

After graduation, Cassidy is moving to Kentucky to hopefully find her dream job in radio or promotions. She has advanced these radio and promotions skills through the activities she engaged in during her college career. Her overall dream career is to manage a radio station. Good luck and we wish you the best Cassidy!



Cassidy Pernesky

# Alumni SPOTLIGHT: Emily Kress

**Trevor Lake**  
Alumni Contributor

Emily Kress graduated from Clarion University in 2017 with a Bachelor of Science in Communication with a concentration in Digital Media. Currently, Emily is an Associate Producer at Blue Ridge Communications TV-13 News in Lehigh, Pennsylvania. Since graduating, Emily has found her niche in the communication field.

While in Clarion, Emily was the News Director for Eagle Media Productions, and involved in the National Broadcasting Society, Communication Department Peer Mentor Program, and crew for sporting events with Eagle Media Productions. Emily was heavily involved in the department's paraprofessional activities in her undergraduate years, allowing her to soak up as many professional skills as she could.

Emily accepted a position with Blue Ridge Communications TV-13 as an Associate Producer after an internship she began in May of 2017. Emily's duties include script writing, coordinating interviews for stories,

and keeping an ear on the scanner and social media for breaking news.

Emily believes all students should utilize any resources they can on campus, “taking the time to familiarize yourself with resumes, cover letters, and interviewing are skills that everyone needs. The more you know, the easier it is to land a job.”

She believes students should also network and participate in at least one extracurricular club related to their major. Implementing course skills in a hands-on fashion not only furthers learning but allows you to gain experience which is needed for most entry-level positions.

Emily is a proud Clarion graduate and has fond memories of working with Eagle Media, faculty, and fellow classmates.



Emily Kress

# Upcoming Events

## **Communication Peer Mentor St. Patrick's Day Party**

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

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

*Contact: Peer Mentor Event Coordinator, Sara Dudek at [s.a.dudek@eagle.clarion.edu](mailto:s.a.dudek@eagle.clarion.edu)*

## **Power Up Workshop: Interviewing**

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

Come listen to tips on how to score that dream job through interviewing.

*Contact: Workshop Coordinator, Dr. Naomi O'Neil at [noneil@clarion.edu](mailto:noneil@clarion.edu)*

## **Advertising Club Pirate's Game**

*Saturday, April 6th at 1:35 p.m. at PNC Park*

Buy tickets for a baseball game and go have an afternoon full of fun.

*Contact: Advertising Club Advisor, Dr. Naomi O'Neil at [noneil@clarion.edu](mailto: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](mailto:s.a.dudek@eagle.clarion.edu)*

## **Follow the Department of Communication on Social Media**

@CUCOMDEPT



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CUCCommDept



# Industry Topics and Trends

## ***Social Media***

### **Instagram offers Marketing Opportunities**

Learn the ways to reach your audience through Instagram through these unique tips.

<https://www.prdaily.com/how-instagram-offers-unique-marketing-opportunities/>

## ***Marketing***

### **Content Strategy**

Figure out if your audience likes or hates your content strategy.

<https://www.prdaily.com/7-signs-your-audience-hates-your-engagement-strategy/>

## ***Writing***

### **Misuse of Punctuation Marks**

Learn how to use punctuation marks the correct way.

<https://www.prdaily.com/4-punctuation-marks-that-are-tired-of-being-misused/>

## Meet the Staff

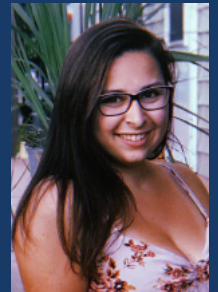


### **Sara Smerkar, Editor**

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, Assistant Editor**

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](mailto:s.k.smerkar@eagle.clarion.edu)**