Brittnee Hammonds of The Motherhood, Inc. Speaks at PRSSA-Sponsored Seminar

Public Relations Student Society of America (PRSSA) hosted speaker Brittnee Hammonds at their weekly meeting. A 2008 Clarion graduate and former president of PRSSA, Hammonds spoke about how she believed PRSSA was able to help her get her foot in the door by making connections and keeping those connections throughout the years. Hammonds also spoke about her experiences in finding internships and how to make those internships your job. Hammonds started off by discussing her three internships she completed before graduating from Clarion.

Hammonds wrapped up this event with informing students how you may think you know what kind of a career you want, but once you enter that career, you may find that you like something else. Hammonds discussed her job at Ketchum, a public relations agency in Pittsburgh. Hammonds always considered this to be her dream job but it wasn’t until she got there that she realized she wanted to work more closely with social media and became employed with Motherhood, Inc. where she was able to hone in on what she wanted to work closely with.

How To Get Your Dream Internship

• Submit a smart resume – 1 page
• Google your name – they will
• Do your homework prior to applying, know something about them
• Come prepared with smart questions

How To Make That Internship Your Future Career

• Make the next person’s job easier
• Keep asking smart questions
• Proof read everything twice
• Strengthen your time management and prioritization skills
• Meet or exceed deadlines
**Student Spotlight: Amerigo Allegretto**

Amerigo Allegretto is a senior Communication major concentrating in Journalism. At Clarion, Amerigo is the editor-in-chief of the Clarion Call. Previously within the Call Amerigo has held the positions of Arts & Entertainment Editor, Features Editor, and Copy Editor. As editor-in-chief Amerigo is responsible for overseeing the newspaper and its operations, including what stories are covered and published, what designs his staff implements and how their business side functions. He is also in charge of managing page four of the newspaper, the Opinion section. This August, Amerigo started writing for The Derrick and The News Herald as an intern. On average, Amerigo writes one to two stories a week. Since starting his internships, some of Amerigo’s favorite stories he has written include pieces about the University’s decline in enrollment, Autumn Leaf Festival events, and the 9/11 memorial ceremony in Shanksville. Amerigo attributes some of his success to the advisor of the Clarion Call and his peers. “I have to thank Dr. Laurie Miller for my success. She’s willing to go beyond the call of duty for students who are willing to put in the effort. I also have to thank the previous Call and CU-TV staff for going out of their way to help me become better at my craft.”

**Professor Spotlight: Dr. Lingwall**

Coming to Clarion in July of 2004, Strategic Communications professor Dr. Andrew Lingwall has had his fair share of experience in the communications field. Before becoming a professor, Dr. Lingwall worked in several different career fields. Some of his job titles include, Public Relations Specialist at Tacoma Community College, Account Executive at Russell & Herder Advertising and a reporter/editor at Fairbault Daily News. Before coming to Clarion, from 1999-2002 Dr. Lingwall taught at University of Washington, Tacoma, after that from 2002-2004 Dr. Lingwall went on to teach at Weber State University in Utah. Dr. Lingwall realized he wanted to be a professor when he was getting his masters and noticed that the faculty and students were the ones having all the fun and doing the important work at the university. In 2002, Dr. Lingwall went on to receive his doctorate in Educational Leadership and Policy Studies at the University of Washington. It wasn’t until 2004 when Dr. Lingwall became employed at Clarion University. In July 2013 Dr. Lingwall was promoted to the position of a full professor. Dr. Lingwall is currently working in collaboration with Dr. Scott Kuehn to write a text book for Communication 140, Writing for Media. They have written a proposal and three sample chapters and are currently waiting to hear back from publishing companies. Throughout his scholastic endeavors Dr. Lingwall has received a lot of advice; however there is one piece that sticks out to him the most: “You need to begin getting practical media experience now, as a student. Sign up as a writer for the Clarion Call, do a stint with Eagle Media Productions. Start envisioning yourself as the future professional now and behaving and working in those ways. Don’t think about it as being an abstract thing that you’ll try when you figure it out from classes in a couple of years, get in there now.”
Department Events: Ad Week Conference

Advertising Week is the world's premiere annual gathering of marketing and communications leaders each year in New York City. Advertising Week 2014 was held in New York City and lasted 4 days. It featured 250 events, 190 seminars, and 90,000 attendees. Clarion's AAF (American Advertising Federation) sent three members to attend Advertising Week. Adam Reynolds, Danielle Nespor, and Jarrett Boxley attended many events and seminars that focused on the future of digital media. According to Adam, “Advertising Week gave me the opportunities to network with professionals in the field and learn the newest industry standards and trends. I am excited to share my knowledge with the other AAF members and to incorporate what we've learned into Clarion AAF activities.”

Important Dates

Eagle Media Production Volunteer Nights
Every Monday at 7:45 p.m. in Becker (Studio B)
Are you interested in radio, television, web design or promotions? Look no further! Eagle Media Production House will host a volunteer night. If you want to get involved with Eagle media, attend the volunteer night and we will find a place for you within our organization! For information email Danielle Nespor at d.b.nespor@eagle.clarion.edu.

Mary Walter Leadership Series
November 20th, 7 p.m. in Carlson Library, Level A
Erin Lewis of the Career and Professional Development Center will be speaking about “How to Encourage Others to Act.” Come learn how to cultivate an encouraging mindset, understand the value of nurturing others, and develop approaches to help multiply the potential of others. For information email mwleadership@clarion.edu.

Communiversity 4 Internship Opportunity
Apply Today in CU Connect
Attention Clarion University juniors and seniors: We need you! Apply today for an amazing opportunity to develop a project called Grow Clarion. We will be continuing to develop an online presence for the project, as well as getting out there in the area to visit local producers and share their stories through our newly developed website.
Industry Topics and Trends

**IMC**

**How to Lead Your Team Through a Crisis**

It’s easy to be proud to be a part of a team through a winning streak. It’s even more impressive to be the leader of that successful team. But who looks after the team that hasn’t found success? When you’re the leader of a frantic group it’s easy to get lost. This article can explain how to remain the successful leader that a team needs in times of hardship.

http://blog.hubspot.com/marketing/how-to-lead-your-team-through-a-crisis

**Television**

**Snapchat’s First Advertiser: Messaging Service Is Like TV**

Trailers to your favorite movies may be coming to snap chat as the form of media explores its advertising ability. Why is this way of advertising so closely related to tv? Well just like any commercial on tv the viewer chooses to watch the entire ad, and when the ad is finished it is gone from the viewer without any interaction. The same can be said about snap chat.


**Radio**

**Pandora Opens Listener Data to Let Musicians Target Fans**

Pandora is looking out for your favorite artist or band. The largest internet radio is setting a goal to help artists become familiar with their fans. Song popularity and highest fan location are just some of the information Pandora is giving away to different artists.


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**Meet the Writers**

**Danielle Nespor**

A 2014 Clarion Graduate, Danielle is currently pursuing a Master’s Degree in Communication along with a Public Relations Certificate from Clarion University. Originally from Mercer, PA, Danielle received her undergraduate for Public Relations and Advertising.

**Brynne Buchner**

A 2011 graduate of Williamsport Area High School, Brynne is currently a senior at Clarion University. She is majoring in Broadcast Communication and Strategic Communication with a minor in Speech Communication.

**Gloria Pytlak**

Graduating from Clarion University in 2017, Gloria grew up in Rillton, PA. She is currently a sophomore and majoring in Communication and Marketing.

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Questions? Comments? Ideas for next month’s newsletter? Contact Danielle Nespor at d.b.nespor@eagle.clarion.edu