Eagle Media Production Engages Community During ALF Media Day

The Eagle Media Production House was one of several Communication organizations at the Clarion Park Gazebo on Thursday, October 1st during Clarion’s Autumn Leaf Festival (ALF). Media Day happens every year during ALF, and allows students in the Department of Communication to mingle with community members and show off what they have been learning in the classroom. Media Day ran from 9 a.m. until 7 p.m. with games and giveaways mixed in throughout the day.

The main attraction for Media Day was the live broadcast. Eagle Media Productions television produced a live, 30-minute preview show for the “Tournament of Leaves Parade”, featuring hosts Emily Kress and Brendan Cook. This preview show covered the history of Autumn Leaf, and discussed what viewers could expect to see during the Saturday ALF parade. In addition, Eagle Media Productions broadcasted a live, one hour and 30-minute coverage of the WCUC sports radio show “Hanks and Wags Ultimate Sports Talk”, which discussed the upcoming Clarion University homecoming football game against Mercyhurst.

Multiple media organizations hosted tables where community members could receive more information about professional affiliations in the Department of Communication and participate in interactive activities. Eagle Media Productions’ table had a fun trivia game and gave away key chains, drawstring bags, sunglasses, and pens to people who could correctly answer a trivia question. Clarion’s AAF (American Advertising Federation) was also in attendance. Their table gave away balloons that were filled with positive messages and candy in an effort to spread kindness. Finally, Clarion’s PRSSA (Public Relations Student Society of America) and The Clarion Call also had tables at this event set up to discuss and demonstrate to community members what they do as organizations.

Aside from the parade and Media Day, Eagle Media Productions covered several events including the United States Army “Kick-off Concert”, the S&T Bank “Autorama Cruise-in,” and the Clarion Psychiatric Center “Cornhole Tournament.” Ultimately, Media Day and the ALF coverage produced by the Eagle Media Production House allowed students to represent the University, mingle with Clarion locals, and provided students with invaluable field experience.
Eagle Media Productions encourages all Clarion University students to participate and put their Halloween spirit to the test. The competition #CUScared is a video and photography competition where students are encouraged to submit scary videos and photos to Eagle Media Productions. The scariest submissions will win some spooktacular prizes! Students can enter by uploading one photography submission or one video submission to Eagle Media Production’s Facebook page (https://www.facebook.com/eaglemediaproductions?fref=ts).

This competition is only open to Clarion University students who have “liked” Eagle Media Productions’ Facebook page. The contest will open to student submissions on Monday, October 12th and will close on Wednesday, October 28th.

**Submissions**
- All participants are limited to one video or one photo submission.
- Video submissions must be between 3 – 30 seconds.
- Photo submissions may contain anywhere from one photo to a composed gallery of no more than five photos.

**Approval Process**
- All submissions can be messaged to the Eagle Media Productions Facebook page for approval.
- In order to enter the contest, students must get their submissions approved before they will be uploaded to Eagle Media Production’s Facebook page.
- Any submissions uploaded onto Facebook without prior approval will automatically be disqualified from the contest and blocked from Eagle Media Productions’ social media pages.

**How to Win**
- Prizes will be given to two photo submissions and two video submissions.
- In addition, there will be a “fan favorite” prize that goes to the person who gains the most likes, comments, or shares through Eagle Media Production’s Facebook page.
- All submissions will be judged on 50% Halloween Spirit, 25% Creativity/Originality, and 25% Execution.

**Limitations**
- Submissions that include foul language and/or nudity are not permitted and will be disqualified.
- The SAFETY of all Clarion students or individuals involved in the making of all submissions must be guaranteed before videos or photos are made.
- Participants must get permission from all and any individuals involved in their video or photo.
- Participants or individuals involved do not need to release personal information to Eagle Media Productions.
- Eagle Media Productions has the authority to remove anything posted on their page that criticizes any controversial topic including race, gender, and sexual orientation.
- Eagle Media Productions has the right to adjust or cancel the #CUScared contest.
- Eagle Media Productions will not be held responsible for any injuries incurred during the making of videos or photographs.
This semester the Department of Communication is offering a new class for students. COM 157: Digital Equipment Workshop is designed for students looking to gain more experience and knowledge about digital equipment and techniques. The one credit class meets every Thursday night from 6 p.m. – 7:30 p.m. in Studio B, Becker Hall. Since the class is offered for credit, you must be enrolled in order to attend the workshops.

This semester COM 157 will be discussing digital techniques used to produce short-form videos. So far, they have gone over studio equipment, green screen, field cams, as well as studio and field lighting. Within the upcoming weeks, they will be covering sound and simple editing techniques.

Once the basics are mastered, students will have an opportunity to put their creativity into action. Students will be experimenting with stop-motion video techniques, conducting one-question interviews, and shooting footage around the department’s media facilities. Near the end of the semester, Professor Adams would like to have the students back in the television studio to produce “Newscast Practice” sessions, with students who auditioned for anchor positions getting more time at the anchor desk. Workshop students will gain studio experience in addition to field production techniques.

Join Eagle Media Production House Today!

All are welcome regardless of major to join Eagle Media Production House. Students can get involved in multiple areas, including: television & radio crew, underwriting, sales, promotions, radio DJ, and many more. If you have an interest in communication or are looking for experience, Eagle Media Productions is the place for you!

Eagle Media Productions is a full service production house that serves the greater Clarion area. This paraprofessional organization is always looking for new members and is a great way for students to gain experience within the communication field. If you are interested in joining, please contact Eagle Media Outreach Director, Timothy Doner at T.L.Doner@eagle.clarion.edu.
On September 22nd at 6:00 p.m. Eagle Media Productions had open auditions for those interested in becoming television anchors, with over 40 talented individuals interested in the positions. Each person was given the opportunity to sit at the News desk and read copy off the Teleprompter. The auditions were recorded and given to Eagle Media Productions faculty for final decisions.

After much consideration and review, the faculty directors assigned on-air positions for the News and the new Magazine Style Feature Show. Eagle Media Productions proudly presents the new anchors for the Fall 2015 semester:

Tiffany Burroughs – News Anchor
Danielle Johnson – News Anchor
Lyndsey Kujawa – Weather Anchor
Jenny Wisniewski – Weather Anchor
Derek Hryn – Sports Anchor
Tiger Sprout – Sports Anchor
Ari Fulcher – Lead Field Reporter
Emily Kress – Ultimate Stand-in

Braná Hill – Magazine Anchor
Eric Zavinski – Magazine Anchor
Paige Newcomb – Entertainment Producer
Cameron Finney – Segment Producer/ Talent
Kameryn McGee – Segment Producer/ Talent
Adam Davis – Segment Editor
Kara Kendziorski – Lead Editor
Kaitlyn Mulligan – Magazine Producer

John Gatesman spoke to Dr. O’Neil’s communication classes about Gatesman+Dave, his integrated marketing communication agency. Gatesman graduated from Clarion University in 1988 and is now the CEO and President of Gatesman+Dave. He started his career with Ross Roy in Detroit and worked his way back to the Pittsburgh area. Once in Pittsburgh, Gatesman decided to start his own integrated marketing agency. Currently, Gatesman+Dave works with clients such as UPMC, Consol Energy, The Pittsburgh Penguins, and many others. Gatesman+Dave were also behind the “What if Cancer Got Cancer” campaign for the North Shore-LIJ Cancer Institute, where they portray cancer as the victim.

Gatesman provided students with many tips on how to break into the ever growing communication field. He stressed that students should become involved with campus activities and obtain as many internships as possible. Gatesman also emphasized how important it is for students to take networking opportunities and use them to advance their careers. Gatesman is highly passionate about his company and the communication field. He urges students to find what they are passionate about and to use every opportunity available for them to work toward their goals.
Meet the Eagle Media Television Anchors!

Tiffany Burroughs
News Anchor
Future Goal: Help people in every way possible and become a beloved elementary school teacher
Favorite TV Show: “How To Get Away With Murder”

Danielle Johnson
News Anchor
Future Goal: To graduate, become successful, and be truly happy
Favorite TV Show: “Gotham”

Lyndsey Kujawa
Weather Anchor
Future Goal: To create a theatre program for children with disabilities
Favorite TV Show: “Dancing with the Stars”

Derek Hyrn
Sports Anchor
Future Goal: To obtain a better understanding of the communication field and to gain valuable experience
Favorite TV Show: “Entourage”

Tiger Sprout
Sports Anchor
Future Goal: To work in Philadelphia doing sports broadcasts for ESPN
Favorite TV Show: “Seinfeld”

Braná Hill
Magazine Anchor
Future Goal: To become the CEO of Black Entertainment Television
Favorite TV Show: “Scandal”

Kameryn McGee
Segment Producer/Talent
Future Goal: To gain experience this year in order to start creating my portfolio
Favorite TV Show: “Parks and Recreation”

Cameron Finney
Segment Producer/Talent
Future Goal: To produce a show in Hollywood for E! Channel
Favorite TV Show: “Parks and Recreation”
Welcome New Faculty: Dr. Fulton

Even at the age of sixteen, Dr. Fulton knew that she was destined to work in the communication field. After having various communication oriented jobs, such as working with marketing research companies and developing doctoral statistics courses, Fulton discovered a passion for training and research. Fulton realized that her career goals and interests matched perfectly with becoming a college professor. After completing her Masters, Fulton immediately began teaching speech and interpersonal communication at two community colleges in Indiana, PA. By her early twenties, Fulton was teaching her first course at Indiana University of Pennsylvania, her alma mater.

Fulton remarked that she had never picked up a video camera until she was in her second year of her PhD program and from that moment on she was hooked. She went on to direct and partially shoot a variety of videos for various organizations. Fulton takes pride in her work and explains that she is not the kind of professor to sit back and tell students what to do. She is always right beside her students running the cameras, working with audio, directing, entertaining clients, or tossing out hand warmers.

Fulton was pleasantly surprised by the overall kindness of Clarion university and its community. Fulton hopes to bring technical and aesthetic knowledge to her CUP students. In her classroom, she wants to add a bit of fun along with lectures, discussions, and activities. In particular, Fulton wants her students to start looking at what has been done in the past and to start thinking about how to make it better. Along with teaching, Fulton is also one of the faculty members working within the Eagle Media Production House. She is excited to bring what she learned at IUP to Clarion and is ready to help the members of Eagle Media Productions produce quality content.

As a fairly recent graduate, Fulton recommends that students should start thinking about the kind of jobs they want now. “It’s never too early to start looking at jobs and figuring out the skill needed to land a dream job,” says Fulton. For students, differentiating oneself is the best thing one could do for their career.

Student Spotlight: Paige Newcomb

Paige Newcomb, a junior Communication major with a concentration in Digital Media, can often be found within the depths of Becker Hall. Paige is a dedicated member of Eagle Media Productions and is also part of the Communication Peer Mentor Program. You can often find Paige working in the LSS Lab as part of her work study program. Within Eagle Media Productions, Paige is the Technical Director and handles the technical side of TV and radio, along with assisting with remote broadcasts. Paige believes one of her strengths is her ability to troubleshoot and her working knowledge of broadcast equipment. Outside of the communication department, Paige manages her own photography business, Paige Elyse Photography.

After graduation, Paige wants to start a career in television and eventually move into film. Her lifetime goal is to direct at least one movie during her career. Currently, Paige does not have an internship but is looking into interning in the Pittsburgh area at one of the local television stations. If Paige could stress one thing to underclassmen, it would be to get involved and stay involved! “You can only do so much in the classroom and there is so much more to be learned by getting involved,” says Newcomb. Ultimately, Paige urges students to join clubs and pre-professional organizations that pertain to what they want to do in the future. Simply put, you can never have too much experience so do not hesitate to get involved.
Faculty On The Move: Dr. O’Neil

In 2009 Clarion University gained a wonderful professor whose unwavering drive and vision led to her promotion to Associate Professor in July 2015. O’Neil achieved this accomplishment by completing five years as an Assistant Professor and writing a report exemplifying three areas: the first area being directed toward teaching at the university, the second being her service to the department, university and the community, and the third being any contributions she has made to research or scholarship studies. O’Neil has been an active contributor to each of these areas during her time at Clarion University.

O’Neil takes pride in teaching, calling it her “area of confidence.” Students speak highly of her ability to teach and are inspired by her unfailing energy within the classroom. From the start O’Neil worked to enhance the advertising side of Clarion’s communication degree. In 2010, she started the Advertising Club at Clarion University, which is associated with the American Advertising Foundation. O’Neil hoped students would get firsthand experience through the club expressing, “I found it important for students to get exposure from agency trips or work tours, and receive personal advice from guest speakers.” Aside from her work with the Advertising Club, O’Neil is Chair for the Curriculum Committee within the Department of Communication, Assessment Coordinator, Chair of Council on General Education, and Student Liaison for the Faculty Union, APSCUF. For her scholarship or research contribution, O’Neil takes part in the National Communication Association conference. She has submitted one paper a year that is peer reviewed, having all but one accepted over the past ten years. However, this year O’Neil submitted four papers, and will be presenting each paper at the Conference as all four were accepted.

She hopes to have a bigger contribution not just within the Department of Communication, but across campus as well. “I love my students, I want to do the best I can to prepare them for their future,” says O’Neil. O’Neil understands opportunities are everywhere, and in order to succeed one must look to improve oneself, enhance their education, and contribute to the world.

Upcoming Events

**Clarion Call Needs Editor/Writers/photographers**

*Contact Kayla Handy, editor in chief, at K.Handy@eagle.clarion.edu if you are interested.*

Do you like to write? Interested in photography? Then the *Clarion Call* is the right place for you!! The Call is looking for talented and determined writers and photographers for the Fall 2015 semester.

**Student Business Plan Competition Awards Start-Up Funds**

*For information contact Tracy Reinsel at 814-393-2060 or treinsel@clarion.edu.*

Clarion University is once again participating in the annual PASSHE Business Plan Competition. Students across all disciplines are invited to compete. If you have a business idea that you need help getting off the ground, winning this competition will get you $10,000 for business start-up. Registration ends Nov. 20.

**Stress Management Group**

*Every Wednesday from 3 p.m. to 4 p.m. in the Center for Wellness (256 Becht Hall)*

Have you been feeling under pressure? Need some help managing all the stressors of college life? Join us in the Center for Wellness for our new Stress Management Group! This is an open group for any Clarion University student interested in learning more about the effects of stress as well as tips for reducing it in your everyday life, relaxation techniques and more. Hope to see you there!
Department Events: Power-Up Workshop Series - Portfolios with Dr. O’Neil

Making the transition from college to the professional world may be a little difficult. However, the Communication Department hopes to ease this transition by hosting a series of Power-Up Workshops. This academic year there will be four workshops held that are available to all communication students. These workshops are held for students to gain insight into how to prepare for launching their career.

This month, Dr. O’Neil held a Power-Up Workshop about professional portfolios. At the workshop she displayed examples of portfolios from other students and discussed what is important to have in a portfolio for job interviews.

The next workshop will be held on Tuesday, November 10th to talk about internships. At this workshop there will be an Alumni Panel talking about their professional experiences and how students can obtain internships within the field. The Power-Up Workshop Series will continue with a Resume and Interview Workshop in the Spring Semester.

Meet the Writers

Danielle Nespor
A 2014 Clarion Graduate, Danielle is working on finishing her Masters Degree in Communication along with a Public Relations Certificate from Clarion University. Originally from Mercer, Pa, Danielle will graduate in December 2015. When not working as a GA, Danielle can be found binge watching Netflix.

Gloria Pytlak
Graduating from Clarion University in 2017, Gloria grew up in Rilton, Pa. When not working on school work, Gloria can be found cheering on the Pittsburgh Penguins! She is currently a junior and majoring in Communication and Marketing.

Nina Jonnet
Originally from West Deer, Pa, Nina graduated from Riverview High School. Nina is currently a junior at Clarion University. When not writing for the newsletter, Nina can be found leading Clarion’s American Advertising Federation as their president. She is majoring in Strategic Communication with a minor in Marketing.

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