

Comm Arts

Talk

PERFECTING THE LINES OF
COMMUNICATION

Alumni Visit PR Classes

Alumni Lauren Jones Crawford and Jeremy Estroff will be coming to Veazey on April 14th to speak with Intro to Public Relations and PR writing classes. These two GSU Alumni have made their marks on the PR world and want to share their success with students wanting to pursue their careers in the same field.

Lauren Crawford landed an internship at *three*, a public relations agency in Atlanta. Spending three months at this company, she worked with account holders such as Shaw Flooring, Simmons Bedding Company and Kimberly-Clark Healthcare. Excelling at *three*, landed Crawford a full-time position on the public relations team. From student to a full-time employee, Crawford was presented with the opportunity to work as an account executive. She had the chance to learn both public relations and advertising account management skills.

A healthcare technology client, MedAssets, offered her the opportunity to work in healthcare PR. Crawford wrote press releases, worked in trade show booths, wrote copy for inserts in healthcare trade publications and facilitated interviews. Her PR skills came in handy with accounts such as AirMed International, Radiotherapy Clinics of Georgia, MedShare International and U.S. Kids Golf.

Currently she is working at *three* as a member of the Account Management team helping advertise accounts such as Children's Healthcare of Atlanta, Shaw Flooring, Waffle House and Burr & Forman Law Firm.

Jeremy Estroff took a different path with his career. He started designing at the marketing agency Caribiner International. He was part of an integral design team member with accounts such as Audi, BellSouth, BMW, Coke, Chup Chups, Ford, The Home Depot, Lincoln and Mercedes-Benz. Since choosing the design path, he now is a senior designer for clients such as iXL and lead artist on The Home Depot's national advertising team.

Estroff is working as the Art Director for *three* and designs for accounts such as Children's Healthcare of Atlanta, Simmons, Shaw Floors and U.S. Kids Golf. Jeremy launched his own freelance design studio, JeremyBlair Studios, designing projects for clients in locations such as Atlanta, London, Los Angeles, Montreal, San Francisco and Washington, D.C.

Estroff co-owns Baby Nation; an infant and toddler apparel company focused on creating clothes that reflect fashionistas and their child. In two years, the apparel line has gone from being carried in local boutiques to more than 40 stores across the nation.

Estroff and Crawford will be talking with students in a PR Writing class at 10:00 and 11:00, resume reviews begin at noon in the Veazey lobby. They will talk again at 2:00 for an Intro to PR class and at 3:30 with PR Publications.

"From Students to Professionals"

The second Communication Arts Career Fair, "From Students to Professionals," was hosted for broadcasting, journalism and public relations students on April 8th from 12-3 p.m. in the CAT.

Students brought their resumes and talked with the 13 professionals about how to make it in the "real world."

Leslie Sheppard, senior public relations major, was thrilled that there was a Career Fair which included PR. "It was nice to have a

Career Fair that has companies for my major. I was excited to have PR firms available to answer any of my questions."

Professor Reed Smith organized a Career Fair last year focused on broadcasting students.

"This is our second year, last year was just broadcasting, but this year we decided to incorporate journalism and public relations. Next year, our 3rd year, is going to be bigger and better. We are pleased with the turn out and really excited we were allowed to show off the

new CAT facility."

There were 46 students who signed in but Dorsey Baldwin and Karen Murphee, from Career Services, said there were 61 students who came and took advantage of this event.

"It was a great opportunity for students to be able to network and get them prepared for finding an internship or job. Being prepared is the biggest part of the job search especially with the economy the way it is now," said Baldwin.

Upcoming Events

Comm Arts Banquet

April 14 @ 6:00 p.m.
First Baptist Church



Film Festival

April 16 @ 6:00 p.m.
Averitt Center
Tickets \$5

*Entry form

mbankhead@statesboroherald.com

Relay for Life

April 17
PRSSA

Putt-Putt



Tournament

April 19, 2-6 p.m.
Hackers

Entry Form:

gsu.events.09@gmail.com



A Man for All Seasons

April 17-25, CAT
*Tickets call 912-478-5379



Puppetry

May 1-2, 2009
"Song of Roland"



Putt on the Green to Raise Green

The Georgia Southern Communication Arts Department is hosting a Putt-Putt Tournament on April 19 from 2-6 p.m. at Hackers Golf Park.

The Event Management Class is raising funds for new video and editing equipment for the department and to raise awareness about what the department has to offer.

Teams of four can pre-register at the GSU Rotunda Monday and Wednesday from 12-2 or Tuesday and Thursday from 10-1.

The entry fee is \$10 per person, pre-registered, and \$12 per person the day of the event.

Prizes will be given for winning team, most creative team name, hole-in-one, and closet-to-the-pin driving range competition.

Food and drinks will also be sold. Come have some fun golfing in the sun with the Communication Arts Department.

For more information or questions please contact Casey McKissick at gsu.events.09@gmail.com, OR look for the Facebook Group, Putt-Putt Tournament Fundraiser.



2009 Statesboro Film Festival

The *Statesboro Herald* and Averitt Center for the Arts will host the 2009 Statesboro Film Festival April 16 at 7:00 p.m.

Amateur and seasoned film makers will be honored and recognized at the Statesboro Film Festival, and the top films will be screened for the public.

Qualified judges from the *Statesboro Herald* will vote for winners in categories such as Best Film, Best Director, Best Cinematography, and Best Editing. Meanwhile, the grand prize winner will be chosen by the public.

Films will be placed into a poll at www.statesborofilmfestival.com.

and viewers can vote up to five times daily per computer. There will be two periods for voting.

The second period will be a narrowed poll and consist of the videos that received the highest number of votes throughout the first voting period.

The contestant's film with the highest number of votes will be considered the grand prize winner and will receive a 50 inch flat screen television.

Tickets are \$5 and may be purchased by calling the Averitt Center for the Arts box office at (912)-212-ARTS.

"Communication--the human connection--is the key to personal and career success."

~Paul J. Meyer

GSU Student Win's Broadcasters Education Award

By: Haley Higgs

Broadcasting student, Rusty Brown, won the Broadcaster's Education Award (BEA) for placing runner up in the nationwide sports broadcasts category. His entry, "GSU Football Play by Play," was the live play-by-play coverage of the 2008 Georgia Southern vs. Wofford football game.

After placing third in the sports broadcasts category two years ago, Brown resubmitted another entry in December. With the help of Dr. Melanie Stone, Daniel Sallerson, Justin Baker and several others, Brown not only finished in the top 10 but in the top two across the nation. Brown was notified of his win this past February. "When I submitted the entry last winter, I had hopes of placing nationally somewhere in the top 10, but to finish as high as our department did was truly an honor," said Brown.

Brown is a senior information broadcasting student from Lilburn, GA. He is currently the program director for 91.9 The Buzz as well as the play-by-play voice of Georgia Southern football and basketball. Not only is Brown the voice of sports, but this Tuesday he will host the Seventh Annual Communication Arts Banquet. After graduation, Brown plans to continue doing play-by-play radio coverage of college sports.

Check Us Out and Contact the Communication Arts Department

On the Web: <http://class.georgiasouthern.edu/commarts>



On the Air: 91.9 the Buzz



On the Tube: Channel 97
Communication Arts

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Communication Arts

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