WAYNESBURGUNIVERSITY

TRENDING TOPICS SPRING 2013 VOLUME 1 ISSUE 4



CHARTERED IN 2010, THE WAYNESBURG UNIVERSITY CHAPTER OF THE PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA STRIVES TO PREPARE MEMBERS FOR THEIR FUTURE PROFESSION THROUGH EXPERIENCE. OPPORTUNITY AND ACHIEVEMENT.



RJ Tonks Fundraiser

Last Sunday, March 24, 2013, Waynesburg University students arrived at the Rudy/Marisa Fieldhouse to support a fundraiser for RJ Tonks, a sophomore Sports Information Management major. Tonks has been wheelchair bound due to an equilibrium issue. The treatments he is seeking cost \$18,000 and he has received an outpouring of donations from his hometown. "He has gone to Georgia twice for his treatment and he has improved 80 percent since he has

faster than they anticipated, so it is really exciting," said 99.5 The Hive's Promotions director and Red Brick Communications director. Abby Pittinaro. Students paid a one dollar admission fee to watch 3-on-3 basketball games, and play corn hole. For an additional one dollar attendees could participate in a game of knockout. Students could also buy refreshments. Donor cards were available as well for a dollar. Supporters could write their names on the cards, which were started going there. He is improving in the shape of sneaker prints. The

donor cards were also sold in the Beehive at designated times the weeks before the event. The project initially started out as a Relay for Life event sponsored by 99.5 The Hive.

"We heard about RJ trying to raise money so we decided that this fundraiser would go towards him." said Pittinaro.

Tonks received much encouragement over the past two weeks from students and faculty alike, and received over 500 dollars from the fundraiser as well.

MEMBER SPOTLIGHT **MATTHEW GIARDINA**



HOMETOWN PITTSBURGH.PA. MAJOR **PUBLIC RELATIONS** YEAR **JUNIOR**

Upon entering college, junior Public Relations major Matt Giardina was not sure what direction to take in choosing a major. It was not until he was introduced to public relations that the search for a major ended. "Having the opportunity to tailor your interests in a degree is what enticed me about public relations," said Giardina. "I like being able to combine my passion for design with the other aspects of public relations." Red Brick Communications, is his favorite aspect of being a member PRSSA. Currently, Giardina works as an intern for The Marbury Group in downtown Pittsburgh. While at his internship, Giardina said he often is asked to write news releases and radio spots, transcribe radio spots and create various design projects. Upon graduation, Giardina would love to work for a human rights

2013 PRSSA National Conference

The Public Relations Student Society of America will hold the 2013 National Conference in Philadelphia, Pa., the weekend of October 25 to 29. The event will be held at Loews Philadelphia, the first skyscraper to be built in

The 2013 PRSSA National Conference was chosen to be held in Philadelphia due to the historic and innovative

background of the city. According to PRSSA's website, "A forerunner in history, culture, food, art, and thriving businesses, Philadelphia stays on top of the world by reinventing itself."

"It's a time to send lots of members from our chapter to network with other chapters on a national level," said Molly Winters, president of the Waynesburg University PRSSA chapter.

This year's conference, themed, "Foundation for Innovation," will be hosted by Drexel University.

"It's a great time for us as preprofessionals to see everything set up and work with people we do not know," said Winters. "It allows us to have diversity."

The conference will be comprised of Chapter Development sessions, **Professional Development**

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PRSSA members work Charter Day 2013

Wavnesburg University was chartered by the Commonwealth of Pennsylvania 163 years ago. The University celebrated this historical moment March 19, 2013. The ceremony commemorated and illuminated seniors in the Bonner Scholar. Stover Scholar, Leadership Scholar and Honors Academy Programs for their commitment to leadership and service. The

University worked with its Department of Communication and the Public Relations Student Society of America (PRSSA) to ensure that the event was a success. The PRSSA chapter has been involved with Charter Day for many years.

"We've been assisting the event for a number of years now," said Richard Krause, department chair and assistant professor of

communication. "It started a few years back when Heidi Szuminsky was the event planner for Charter Day. It has become a great opportunity for students to gain experience in event planning."

PRSSA members have participated in the final set up of the event as well as the running of certain positions such as greeter and tour guide. The students are given specific

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CONTRIBUTING WRITERS

BRITTANY SEMCO Editor-in-chief

Molly Winters Abby Pittinaro Hope Frick Kyle Oland

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ALUMNISPOTLIGHT **ALEXIS HOROCHAK**



LOCATION PITTSBURGH.PA. **PUBLIC RELATIONS POLITICAL SCIENCE** ORGANIZATION **RANGERESOURCES**

Alexis Horochak graduated from Waynesburg University in the 2009 Fall semester with a dual degree in public relations and political science. She works for Range Resources in Canonsburg, Pa. as their Government Affairs Specialist. Her daily activities include presenting well site applications at township meetings, hosting public hearings for the local community and addressing landowner issues/ questions. She represents Range Resources at job fairs, expos and industry seminars and conferences. She attributes her success to the education she received from Waynesburg University.

GOTPOINTS?

Happy Spring everyone! Our members have been hard at work through the many Chapter events and opportunities we have had recently. Currently, sophomore and Special Events Coordinator Haley Greene leads the Chapter with 161 points. Her dedication to WU PRSSA has shown through her regular attendance at general body and firm meetings, as well as her involvement with Sibs & Kids and the March Madness fundraiser for RJ Tonks. Freshman Kaitlyn Wood follows

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FROM THE PRESIDENT'S DESK



Spring time is the perfect opportunity to start fresh and shed the dreariness of the winter months. As warm weather approaches, I have always felt inspired to give back to the community during this time. The "feel good" weather makes me want to lend a helping hand to others. PRSSA has adopted this mindset as well. Easter baskets

were made for "Easter Buddies," which is taken to local schools. We also raised money for RJ Tonks, so one day he can walk again. Members have also been working diligently on Relay and Bark for Life which raises money for cancer research. I am proud of all the work that the members have accomplished this semester which helps others and prepares everyone for their career one day.

I was sitting in class a few weeks back and Professor Krause said: "There are very few absolutes in PR." This got me thinking that while we are all working so hard toward our common goal one day, there are going to be hardships that we endure, just like any career. As I kept pondering this, I realized that we have one of the best majors because there is no set answer on how to do something. We have so many different resources that we can utilize and share with one another. The world of PR is rapidly changing every day and we always have something new to learn. Just as we are transitioning into the warmer months, we must learn to be mindful of the many transitions in public relations and not let the few absolutes limit us.

Molly Winters

Red Brick Communications welcomes new Assistant Firm Director

According to National Affiliation rules for student-run PRSSA firms, there must be two Assistant Firm Directors in addition to the head Firm Director position. Therefore, along with Firm Director, Abby Pittinaro and current Assistant Firm Director, Jordan Mitrik, frehsman Megan Bayles will help run Red Brick Communications as the second Assistant Firm Director.

Bayles decided to take on this new position because she wants to help Red Brick Communications achieve these goals of becoming nationally affiliated. She is excited to help the group and learn new skills along the way.

Being new to the Public Relations major, she wanted to start right away. "This opportunity will give me hands on experience in the public relations work field. I am excited to do actual public relations work and increase my knowledge in the field," Bayles said. Bayles believes that she is a responsible person who can balance many things at one time.

Especially while furthering her education, she will do what she can to help out. "I also hope to use my skills and ideas to assist Red Brick Communications in becoming the best it can be,"

Bayles said.

Already an active member in the Department of Communication, Bayles is involved in Waynesburg University's PRSSA chapter. She is a producer of "Jackets Sports Weekly", a cast member on "Rough Cuts," a member of the Waynesburg University Sports Network crew, and a sports announcer for WCYJ-FM.

She is an Honor Academy Scholar and a member of the Waynesburg University Orientation Board. With the additional assistance of Bayles, Red Brick Communications will one day become a national affiliated firm.

Student-run Firm, Red Brick Communications makes progress with clients

Many new and exciting things are happening with Red Brick Communications. Since a decision was made on the firm name and a new executive board announced, Red Brick Communications has now been busy with clients.

As Account Executive of the America Cancer Soceity, Kara Bemer has made great progress for their upcoming events, including Bark for Life. The permit application for Bark for Life, planned for April 27, 2013, is complete. At this point Bemer and the account managers, Haley Greene, Matt Giardina and Northe Campbell-Escalante, have been

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Conference Cont'd

Workshops, PRSA General Sessions, Career Development Exhibitions, and a countless other networking opportunities.

A multitude of topics are already in place to be covered. As of now, those topics include: personal branding, food PR, media training, social media for business, sports PR and office etiquette, just to name a few. The conference costs \$300 for PRSSA full members and \$335 for non-members.

If you are interested in attending, you must submit a typed letter of intent to Professor Richard Krause. In the letter please explain why you would like to attend

the conference and how you will benefit from the trip. This letter must be hand delivered to Professor Krause by April 5, 2013 at noon

To read more about "Foundation for Innovation," the PRSSA 2013 National Conference, visit www. prssa.org/events/Conference/.

Points System Cont'd

with 130 points. Through her involvement at general body and firm meetings, and her eagerness to help with Chapter events such as upcoming PR Week, Wood's passion for PR shows.

Junior and Professional

Development coordinator Matt Giardina rounds out the top three with 105 points. Giardina's willingness to always help out shows his commitment to Chapter growth and success.

A great job to all members for

working to earn points – your dedication and passion helps make Waynesburg University PRSSA the best it can be. PR Week is quickly approaching and will provide many opportunities to earn points so keep working hard as we head into the semester's final stretch.

Charter Day Cont'd

titles and responsibilities. When asked how the Public Relations students performed at the event, the students received glowing commendations. Mary Fox, the event planner for institutional advancement said, "I think the students did very well. We have specific duties that we ask of each student. Everyone did what was asked of them."

Many students who assisted at

the event, for example freshman Public Relations major Jordan Mitrik, found the event to be a great success.

"I think the event went the way we all hoped for, a success. All PRSSA members were assigned certain jobs or tasks to do before and during the event and we all did them well. The university wanted the service to go as planned, professionally and smoothly as

possible, and I think everyone accomplished that," Mitrik said.

Charter Day always brings the Waynesburg University community together, from the seniors that were honored, to the faculty, staff, and students that shared in the event. It will be interesting to see how much of an impact the PRSSA chapter and its Public Relations students have on Charter Day in the future.

MEDIA CORNER

BY PRSSA NATIONAL

Social media are an increasingly important part of the public relations profession today. Social networking with your colleagues in PRSSA will enable you to create lasting relationships, learn about career and educational opportunities, and stay informed about Chapter news and events.

Get deadline reminders and receive the latest industry and organization news by following @PRSSANational on Twitter.

@PRSSANational hosts monthly Twitter chats on issues and skills related to PRSSA members. Learn how to participate in PRSSA's Twitter chats. #PRSSA Twitter Chats will be held at 9 p.m. ET during the spring 2013 semester on the following dates:

- April 16
- May 14



Participants of the RJ Tonks Fundraiser resting with their free protein granola bars donated by Nature Valley—we recieved 300 bars in total. The rest will be used at PRSSA's Relay for Life table.

FIRM UPDATE WITH ABBY PITTINARO

Now half way through the semester, accounts have been working diligently to continually please their clients. After adding several chapter members to Red Brick Communications client accounts, tasks are running even more effectively.

The Greene County Food Bank account has been working hard to complete several tasks before the summer months. Projects such as up-to-date brochures and coloring pages will be helpful for the client along with a brand new website created by the Department of Communication's Web Design class. The website will allow inquirers, donors and visitors to have a "one-stop-shop' to receive their desired information.

The American Cancer Society account is meticulously working on Bark For Life and Relay For Life. The second annual Bark For Life will take place April 27, 2013 in North Shore, Pittsburgh. The account has finished finalizing permits and is now gaining new and returning sponsors. We anticipate an astonishing turn out along with an impressive donation total.

Red Brick Communications is creating and filling out the paperwork that needs to be implemented and completed to keep reaching National Affiliation status.

COMINGUP

APRIL 4-7
NATIONAL ASSEMBLY
APRIL 14
MINI-RELAY FOR LIFE
APRIL 15-19
PR WEEK
OCTOBER 25-29
NATIONAL CONFERENCE

OPPORTUNITIES

Internship of the Month MICHAEL KORS

11 W 42nd Street New York, N.Y.

The Michael Kors internship program offers undergraduate and graduate students an opportunity to gain exposure to the inner workings of a global retail corporation.

Responsibilities

- Students must be able to receive academic credit for the duration of the internship.
- Students must be able to make a minimum commitment of 2-3 days per week
- The internship program's hours are 9am to 6pm, Monday through Friday.

Application Deadline: April 19, 2013

Position: Part-time, Unpaid (College Credit Required)

Timeframe: 05/27/13 — 08/27/13 (Flexible)

Scholarship of the Month **BETSY PLANK**

Deadline: June 7, 2013

Awards: First honor \$2,000. Second honor \$1,500. Third honor \$1,000

Requirements: You must be a PRSSA member in your junior or senior year of college, preparing for a career in public relations

Academic achievement in public relations and overall studies, demonstrated leadership, practical experience, particularly as expressed in the candidate's statement.

<u>APSTYLEGUIDE</u>

WITH BRITTANY SEMCO

Here are this month's key AP Style examples to remember and use:

- Don't use "their" when referring to an organization, use "it's, it"
- Don't use two spaces between sentences, use one
- Don't use "over" for numbers and nonspatial things, use "more than"

Examples:

- Say "Waynesburg University is in its 164 year" not "Waynesburg University is in their 164 year."
- When using numbers say, "Waynesburg University is more than 164 years old" not "Waynesburg University is over 164 years old."

Age and Time:

- Time: use figures except for: noon and midnight
- Use a single number followed by a.m. or p.m. (:00 not necessary) Ex. 9 p.m.
- Age: use hyphens when the age is an adjective before an noun or a substitute for a noun
- Age: use figures/ numbers. Ex. "My 5-yearold son," or "He is 5 years old."

PUBLIC RELATIONS WEEK

Waynesburg University's Public Relations Student Society of America chapter will host its third annual PR Week from April 15 to 18.

Numerous Public Relations professionals will be speak on campus during the weeklong program and an alumni panel will top off the events scheduled for the week.

"PR Week is a very significant event for us and we look at this, basically, as a weeklong celebration of the study of the field of Public Relations," Richard Krause, chair of the Department of Communication and PRSSA adviser said.

Though the week is not completely scheduled yet, numerous events promoting networking and professional development will be held.

Students in the PRSSA chapter are committed to making this PR Week the most successful one to date.

"We have a lot of people participating to make this a really good event, and it is," Krause said. "It was a good event last year – it was a very good event last year, and I think it has the potential to be even stronger this year."

PR Week is considered a unique event among chapters of PRSSA, Krause said.

"We have also found in previous years that our

PR week is more involved than what a lot of other PRSSA chapters do," Krause said. "A lot of them will have a PR day, for example, where they do some programming but there aren't a lot of schools that are actually developing a weeklong series of activities."

There are three to four programs planned during each day of the week. Speakers of various backgrounds from the profession will make an appearance in Buhl Hall during the event to share their expertise with students.

In addition to speakers like Rebecca Caruso, vice president of L'Oreal and Waynesburg alumna, and George Cicci, director of Integrated Marketing, Enrollment and University Relations at Waynesburg, the PRSSA chapter has an alumni panel of young professionals in place.

"The alumni panel's great because what it shows our current students is that kids who leave our program go out and get jobs in Public Relations," Krause said.

Though the program is only in its third year, it has grown drastically in a short amount of time.

"I'm very proud of what the students have been able to achieve with this," Krause said. "It'll be a busy week. It'll be an exciting week but we're poised and ready to offer a great program."

Senior to create promotional video for third annual PR Week

Wavnesburg University is the proud home of a dynamic Public Relations Student Society of America (PRSSA) chapter. In one of our recent meetings, Professor Richard Krause, chair of Waynesburg University's Department of Communication, suggested the idea of creating promotional videos. These videos would showcase what this faction of PRSSA is about and the work that we do. President Molly Winters formally addressed the proposition and our assemblage arrived at a consensus to advance with the project.

The first tranche of our video campaign to achieve genesis will be for the Redbrick Communications Firm and Public Relations Week. Jordan Mitrik, assistant firm director explained to his idea including filming PRSSA members building a brick wall to appropriately correlate with the firm name. "The wall will be built over a lapse of time. Some of the bricks will have words on them pertaining to the firm, PRSSA, or the field of public relations in general. When the wall is completed the bricks with writing will spell out "Public Relations

Week." Then when the camera zooms in the public relations terms will be viewable on each individual brick," Mitrik said. Since building an actual brick wall would take time and resources that the firm does not have they have decided to build the wall digitally with the help of senior Graphics Design major, Brett Colorito. Molly Winters, president of Waynesburg Unviersity's PRSSA, had an idea similar to Mitrik's, which emphasizes the unity we strive to achieve among our members.

The benefit of taking "Internship" at Waynesburg University

There has never been a better time to be a communications student at Waynesburg University

Internship opportunities are plentiful at Waynesburg University, with businesses actively seeking out Waynesburg communications students for internships. "At no time in my tenure at Waynesburg have I received the number of requests of PR interns as I have this semester," says department chair Richard Krause. "That speaks to the accomplishments of the students and the visibility of the program."

Organizations are seeking out students from Waynesburg University, rather than students having to seek out organizations for internship opportunities. Because having an internship is a graduation requirement for students in the department of communication, this interest in the program will only serve to benefit the students that are a part of it.

Krause stressed that students still need to plan for internships early in their collegiate careers. "It is important that students take advantage of opportunities in the program to build skills that internship supervisors would find attractive," Krause said. He also cited Public Relations junior Kyle Oland, who recently acquired an internship in media relations with the Pittsburgh Pirates, just another example of long-term work toward an internship paying off. Waynesburg University is still competing with larger schools such as University of Pittsburgh

and University of West Virginia for internship openings, making involvement a crucial part in acquiring prime opportunities.

Internships include local opportunities, more specifically numerous nonprofit organizations in Greene County. There has also been interest from agencies in the Pittsburgh region. Students are not limited to these markets however, as internships will be available depending on how much prerequisite work they put into it. Larger markets are well within reach.

The internship program's success is the reward of all the hard work that has been instilled in Waynesburg University, and this has made it stand out significantly in the realm of internships.

Web Design class and Red Brick Communications assist client

It would be difficult for any organization to live up to the motto "Fiat Lux"- Latin for "let there be light" but Waynesburg University's Web Design class is certainly meeting the expectations that come with having such a statement. Dr.

Chad Sherman's Web Design class is currently building a web page for the Greene County Food Security Partnership. In this age of digital technologies, having an internet presence is essential to the continued survival of organizations, especially those

that are nonprofit. With the public at large depending more each day on social media the degree to which an organization is connected, reliable, and transparent effectively

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Clients Cont'd

working on soliciting sponsors for the event. As for the Mini Relay for Life, the group has been working with the Firm Director to narrow down a theme for PRSSA's table to be setup on the day of the event.

Red Brick Communications has been working on an article to submit to Forum, PRSSA's national newspaper, regarding the Bark for Life event for American Cancer Society.

Waynesburg University's Web Design class has recently met with Kyle Kooyers, the representative for the Greater Pittsburgh Community Food Bank, to know exactly what he and the Food Bank would like for their upcoming website. Members of the class will be creating a mock design for the client.

"Kyle is extremely happy with all the work Red Brick Communications is doing for the Food Bank," said Abby Pittinaro, firm director of Red Brick Communications.

Pittinaro also said that Mandy Ormsby, Account Executive of the Food Bank account, has done a great job with the media kit including press releases and brochures, as requested by Kooyers. With the help of the account managers, Stephanie Cato, Megan Potosky, and James Little, many objectives have been met for the client thus far.

Red Brick Communications has also added a new client, March to Destiny. This new client holds annual Civil War reenactments in Shippensburg, Pa. It is Red Brick Communication's job to develop a campaign to promote the event. Molly Winters will serve as Account Executive of the client along with Brittany Semco, Kyle Oland and Hope Frick as Account Managers.

Pittinaro, along with Assistant Firm Directors Jordan Mitrik and Megan Bayles, has been working to finalize the process of becoming nationally affiliated. They are working diligently completing the application process and preparing everything needed for the final submission.

Web Design Cont'd

determines its longevity. Currently, the Greene County Food Security Partnership's only avenue of effective public relations work is by printouts and word of mouth, a severely debilitating circumstance in today's highly connected world. The Web Design class is working hard to change this by joining with Waynesburg University PRSSA's student-run firm, Red Brick Communications to build a web page that is succinct, easy to read, and highly informative. Currently seeking information

about food aid in the Waynesburg area can be a long process involving many steps. The goal of the web page is to make the food aid process considerably easier so that all of the necessary information is readily accessible in one place so that the process of getting food aid in the Waynesburg Community is considerably shorter. The web page will also make it considerably easier for investors and partners of the Greene County Food Security Partnership to get involved and stay up to date.

Countless nonprofit organizations in today's society lack the technology and funds to truly utilize the public relations field to its full capacity for their maximum benefit; fortunately the Waynesburg community has Red Brick Communications and the Web Design class– shining light where there is proverbial public relations darkness one account at a time.

Public Relations majors to present summer internship experiences

On April 17, 2013, students, faculty, and family members will be attending the first round of the Spring Internship Presentations. Presenting first will be three Public Relations majors: Caitlyn Bolon, Hope Frick, and Kelsey Bradley. They will be discussing their experiences during the internships they had over the previous summers.

Every year, a number of students complete an internship as well as an internship class in order to graduate. These students must also present to an audience a presentation about their internship. The requirements of this presentation are as follows: it must be eight to ten minutes long, the entire speech must be memorized, reading from note cards is prohibited and their slide show may only serve as a reference. Other than those requirements, the presentation can be given in a way that bests represent their internship experience.

Caitlyn Bolon interned during the summer of 2012 at Meadows Standardbred Owners Association, located at the Meadows Racetrack and casino in Meadowlands, Pa. Bolon's official position was the Public Relations/Marketing Intern. Her duties were special events planning, marketing, brand management/awareness, social media monitoring, etc. All of this led to many great relationships and she is currently still working for them without pay or the intern title, however has become the Public Relations/Marketing Assistant.

Hope Frick also interned during the summer of 2012 at Quantum Communication in Harrisburg, Pa. Frick was responsible for representing clients, mostly from the energy/natural gas sector, at expos and conferences, preparing for Quantum's monthly political lunch, which included: invites, food, set up, and greeting guests, and lastly she was responsible from creating informational

pieces such as media lists, and website reviews for

Kelsey Bradley participated for a non-paid internship at the Washington County Historical Society for 15 weeks during the summer of 2012. Kelsey's duties were to promote materials, take photos of events, and were also the editor of the newsletter, The Focus, as well as their art show program that took place later that year. Bradley answered the phone and responded to emails. After interning at the Historical Society, Bradley would love to work there full time in the future.

All three women had great experiences where they interned and learned many new things about their future careers in Public Relations. The PRSSA chapter hopes that many students will attend the presentations to support everyone who will be presenting.

Office of University Relations, job and experience opportunities for Public Relations students

At Waynesburg University there is a notably unique relationship between the University Relations office and the academic major of public relations. Students looking to arrange work study jobs and complete class assignments have been given the privilege to work alongside of employees within the department and have been able to experience tremendous opportunities as a result.

The University Relations office is responsible for tasks such as media relations, print and web advertising, website content and management, press releases, feature stories, various publications, special events and much, much more. Every semester, the office employs anywhere from two to four student writers, usually from public relations and journalism backgrounds, and a number of student designers. After the students are hired,

they are treated as members of the University Relations team and are responsible for work that will later be published in some fashion and sent out to the media. Chair of the Communications Department, Richard Krause, said "It has been a tremendous opportunity to work hands-on in the field for students. We are trying to give them as many public relations experiences that we can. By working in the University Relations office, our students are given the opportunity to write, design, and edit public relations material that are then disseminated to external audiences."

There is a mutually beneficial relationship between the employees of the University Relations office and the undergraduates of the public relations major. Students are able to gain high quality portfolio material and valuable work experience, and the University Relations office is able to gain quick studies and an extra hand of assistance to employees. Samantha McClintock, University Relations communications specialist said, "I know that I would not have the wonderful job I have now if not for my three years working as a student writer in the Office of University Relations. My portfolio and resume were much more developed than some people who did not have this experience."

The office is currently operating at full capacity, however they are always willing to consider positions for students who prove themselves to be proficient in writing and committed to hard work. McClintock said, "if you are curious about what we do down here or how you could potentially become a part of it, please feel free to contact me at smcclint@waynesburg.edu."



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