

# STUDENT MEDIA NEWSLETTER

CENTRAL WASHINGTON UNIVERSITY  
COMMUNICATION DEPARTMENT

Issue I - March 2018

## Student Testimonies

Editors in Chief - The Observer & PULSE



Each student media outlet has volunteers whose lives are transformed when they enter the program. We talked with PULSE Editor in Chief, Lexi Phillips and The Observer Editor in Chief, Sarah Hoot.

"During my time at The Observer I have learned how to manage a staff, get more experience using InDesign to design a paper and received more knowledge of the workings of a professional paper" Hoot said. "It's a great opportunity to learn new skills..."



After discussing the experiences that were gained from Hoot, Phillips acknowledged "PULSE is an amazing way to apply your skills to a professional-looking product, which looks great on a resume...The staff consists of an amazing, hard-working and passionate group of people with a diverse set of skills who are super welcoming and ready to mentor people who are willing to learn."

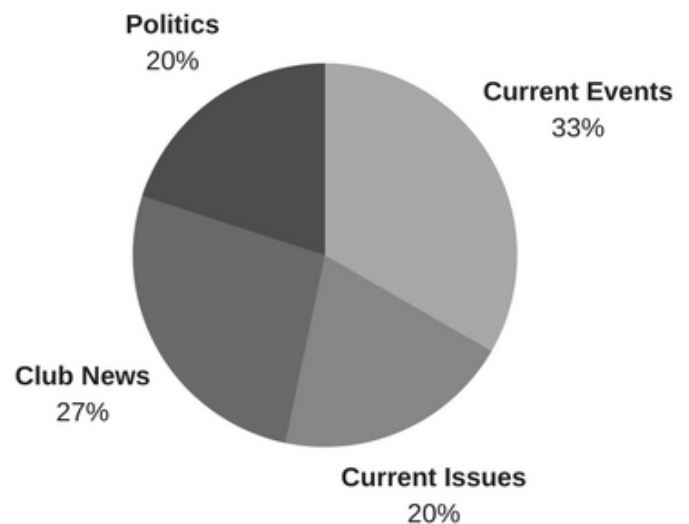
## Ease the Mind

Who Cares?

A Facebook survey was done to find out what kind of news people want to read or watch on campus. Current world events was the number one pick with 5 out of 15 votes.

A close second as the topic of club news and events on campus with 4 out of 15 votes. Listening to the people who read or watch the student media outlets is crucial if loyalty is expected to continue.

**Facebook Survey - What kind of content do you wish to see in student media?**



# Bringing in the Dollar

## Advertise with Student Media

A business needs a positive image to continue profiting. With the help of student media, there are ways for the CWU and Ellensburg community to advertise their business for a competitive price. According to the Observer website, "4,200 copies of the Observer circulate each Thursday on campus and throughout Ellensburg." Not only are businesses gaining viable traffic, they are attaining customers through student media advertisements. The number of student media output is widespread across the board. "Pulse Magazine interactive advertising via online issue hyperlink capabilities and 1,000 copies printed and distributed 2x / quarter throughout the region" Thousands of eyes on your advertisement each day. There are multiple ways to advertise using student media for as low as \$50.

To talk about advertisement in student media, contact Cait Dalton at DaltonC@cwu.edu

## Highlights

### Agency wants you!

Having professional experiences can make or break you when you are trying to find a job. We spoke with Madison Lucas, a Senior Account Executive with Central Communication Agency. "Agency...gave me the experience that I needed to find the job I love." Lucas added, "Now being a Creative Director, I couldn't have gotten this job without the things I've learned in Agency."

**"Agency...gave me the experience that I needed to find the job I love."**

-Madison Lucas

But Lucas isn't the only person reaping the benefits of Agency. Katelyn Hall, Assistant Account Executive, spoke up about her time working as an Agency executive and how her experiences strengthened her resume. "I was able to strengthen my leadership skills by communicating on-on-one with the client and working to meet objectives with my teammates." The work done in this program could increase your chances of getting your dream job.



## Watch the Magic Happen

### Central NewsWatch Superstar

The real world can be intimidating and scary. Fortunately, we have excellent student programs to help students prepare for the real world regardless of their field of study.

Joe Done, Central NewsWatch's news anchor and reporter, told us how NewsWatch has helped guide him in his career pursuit. "NewsWatch has been so beneficial for me in video editing and what goes along with the process as a tangible, practical, and real-world experience" Done adds, "I may not particularly be in broadcasting, but I've learned many tools that will benefit me in my career pursuit."

Involvement in these programs can only go so far without the readers and watchers. "[NewsWatch] gives a live feel for current events in the community and on campus. With outlets like PULSE and The Observer, it can be difficult to portray a story without a video."

