Media Day is the annual event hosted by the Department of Mass Communications at the University of West Georgia. The day presents opportunities for UWG students to learn from and network with professionals working in the communications industries at the panel discussion and networking sessions.
UWG alumns to serve as Media Day panel moderator

Kenia Foster
Contributing Writer

The 36th annual Media Day at UWG will take place on March 8 in the Campus Center Ballroom. Media Day has become a great tool for mass communication students to network with each other and connect with employers in their field. It is an event that all college students should attend.

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UWG graduates of 1973 and former editor-in-chief of The West Georgian Hildebrand Knowlton serves as the Chair and Dr. Tom Renaud serves as the Co-Chair. “The working title for the panel discussion is Determining Paths,” said Renaud. “Since the panelists each have a different background, the discussion will provide students a chance to learn about the different paths you can take as a working professional.”

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Hildebrand is likely to give students some of his words of advice on the big day as well. His wide range of experiences across multiple media platforms, including radio news, magazine editor, and political, corporate, state, and governmental relations, can provide students looking for internships with Mass Communications.

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Eugenia Johnson-A UWG Graduate and PR Panelist 2017

Victoria Jones
Contributing Writer
vjones7@my.westga.edu

Starting off as a contributing writer for The West Georgian, Eugenia Johnson has come a long way since graduating from the University of West Georgia in 2010. As a student attending Media Day only a few years ago, Johnson is returning to UWG seven years later, but this time as the Media Day PR Panelist.

As PR Director of The Garner Circle PR, Johnson has accomplished publicity and marketing campaigns for a variety of lifestyle, entertainment and beauty brands including hair care powerhouse Strength of Nature Global, FOX, NBC Universal, Hyundai and more. The Garner Circle PR sets itself apart from normal publicists. It achieves the qualities of a great publicist by building genuine relationships with its clients.

“Public Relations is ironically all about relationships,” said Johnson. “You are only as successful as the relationships you keep. Maintaining professionalism, providing excellent client service, developing media relationships are all characteristics that set apart a publicist from a great publicist.”

Johnson’s position with The Garner Circle PR has given her many opportunities to work with major networks such as: FOX, NBC Universal, and many more. The agency secured media placements for show premiers and helped sustain attentiveness throughout the shows’ seasons.

Much of Johnson’s success has come from internships. Johnson’s internships allowed her to discover her strengths and weaknesses. Johnson was able to have the opportunity to land a full time position from one of her internships.

“Interimships help give you a better understanding of what it is you really want to pursue while gaining the experience to actually accomplish it,” said Johnson. “I had the opportunity to have four internships and they all helped me to discover what I liked, what I was good at and what I wasn’t. I was fortunate that one actually led to a full time position.”

Because of Johnson’s experience throughout her profession, she has acquired a great deal of advice to pass along to college students who are entering the job searching process.

“Schedule information interviews and really research job descriptions to match your experience to what the company is looking for,” said Johnson. “When you know the company’s challenges you will always know how you can become an asset.”

Through her time at UWG, Johnson still uses the tactics and knowledge she learned from her course, PR Campaigns, throughout her career in Public Relations.

“One of my favorite courses was PR Campaigns with Dr. Amber Smallwood,” said Johnson. “The course integrated PR theory with practical application in the field. We were assigned to complete campaign proposals, press releases and had the chance to simulate a press conference, which are tactics I have executed in the real world.”

As the PR Panelist for Media Day 2017, Johnson can relate to the students who will be in attendance as she was a student at UWG a few years ago.

“It wasn’t too long ago I was attending Media Day as a student,” said Johnson. “I am humbled and grateful I can give back to the University in this way and really have a chance to impact the students.”

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Victoria Jones
Contributing Writer
vjones7@my.westga.edu

Distinguished Alumni Award Recipient:
Shelitha Hurd ’99
WGB-TV’s News Producer
9:00 a.m. - Registration
9:30 a.m. - Panel Discussion
10:45 a.m. - Networking Session
12:30 p.m. - Keynote Speaker & Honors Luncheon
2:30 p.m. - Alumni Social at The Border

Event is free and open to students.
Honors Luncheon Registration: http://goo.gl/zzB2H4
Find us on Facebook at UWG Media Day - Social Media: #UWGMediaDay
www.westga.edu/mediaday
A Wolf for Life

Jessica Lord
Contributing Writer
jlord@westga.edu

A Wolf for Life

Media Day is a rewarding day for communication students at UWG. On March 8, outstanding senior Nikole Gianopoulos will be receiving the Department of Mass Communications’ Award of Excellence in Convergence Journalism and the most prestigious award of the day the Gordon R. Watson Award.

It is a huge honor to receive an award on Media Day and to receive two awards is an even higher honor. These awards highlight the best of the best in the Mass Communications department and is a chance to acknowledge the hard working and diligent students who go above and beyond. There was great competition and many who work hard and are so talented at what they do. So, to be selected among my peers makes me feel really honored and grateful,” said Gianopoulos.

Gianopoulos graduated from Pebblebrook High School and began her college journey four years ago, after choosing UWG out of several institutions. “I’m a daddy’s girl fami-

ly is really important to me and this school was closer to home,” said Gianopoulos. That was a big factor in choosing UWG but she believes it was by far the best choice. “This school has molded me into who I am and the importance of college, to those coming up behind her. She does not want to graduate with her. “Trust your journey and know that whatever is meant to be will be,” said Gianopoulos.

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cepted graduate programs at UWG, Clemson University, The University of Tennessee, and Auburn University. After graduation, she has so many people that have helped her in different capacities at different times.”

While Gianopoulos will still have a hobby for writing she has chosen a new career path, a path into higher education administration. “I’ve had so many wonderful men-
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After graduation, Gianopoulos would like to work in public relations and media. Gianopoulos does not want to leave without giving words of advice to those coming up behind her. She stresses the importance of college, the and the importance of making your time count. “When you take a class, it is so vital to not just go through the class for the grade, but actually take in what they are teaching, ab-

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Guest Writer

The Public Relations Student

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Inclusionary Joint Degree Programs

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Guest Writer

The Public Relations Student Society of America (PRSSA) at the University of West Georgia has taken part in numerous events and conferences to give students exposure to real world workplace environments.

PRSSA-Georgia (Georgia Chapter of the Public Relations Society of America) is a profes-
sional sponsor in Atlanta, allowing students the opportunity to attend an annual event known as Shadow Day. “Shadow Day for our students is 23, 2017. This event gives students a chance to shadow professionals who work in media, and public relations firms like Cox Enterprises and Turn Broadcasting,” said Lemelle. “Shadow Day gives our students the opportunity to see what their careers could look like, to talk to them and really get their unfiltered attention.

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“Shadow Day was great because we got to see the day in the life of public relations professionals. Students were able to pose questions and learn more about Cox Media’s internal and external operations. PRSSA prides itself on allowing students to attend an annual event known as Shadow Day. “There were so few of us student and participant in Shadow Day. “There were so few of us students the opportunity to attend. Those coming up behind her. She stresses the importance of college, the and the importance of making your time count. “When you take a class, it is so vital to not just go through the class for the grade, but actually take in what they are teaching, absorb it and apply to what you are doing,” said Gianopoulos. “Put value behind your degree and connect with as many people as you can.” She also has advice for those who will be graduating with her “Trust your journey and know that whatever is meant to be will be,” said Gianopoulos.

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The National Broadcasting Society-University of West Georgia chapter (NBS-UWG) has recently played a major role in preparing students for the 36th annual Media Day by hosting a professional workshop series for students interested in being successful and prepared for Media Day 2017. The National Broadcasting Society-Alpha Epsilon Rho, The National Electronic Media Association (NBS-AERho), is a student and professional society, including over 85 chapters on college campuses. NBS-AERho aids in the professional development of students pursuing careers within electronic media industries. AERho is the honors society within the larger society of NBS. There are a few select members of the NBS-UWG chapter that are also in the AERho honors society.

The first workshop of the professional development series hosted by NBS-UWG was focused on business cards and resumes. The next workshop was about networking 101 and to how one should greet a professional, keep the conversation flowing and following up with someone. The last workshop of the series was titled ‘Dress for Success’ and focused on what to wear for Media Day that will leave a good impression on the business professional.

"Media day puts an adrenaline jolt into NBS members, PRSSA members and other just mass communications majors, minors and perhaps undecided students," said Yates. "They are excited because someone will be here from Fox 5, WSB and many of these folks that come back are alumni who have sat in the same seats. This is a reunion for them to see their friends, professors and meet the new budding professionals."

"NBS is really excited every year to be part of helping support media day wherever it is," said Yates. "Whether it’s officially or doing something just because we know it is important for the students and to support the department."

Yates did aide in the instillation of NBS-AERho on the University of West Georgia’s campus. Although, before NBS-UWG was here, Yates and his previous students founded the Mass Communications Society (MCS) in 2006 at UWG. MCS was the top student organization on campus that year. Yates did aide in the instillation of NBS-AERho-UWG. In many respects 2006 helped in creating the foundation that evolved into PRSSA and NBS which are nationally affiliated societies," said Yates. "The student film makers club is also another arm that grew out from MCS."

"The most rewarding thing is the connections, skills, and knowledge about every industry that you learn from the panel discussions, tours, projects around the Carrollton area. NBS-UWG is also active with community service projects around the Carrollton area. This year NBS-UWG has toured Heart-Media and Cox Media, which includes WSB radio and television. The chapter also had the opportunity to visit Firework Studios two times and CNN. NBS-UWG has many connections to each of these groups and studios because there are alumni who work within the companies, and have helped the chapter to schedule tours and meet different professionals within this field. These experiences give the members of NBS-UWG great opportunities to make connections and network with real professionals in their desired field of work."

NBS-UWG is extremely student driven. Yates said that he does have to do different administrative tasks for the chapter, but it is student leaders in the mass communications department who recognize what this society can do for them, and see the chapter and national dues as an investment in their future, that truly succeed and use NBS-UWG as an aide in their professional careers.

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Shannon McCafer: the road less traveled

Shannon McCafer's road to journalism was not the road traveled by the typical budding journalist. The former literature major stumbled into journalism, found her niche and ran with it ever since. Her experiences give her an outlook on the industry that many people do not get to experience.

While she was a undergraduate student at Colgate University, she appeared to be headed down a different career path than the one she finds herself in. "I had an idea that I wanted to go to Law School and moved back to my hometown of Newburgh, New York," said McCafer. "I got a part time freelance job at the local newspaper, and I found it really liked it. Pretty soon I got pulled on full time, and law school obviously never happened."

Working as a journalist over for two decades, McCafer has covered a vast array of beats across the United States and has a particular love for political and campaign reporting. Her body of work includes work done for The Associated Press, the Washington bureau of Knight Ridder on the industry that many people do not get to experience.

"Marquis and I's relationship was like a little brother and big brother," said Carey Thornton, a fellow B.E.S.T member. "Thornton met House his freshman year through their cohort, AAMI, where the how they became friends. If you talk to anybody about Marquis the first words you're gonna tell you is that he is goofy. He was funny and got in trouble all the time. This in addition to being incredibly smart at the same time," said Thornton.

"He was a very funny guy, he was also a very giving person," said Chris Foster, friend and former B.E.S.T member. "He used to talk about campus, and how we can make it better. We can make it better. He always wanted to see change, even though he had type I diabetes he al was very giving person. He never let it stop him. It was almost like he was a superhuman, he kept going," said Foster. Marquis House was a beacon of light to those that knew and loved him. The members of B.E.S.T. continue to cherish his memory and uphold the legacy of their dear friend. House was laid to rest Friday, Feb. 25 in Columbus, Georgia for many years and plays a collaborative effort between the on-campus organization B.E.S.T (Black Men Encouraging Success Today), which House was a member of, and Housing & Residence Life.

Close friends, fellow members of B.E.S.T. and other students expressed their grief, shared feelings, words of encouragement and their favorite memories of Marquis. In addition to the members of B.E.S.T., Cheryl Thomas Hill, coordinator of the Af- American Male Initiative (AAMI) and B.E.S.T. advisor, spoke as well as an on-campus pastor. "Marquis and I's relationship was like a little brother and big brother," said Carey Thornton, a fellow B.E.S.T. member. "Thornton met House his freshman year through their cohort, AAMI, where the how they became friends. If you talk to anybody about Marquis the first words you're gonna tell you is that he is goofy. He was funny and got in trouble all the time. This in addition to being incredibly smart at the same time," said Thornton.

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Aandleight vigil was held in honor of Marquis House, UWG sophomore, Thursday, Feb. 24 at 6 PM in Love Valley. House passed away Feb. 12 in the P.M. in Love Valley. House, UWG sophomore, "If you talk to anybody about Marquis the first words you're gonna tell you is that he is goofy. He was funny and got in trouble all the time. This in addition to being incredibly smart at the same time," said Thornton.

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