



News Release

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Sophomore Communications Major Recounts Her Experiences with Elizabethtown College's Jayfirm Throughout Her First Year

ELIZABETHTOWN, Pa. – October 16, 2019- When class of 2022 member, Olivia Gaughen, entered campus, she didn't know what she would end up majoring in for the next four years. In an effort to discover her passion, Gaughen joined the Department of Communications and eventually Jayfirm. After hearing a presentation in her Introduction to Communications class by co-presidents Emily Barber and Brianna Komiske, Gaughen decided to come to the Jayfirm interest meeting.

“I was hesitant about adding another club to my plate, but when I heard that Jayfirm could provide skills that would be useful for me when I entered the job market, I knew this was something I had to try,” Gaughen said.

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Coming to college, Gaughen felt the pressure to declare a major, but wasn't ready to commit to anything just yet. As an undeclared student, Gaughen was enrolled in a first year seminar focused on guiding students towards a major and future career choice. She discovered a communications major involved many of the skills she already attributed to herself; organization, writing abilities and creativity. Communications also offered her the opportunity to have many different career paths upon graduation, taking the pressure off of her to decide her future as a young 18-year-old.

When a communication's student enters the job market it is important for there to be resume items setting them apart from multiple other students with the same degree. Jayfirm provides the ability for Gaughen to interact with real clients, improve her techniques outside of the classroom, and eventually mentor other students in the same field. After attending the interest meeting, Gaughen decided she would pursue an account executive position. Coming in as a first year student, she knew having the upper class students as mentors in projects, client interactions and contract dealings would prove to be a valuable asset.

Since joining the student run public relations firm, Gaughen has honed in on perfecting her content creation in all facets of social media, website design, and print media.

"I never took the time to see what people were posting on Instagram before joining Jayfirm. Now, I analyze pop-up advertisements in my suggested feed," Gaughen recounted.

Olivia's first assignment was working as the Account Assistant for the Elizabethtown College's very own student run improvisation group, MadCow. She was able to learn from Account Executive Bree Komiske, who remains a vital mentor in her communications career.

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The two partnered up to create content including social media graphics and slides for each show MadCow participated in. This first client was only a stepping stone for Gaughen who has aspirations of one day following in her mentor's footsteps and becoming club president.

Jayfirm completes real-world communications and promotional projects for clients both on and off campus. It is entirely student-run and is based off an agency model to give students experience balancing multiple accounts and clients.

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