



Weekly Newsletter



Announcements

- If you haven't seen it yet, our Reels Contest winner is in, and it's.... The Live Department! Congratulations! If you haven't seen their Dream On parody-style music video, check it out [here!](#)
- Our **End-of-Semester Celebration** is happening **THIS WEDNESDAY**, starting at 5 PM!
 - Come swing by the suite/103 Willard, starting from 5:00-6:00 PM to enjoy some Chick-fil-A!
 - Starting at 6:00 PM in **Willard 262** will be our end-of-semester full agency meeting!
- Lastly, but **MOST IMPORTANTLY**, I know many of us have been enjoying the suite as our second home this semester, and it is absolutely crucial that the suite is cleaned before we leave for break.
 - ALL TRASH, especially under the sink, needs to go.
 - ALL DISHES must be washed.
 - ALL FOOD in the fridge needs to be cleaned out, etc.
 - ALL SPACES need to be picked up and organized.

Video Dept.



This week, the Video Department has really been focusing on finishing up the final edits on their projects, making sure everything is polished and ready before the semester wraps up. Once each team completes their last round of edits, the videos are sent off to their clients for one final look and any last bits of feedback.

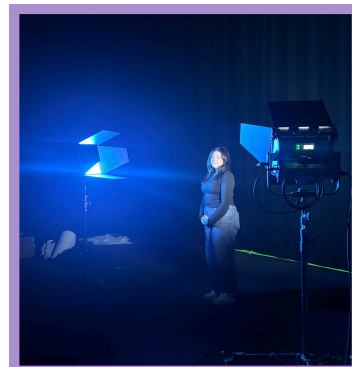
Even though it might feel like the end of the semester is coming up fast, there's still plenty of time for teams to pull everything together and make any final adjustments they need.

After spending months working on these projects, everyone is excited to see their hard work come to life, hear back from their clients, and bring their videos to a strong finish.

Photo Dept.

This week, the Photo Department held senior portraits for anyone graduating this semester or next in the Black Box. Members got to learn how to set up the kits and unique lighting.

- They utilized blue lights to signify Penn State and CommAgency.
- These photos can be used for LinkedIn, resumes, portfolios, etc.
- However, they will be featured on CommAgency's platforms for senior send-offs!



Live Dept.

As the semester comes to a close, the Live Department held their final meeting before break begins to discuss what they've accomplished and their goals for next semester.

This semester has proved to have given the department loads of new experience, especially when it came to their numerous event recordings alongside their regular livestreams. Live also enjoyed the many opportunities to work and strengthen their skills behind the camera, with having more events this semester than the entire year last year!



Social Dept.



As the semester winds down, the Social Media Department wrapped up its workshop presentations. Each semester, every member of the Social Media Department chooses a topic they are passionate about, giving everyone an inside look at their interests, knowledge, and past experience. From internship experiences to analysis of the advertising and PR landscape, each presentation allows all the members to extract new insights from one another.

As these presentations ended, the department not only celebrated the diverse expertise within the team, but it also strengthened its collaborative spirit. The workshop series inspired thoughtful discussion and new ideas for future projects. By learning from one another, the team continues to grow more cohesive, creative, and prepared to take on the ever-evolving world of social media.

Design Dept.



The Graphic Design Department has been making steady progress on several projects this week. The team reviewed paper options for the holiday card and checked in on the animated version that will be shared at the final meeting.

They also looked at mock ups for 24 label designs in development. Updates for Arts and Architecture were shared, including graduation sign finals, banner mock ups, and adjustments to color tinting.

The department also previewed pitch materials and a sample display for the Compass banner that will be used at the upcoming Arts and Architecture graduation event.

PR Dept.

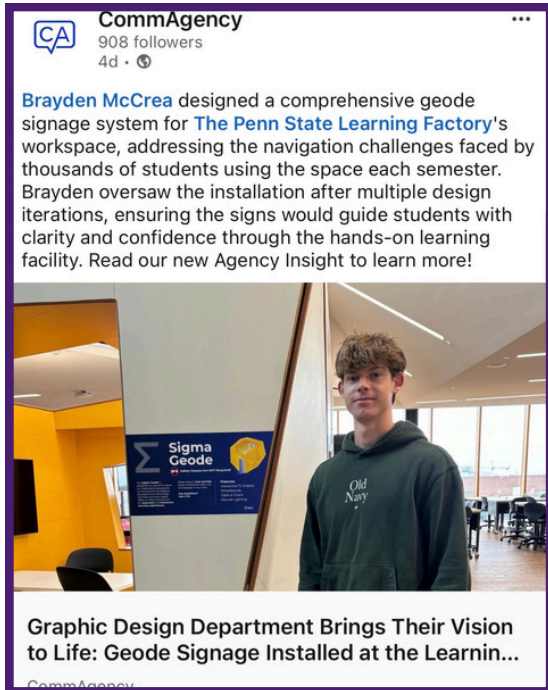
The PR Dept. has been wrapping up all of their projects from this semester such as:

- Visiting their departments for the last time for the semester.
- Finishing up writing their last agency insights.
- Finalizing their last newsletter sections of the semester.

These members have been a crucial part in shaping this new department and we couldn't be more grateful and appreciative of their hard work this semester.




Read The Latest Agency Insights



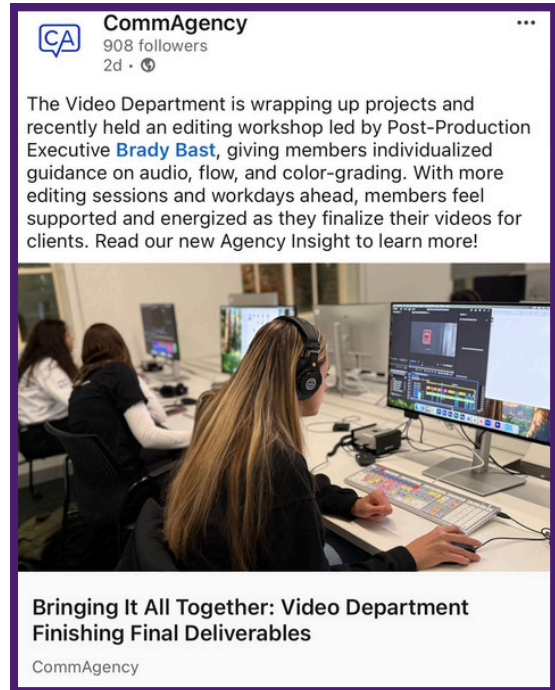
CommAgency
908 followers
4d · 🌐

Brayden McCrea designed a comprehensive geode signage system for **The Penn State Learning Factory's** workspace, addressing the navigation challenges faced by thousands of students using the space each semester. Brayden oversaw the installation after multiple design iterations, ensuring the signs would guide students with clarity and confidence through the hands-on learning facility. Read our new Agency Insight to learn more!




Graphic Design Department Brings Their Vision to Life: Geode Signage Installed at the Learnin...

CommAgency



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2d · 🌐

The Video Department is wrapping up projects and recently held an editing workshop led by Post-Production Executive **Brady Bast**, giving members individualized guidance on audio, flow, and color-grading. With more editing sessions and workdays ahead, members feel supported and energized as they finalize their videos for clients. Read our new Agency Insight to learn more!



Bringing It All Together: Video Department Finishing Final Deliverables

CommAgency

The Latest On Social

Be sure to like and comment on all of our posts/platforms!



CommAgency
908 followers
1d · 🌐

Another semester means another round of social media workshops. Each semester, every member of the Social Media Department chooses a topic they are passionate about, giving everyone an inside look at their interests, knowledge, and past experience.



HOW DOES THE SEASON IMPACT THE COST OF ADS?
A LITTLE ABOUT MY INTERESTS!

SOCIAL MEDIA IN SPORTS

BROOKLYN

LinkedIn



psucommagency



42 3 6

Liked by chervey71 and others

psucommagency Brayden McCrea from the Graphic Design Department created new signs for the Learning Factory to give students a clear sense of direction throughout the space. The signs were recently installed!

Instagram

Member Spotlight

Angie Romano



Department: Public Relations

Role: Graphic Design Dept. Liaison

Project/Client: She enjoyed writing agency insights, especially the one highlighting Gabby Wong. She loved getting to learn more about her and ultimately enabled her to feel more connected to CommAgency!

"I'm looking forward to finishing the semester and seeing all of the finished projects from each department as everyone puts in so much effort!"

Brayden McCrea



Department: Graphic Design

Role: Graphic Design Executive

Project/Client: This semester he worked with the Learning Factory in Engineering, where he created a variety of printed media such as wayfinding and informational signs.

"I am most looking forward to churning out more graphics for the Learning Factory and making the space more visually pleasing and accessible!"

Morgan Wolfe



Department: Social

Role: Social Media Specialist

Project/Client: This semester, Morgan has enjoyed making content for the Learning Factory and The Plant Science Institute.

"I'm looking forward to continuing to find innovative ways to create new and exciting content and also seeing all the growth we've made throughout this semester!"

Member Spotlight

Addison Sherlin



Department: Live

Role: Live Production Member

Project/Client: This semester, Addison got to work with clients at events such as Veteran's Day, the Journalism Entrepreneur Conference, and Open for Debate. She was able to gain new experiences with livestream equipment and producing quality content with the rest of the team that has helped her learn and grow her skillset.

"For the rest of the semester, I look forward to gearing up for our final stream and taking the knowledge I've gained into next semester."

Jess Farhat



Department: Photo

Role: Photographer

Project/Client: My favorite project so far was the first headshot session for liberal arts as it was a great way to get back into the school year.

"I'm looking forward to Men's Volleyball to start in January and to take photos for them. It is a great experience to build my portfolio."

Bryce Hissong



Department: Video

Role: Director

Project/Client: This semester, Bryce's client is the Alumni Association. Currently, he is working with his team to put the finishing touches on their final projects.

"I'm excited to be wrapping up the school year and prepare to go out to LA next semester as part of the Hollywood Program here at Penn State!"

Other Opportunities

N/A. Check the Slack for future opportunities!

Have An Opportunity To Submit?

Have an opportunity you want to share to be included in the newsletter?

Click the button below to fill out the form!

[Submit Here](#)

