

THE MEDIUM

ZEBRA COMMUNICATION'S 20TH ANNIVERSARY SPECIAL EDITION

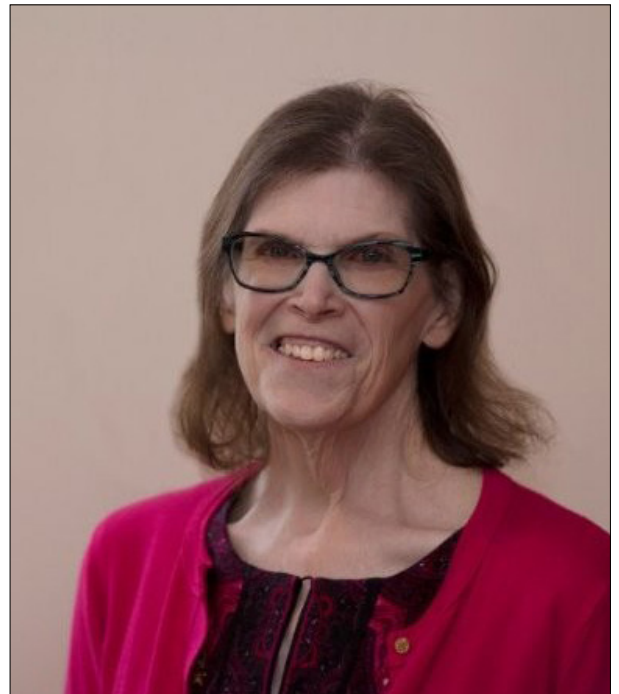
Founder, Dr. Jane Elmes-Crahall

When I was hired by Wilkes in 1985, one of my goals was to establish the best PR/Organizational Communication concentration in the region. From my first semester, students in the Fundamentals of PR class worked with “real” clients from the local Chamber of Commerce and nonprofits. That hands-on experience was mutually beneficial and fairly quickly our PR concentration was growing in numbers and in respect. So, how did Zebra Communications come about?

By the early 1990s several universities had established student-run PR agencies, including Emerson College, Ithaca College and Syracuse University. When I was on sabbatical I met with some of the faculty advisors at these colleges. When I asked how they recruited and trained their student staffers they all said they worked with graduate students who worked in the

agency to complete their Masters’ degrees. They all also said, “It won’t work at the undergraduate level. They don’t have the skills or maturity to work with clients.” My thought was “We’ll see...”

Twenty years later we are celebrating Zebra Communications, the student-run PR agency at Wilkes. Last week when I contacted one of Zebra’s first Board Chairs, Paula Gentilman Gaughan, ‘00, she commented, “Wow! Twenty years—that’s amazing. Who knew what we started in that small office in Capin Hall would still be going strong.” An initial Board of five students worked with the other students in the Fundamentals of PR class to help make Zebra a reality. We know



that over 500 Wilkes students have worked on at least 100 accounts since 1999. They helped raise over \$150,000 for regional and even international charities and received at least a dozen awards for their excellent campaign strategies, media relations and fundraising.

What you may not know is why I firmly believed our Department was ready to launch this ambitious idea or even how we came up with the name. Our PR courses always attracted a diverse group of students from Communication Studies, Marketing, English, Theatre and Integrative Media. Colleagues in the Marketing and Management Departments helped us write our Business Plan. Professional PR colleagues

See Elmes-Crahall, page 8

This is a special edition of The MEDIUM, celebrating Zebra Communication's 20th anniversary. Zebra Communications is a student-run pre-professional public relations agency based at Wilkes University in northeastern Pennsylvania. Founded in 1999, we enhance businesses and organizations of northeastern Pennsylvania through event planning, marketing initiatives and other public relation means. We are devoted to connecting with businesses and professional organizations in the surrounding area. Our team offers unparalleled creative solutions to all of our clients, and is determined to see every job through to its success.

Every article in this issue is a special word from alumni about how Zebra Communications changed their life, professionally and personally.

zebracomm.org

zebra.communications@wilkes.edu

Letter from the Director

Breanne Georgetti, Communication Studies '20



When you think of zebras, Zebra Communications is typically not the first thing that comes to mind -- unless you're familiar with the student-run public relations agency founded at Wilkes University.

A PR firm named after the black and white striped African animal found its home in Wilkes-Barre, Pa. with the notion that zebras travel in packs and these animals will never be seen alone. The idea resonated with the Communication Studies students

who joined the firm, being that COM students have to work in teams all the time and wanted to mimic the herd-mentality of zebras.

However, there is one thing that's ironic about being compared to zebras. When I think of Zebra Communications, the iconic black and white stripes of the African animal are the last terms I would use to describe our PR firm.

Zebra Communications is filled with bubbly, driven and resourceful students ready to learn and gain hands-on experience with actual clients rather than fictional examples in the classroom.

Having Zebra alumni participate in this issue of the medium was something very important to me, showing the appreciation we all (alumni and current members) have for Zebra and Jane.

Dr. Elmes-Crahall has created an experience for Wilkes Communication students

that will last a lifetime. Our experiences are one of a kind and helped form the professionals we will become in the near future.

Over the past three years in Zebra, I have grown from a freshman who was afraid to speak her mind, to the firm director, guiding those who are just getting their foot in the door. Being a senior in the communication studies department I have been able to build my passion for communication to its fullest. Being apart of Zebra has helped shape me into the student I am today, learning and working with non-profit clients over the last three years has been an experience I am grateful for today.

I am really proud of this issues and what we have been able to accomplish as a team so far this year. I hope students who are coming to Wilkes find what I have in this organization.

Breanne Georgetti

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Jordan Fritz, Class of 2019

*Communications Coordinator,
tecBRIDGEPA*

In Spring 2017, I graduated from Luzerne County Community College. And, one of the main reasons why I chose to attend Wilkes University was Zebra Communications. One of the best decisions I have ever made for my personal and professional growth was choosing to continue my college career at Wilkes.

During my time with Zebra, one of my favorite events was the Osterhout Library's Mini Golf fundraiser. The 18-hole mini-golf event took place right in the library, alongside the bookcases and various floors of the building. The courses were created using books and other items like toys, tables and bookends. For example, some holes involved the golf ball bouncing down the staircase or rolling down plastic tubing from the top floor to ground level. The Zebra Team worked in conjunction with the library and Wilkes-Barre Rotary Club to plan and execute the event. It was an awesome event for

adults and children of all ages. I was very happy to have been a part of it.

During my time at Wilkes, Zebra Communications taught me how to deal with real clients. And, it gave me the freedom to think creatively while planning events or creating social media and promotional material. These opportunities helped prepare me for my current position as the Communications Coordinator at tecBRIDGE. Through these events and client connections, I was able to meet some amazing people in our local community, and I am still connected with a lot of them today.

I met so many incredible people on campus, specifically in the Communications Department and Zebra Communications during my short time at Wilkes. Some of my fondest memories involve working alongside my fellow classmates in the Zebra Office at the Karambelas Center. Whether we were working with a client, studying for an exam or joking around, the Zebra Office was the gathering place to do it.

My advice to incoming freshmen would be to get involved with clubs



and organizations on campus. It's a great way to make connections and create friendships. The friends you make on campus will be there with you when you're working on a project until 2AM or if you need help studying for a stressful exam. I was lucky enough to have Sarah Matarella, Aislinn Speranza and Natalie Stephens; my Zebra colleagues were there to keep me sane when the semester got crazy. They were always there for me when I needed help with a client or project, a good laugh or a Dunkin run

Alec Wizar, Class of 2016

*Assistant Director Graduate
Enrollment, Temple University*

How did your time at Zebra Communications impact your professional career?

My position at Zebra was my first real exposure to a client facing role. It allowed me to sharpen my communication skills in a professional setting.

What is your favorite memory of

Zebra?

My favorite memory of Zebra were the relationships I developed with my classmates that have carried on well-past my graduation from Wilkes.

What advice would you give incoming first-years?

Get involved immediately, there are always leadership roles available to anyone willing to put in the extra effort!



What advice would you give to young professionals?

Find what you're passionate about, and attack it with persistence and commitment.

Aislinn Speranza, Class of 2019

Marketing Assistant, HVEA Engineers

I decided to pursue a second degree in Communication Studies during my sophomore year at Wilkes University. One conversation with Dr. Jane Elmes-Crahall and 10-hours of co-curricular involvement with Zebra Communications later, I discovered my love for strategic communications.

When I first joined Zebra, I cultivated my passion for PR under the mentorship of Jane. As I fostered that passion and worked my way to the front of the dazdle, I had the opportunity to lead the agency with Ally Sebolka, who was also dedicated to making a positive difference in the Wilkes-Barre community. Jordan Fritz and Sarah Matarella are two other standouts who I consider to be the most extraordinary and helpful people that I have worked with. Our late nights working in the Zebra office and our bi-weekly Dunkin' runs are some of my favorite memories. Learning, growing, and building relationships with Zebra members provided me with experiences that shaped who I am as a professional.

As CEO of Zebra, I handled internal and external marketing and management for the agency. This prepared me for a new role as a Marketing Assistant for HVEA Engineers: a civil engineering firm that specializes in the comprehensive design and construction inspection of transportation infrastructure projects throughout New York State. While the engineers design bridges,

fix highways, and perform material testing on the Statue of Liberty, my role is to market and communicate on their behalf. It takes strategic communication and constructing mutually beneficial relationships between HVEA, NYSDOT, and the public to win these projects over thousands of other firms. Thanks to Zebra Communications, my exceptional public relations background contributes to winning important projects for my firm.

For those interested in a career in the public relations field: show up, stay positive, and be resilient. Public relations is tough. You will be overwhelmed, have to overcome a tough situations with unmotivated people, or might even experience someone who frowns upon your major and career path. Coffee runs with Jordan and Sarah, guidance from Dr. Evene Estwick, lunch in the office with the Zebra crew, and daily conversations in the bubble got me out of bed in the morning when I was overwhelmed or frustrated. Find your reasons to succeed and use them as motivation. More importantly, do not let anyone



or anything discourage you from pursuing your passion. You will be valuable to ANY business or organization you work for. Trust the process and know that everything will fall into place.

Take time to enjoy Zebra to its fullest. It is rare that you will ever have an experience exactly like this again. You are surrounded by people in your age group, you are in walking distance from your office, and you have unlimited access to great resources. Use it to your advantage!

Zebra Communications was an experience of a lifetime that helped prepare me for a bright future. I am proud to be a Zebra alumnus and I look forward to the great work that the PR professionals of tomorrow accomplish!

Shawn Carey, Class of 2015

Communications Content Developer, NBT Bank

How did your time at Zebra Communications impact your professional career?

Being a part of Zebra Communications gave me real world experience in public relations and communications. Zebra allowed me to build my own portfolio and helped me earn each job that I had since graduation. I often find myself reflecting back on the experiences I had during my years in Zebra when needing to solving challenges at work.

In addition to my work at Zebra, it also taught me the importance of community service and giving back to those around you. At its core, Zebra Communications was about providing resources for charitable organizations in the Wyoming Valley while teaching students about the principles of public relations.

What is your favorite memory of Zebra?

I think my favorite memory of Zebra was the annual Zebra dinner held in the spring. It was a moment to reflect on a great year and to be together as a team. Of course, at

that dinner were graduating Seniors earned their Zebra mug. I have carried that mug with me to each job that I have had since graduating.

Another memory that I treasure is the relationships that I built with the professors involved with Zebra, but most importantly my fellow students. The bonds we formed during those times are something that each of us have carried far beyond our four years at Wilkes.

What advice would you give to incoming first-year students?

I would encourage first-year students to get involved immediately. One of the best things about Wilkes are the opportunities offered to students starting on day one. There are clubs, sports and classes that help students gain that real-world experience starting in their academics. Take advantage of those different things because you never know where it might lead. Many of the opportunities I was given after graduating was a result of the things I did and learned during my time at Wilkes.

What advice would you give to



young professionals?

Given that I am a young professional myself, my wisdom here is quite limited. Even so, in my short time of being a part of the professional world, I would say to be patient. You will not land that perfect job immediately after graduating. That first job after graduating might not be exactly what you want to do, but do it anyway. The things you learn now will help you grow into the professional you want to be. There is no such thing as an overnight success. Work hard and treat others with respect and the rest will fall into place.

Clientele

Zebra Communications has worked with a number of clients, from all professional areas.

Osterhout Free Library
Children's Miracle Network
Moe's Love
Socialocca
Wilkes-Barre Chamber of Commerce
Wyoming Valley Salvation Army

City of Wilkes-Barre
Wilkes University ME/EG Department'
Wilkes University Communication Studies Department
Wilkes University Education Department

Gabrielle D'Amico, Class of 2004

Executive Director of Communications and Graduate Marketing, Wilkes University

How did your time at Zebra Communications impact your professional career?

Hands-on leadership experience and working with real clients in a student-run PR agency is one of the main reasons I started my first job just days after graduation. It illustrated to my employer, a marketing and PR agency, that I had some experience in meeting with clients, understanding their needs, and helping to design public relations and marketing plans that elevated a brand. I had a lot to learn, but that experience was as valuable as any internship, and perhaps even more so since it was an ongoing part of my education at Wilkes.

What is your favorite memory of Zebra?

One of my favorite projects was helping a local yoga instructor grow her practice. We met with her to understand her needs and goals, but to truly understand yoga, which was newer to the region at the time, she suggested we come to a class. The class was as you would expect; the bigger lesson was that in order to best serve your clients, you need to embed yourself in their world. I was able to talk to participants about why they practice yoga and more importantly, why they chose her class. Their feedback, combined with first-hand experience, became

the basis for which we framed public relations materials moving forward with the goal of exposing the practice to new audiences.

What advice would you give incoming first-years?

Act your age. I mean that in two ways. One, don't be overwhelmed by what you don't know. You are here to learn – classes and co-curriculars like Zebra are part of that process, meaning the mistakes are as important as the successes. So observe, learn and grow without an unreasonable expectation of yourself. It's not only okay to ask questions – it's imperative. Public relations is ever-changing, especially with the 24-hours news cycle and the role social media plays in it. Even with years of experience, I have little shame in admitting what I don't know and seeking the input and counsel of others. In short, challenge yourself but give yourself a break too.

But when I say act your age, I also mean enjoy this precious time in your life. It's clique, but it is gone in a blink. You have a lifetime to work and take on major responsibilities. Not everyone has the luxury of releasing that as a college student, but if you can, do it. Throw yourself



into this amazing experience.

What advice would you give to young professionals?

Find a network of fellow professionals to lean on for feedback and support, either at your place of employment or outside of it. If a young professional's group doesn't exist, create it. Meet once a month for an informal dinner. Call each other up. Share your ideas and challenges. Reach out to others and establish relationships, not just in your industry but across the board.

And work hard, play hard. Be as passionate about your life outside of work as you are about your career. Friends, family and personal endeavors will reward you again and again. Enjoy life.

Annelise Przywara, Class of 2017

*Communication Coordinator
at Pushing the Envelope, Inc.*

During my time at Wilkes, I earned my B.A. in communication studies, focusing in broadcast production and strategic communication/public relations. Needless to say, I was an active member of various co-curricular activities including Wilkes Now, serving as director for two years, and Zebra Communications, sharing the role of executive co-chair with three of my classmates as a senior.

At this time, little did I know that my involvement with Zebra would set the stage for my future career path. Shortly after graduation, I attended American University in Washington, D.C. to obtain my M.A. in strategic communication. Here, I advanced my knowledge and found that I preferred a career that supported my desire to work in various industries. Looking back, I feel as though Zebra had much to do with this decision.

Later, when I went on to pursue internships and my first professional job, I was drawn to the agency format. I was trained in an agency-setting at Zebra and it's what I felt like I knew how to do. Today, I currently work as a communications coordinator at Pushing the Envelope, Inc., a strategic marketing communication firm based in Fort Myers, FL. In my role, I'm responsible for executing public relations strategies and tactics for the agency's varied clientele.

Overall, Zebra greatly contributed to my comfort in this type of



work environment and I'm grateful for the confidence my training and education gave me.

Hands down, my favorite memory of Zebra was the people. I loved working with my classmates, who were also some of my best friends. It was working together to carry out a shared commitment/passion that was really unique. Of course, Jane was an incredibly influential part of it for me personally, too. I had always admired her ability to connect with students and inspire them to find their niche in the field of communication studies.

Another moment I hold close to my heart was my class' Zebra dinner at the end of my senior year. Myself, my classmates/friends, and Jane simultaneously celebrated significant commencements. Ours – the start of our professional lives – and Jane's – embarking

on a whole new chapter of her life too... retirement. It was a special night with even more special people... one of my fondest memories from Wilkes.

As I reflect, I'd encourage all first-year students to get involved and take advantage of every opportunity the co-curricular activities offered. In the future, many of these opportunities will leave you with real-world experience. Also, take the time to really learn from your professors as they all have previously worked and gained experience in the field.

My advice for young professionals would be to always remember, maintaining a respectable GPA is important, but you should also utilize activities

like Zebra to start developing a portfolio of work samples that can be built upon and submitted as you apply for internships and entry-level positions. Showcasing actual projects you've worked on, press releases/editorials you've written, etc. go a long way in speaking to your experience.

Lastly, when pursuing your first job, be patient. Furthermore, don't fret if you're not exactly sure what industry/setting you want to work in. Be open. Take the chance to learn in an environment that challenges you. Produce the highest quality of work possible. Eventually, your experiences will lead you right to where you're intended to be.

Happy 20th, Zebra
Communication and cheers to all
that is to come!

Elmes-Crahall, from front page

and guide our students, in many cases offering internship experience to reinforce their PR skills. And we always sought a variety of clients--from the immediately recognizable like the Salvation Army and the Red Cross to some very unusual ones, like the regional Curling Club and a campaign to raise funds to support children orphaned by AIDS in Tanzania. The Zebra Board and I reviewed applications carefully to make sure we had the people and resources to successfully complete each campaign. Direct interaction with real clients wasn't always smooth sailing, so we also developed a professional and ethical code of conduct, too.

Fundraising has always been a major part of Zebra's operations, and can be the most challenging part. Some fundraisers stand out. Starting in 2000 and almost every year after, Zebra carried out a fundraiser to benefit the local Salvation Army. Very creative events and lots of bell ringing led to Zebra receiving recognition as one of the top Bell Ringers for eight years in a row. We still have the Santa hats and reindeer antlers somewhere in the office. Early on we held a Bowl-a-Thon for a local nonprofit. What I remember most was breaking my fingernail when I got my first strike!. When the Board was brainstorming to come up with an idea for raising funds for the Department's Scholarship fund, they were torn between two ideas--a karaoke night or a chicken wing competition. Both were very popular at the time, so one of our managers said, "Let's do both and call it "Wing and Sing." People could challenge others to sing and if they couldn't match the bid, they

were handed a mic. For many years Zebra raised funds to support the education of several students in Tanzania who had been orphaned. The "Embrace a Child In Tanzania" campaign was very effective and ultimately we got to meet one of those students, Kahingha George, when he came to Wilkes for a visit. He remains in contact with many of his Zebra colleagues to this day. We even held a 1940 Swing Dance to raise funds to restore a "retired" train locomotive. Some of the clothing and dance moves were a blast. And, speaking of dance, when we worked with the Polish Room at the Wilkes Library we held free polka lessons. Ask any of the Wilkes students who gave it a try and you will learn polks is a very heart healthy dance. From the initial idea to the Futures Book the team gave to the client at the end of the campaign or fundraisers, Zebra students had impressive actual content to add to their portfolios. And the community clearly benefited. Many times I took calls from previous clients who said, "Jane, I need a Zebra team, or maybe two."

My husband, Brinley, who was known as "Papa Zebra" was one of the polka dance instructors. He was also the person who came up with the name Zebra Communications. In 1999 when we were busy putting together the agency we needed a brand name that would be perfect. Brin was watching a Nature segment on WVIA on Zebras. He learned no two Zebras have the same pattern of stripes--they are each unique. They have little natural defence so they travel in families, or "dazzles" and use refined physical behaviors to fend off danger. So he said, "How about Zebra Communications?" We tested it in some focus groups and

did a check to make sure no other agency had the name. So, Zebra was born. When one of the local papers covered the announcement of Zebra in January 2000 their teaser was "Yipes, Stripes.. Wilkes established a student PR agency, Zebra Communications". (While there were no agencies with that name at the time in the U.S. I learned there was a Zebra Communication in the UK when they forwarded an email to me every now and then with a note, "I think this belongs to the USA Zebra.")

Zebra's impact in the community has been impressive. Many Zebra grads attribute their career development to the hands-on experience they gained from Zebra accounts. And, for me, in the 31 years I taught at Wilkes the achievement that makes me most proud is that we took that chance and started Zebra Communications, the "student-run, professionally-done PR agency." It's been 20 years of challenging, rewarding experience. May there be many more years to come.

"Working with Zebra Communications has been a great experience for the Osterhout Free Library. We have been a client for the last few years, working on different community projects. We greatly appreciate the students who share their time and talents to raise funds and awareness for the library. It's been a wonderful collaboration. We hope to continue to partner with Zebra Communications in the years to come."

- Christopher Kelly, Director of Development & Community Relations at the Osterhout Free Library

Mary Simmons, Class of 2010

Associate Director of Alumni Relations, Wilkes University

How did your time at Zebra Communications impact your professional career?

Zebra Communications and the faculty advising, helped me learn how to write a proper press release and use writing as a tool. Prior to that, the only things I wrote were academic papers, but after Zebra, I knew how to write for a school project as well as PR writing, which can be very different.

What is your favorite memory of Zebra?

My favorite memory is when myself and another student took on a Halloween dorm trick or treating initiative to raise money for the

Salvation Army account that we has been assigned. We went around to dorms on campus all night long, trick or treating for money to donate to the Salvation Army (and we made a lot!)

What advice would you give incoming first-years?

Try it out! I regret not starting Zebra as a freshman.

What advice would you give to young professionals?

Joining an on-campus organization, such as Zebra Communications, can help you not only develop in the specific skills



they teach, but also as a person. When you have the opportunity to work more closely and directly with faculty and outside clients, you learn the professional skills necessary to succeed after your time in school.

Jackie Manzolilo-Blais, Class of 2006

Market Researcher & NYS Licensed Real Estate Agent

How did your time at Zebra Communications impact your professional career?

My time at Zebra helped me learn to take risks and work outside my comfort zone, to persevere, and realizing that networking is very important. All of these are still with me today!

What is your favorite memory of Zebra?

Working with my friend Kim to create a logo for a local NEPA business!

What advice would you give incoming first-years?

Make the most of your time at Wilkes---internships, shadowing & volunteering should be high on your priority list to get you the



industry experience that will help you land a job after your degree; but leave some time for fun too!

What advice would you give to young professionals?

Network, network, network & don't forget to send thank-you notes when applicable and I said note, not email.

Interested in working with Zebra Communications?

Contact us:

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Jacqueline Lukas Eovitch, Class of 2010

Manager of Alumni Relations and Advancement Special Projects, Wilkes University

How did your time at Zebra Communications impact your professional career?

Being involved with Zebra Communications gave me real world public relations experience that I wouldn't have received anywhere else. Having clients, communicating with clients outside of the Wilkes community, and doing work for these people and their businesses are all real and tangible things. During my time, we actually had the opportunity to impact area businesses, which is incredible as college students.

What is your favorite memory of Zebra?

Sometimes there was a lot of

work to be done, but working as a team made the work seem possible and bearable. Working together and learning the value of teamwork was an important lesson and a great memory!

What advice would you give incoming first-years?

Get involved in everything you can! Zebra is great and teaches you a lot of technical PR work, but get out of your comfort zone and try Wilkes Now, The Beacon, and even other co-curricular groups outside of your major! College is the time to try new and different things to find out what you like (and what you don't like) in a career.

What advice would you give to young professionals?

Do not underestimate the power of networking. It may sound



cliché, but I have received so many jobs, offers, and interviews from my professional network. Attend networking events and mixers while you're in college and don't stop once you've found a job you like. Keep networking and building your professional connections – you never know, it could lead to a dream opportunity one day!

Bill Burke, Class of 2004

Associate Vice President of Enrollment, Johnson College

How did your time at Zebra Communications impact your professional career?

One of my proudest moments while a student at Wilkes was being a member of an award winning Zebra Communications account team. The Stay! Work and Play in NEPA campaign was designed to highlight all that NEPA has to offer and to encourage young professionals to stay in the area. That opportunity provided me with invaluable experiences which I believe has contributed the success I have had in my professional career. From the real-world experience of working on a professional account team, to the endless networking and

contacts that have been developed, this project helped paved the way for my future success. I saw the value of not only the experiences gained working on the account team, but also the message of the campaign. It's been almost 17 years since the completion of this project, and to this day, I have spent my entire professional career in the same 7 county area in which the project encouraged young professionals to stay! I have been able to put down roots here, raise a family and continue to contribute to the overall mission of that project.

What advice would you give to young professionals/incoming students?

As a (not as young as I once was) professional in Northeastern



Pennsylvania, looking back, one of the most important things I would tell first-year college students is to get involved. Seek out opportunities to be a part of something, whether it be a club and organizations or volunteering. The experiences and benefits you will gain by being part of a team and meeting new people will be instrumental in helping you succeed in the future.

Brittany Battista Makos, Class of 2014

Project Specialist, Harvard University

How did your time at Zebra Communications impact your professional career?

Zebra had a profound impact on my professional career. It helped me gain valuable experience in teamwork, client services, conflict management, and more. I find that I have some of the same conversations with my current clients and team members that I had back as a member of Zebra.

What is your favorite memory of Zebra?

Where do I begin? I have so many amazing memories all centered around the wonderful people I came to know. Dr. Jane Elmes-Crahall is a lifelong mentor and we still keep in touch. It may have been stressful, but the days and nights we spent writing client documents and laying out the

Medium at the last minute were actually fun. Those moments when we rallied together really brought us closer.

What advice would you give incoming first-years?

My advice to incoming first-years would be to get involved with as many clubs and organizations as possible and to keep your focus broad. Even though I don't work in television, being a part of Wilkes Now makes me a better team member and digital project manager because I understand what it's like to edit videos. I can empathize and create a more accurate schedule. Basically, you never know where you'll end up and what experiences will benefit you, so do a little bit of everything. It will make you more marketable.

What advice would you give to young professionals?



My advice to young professionals would be to enjoy life and be helpful. It sounds so silly, but it's just as important to have a fulfilling life when you're at work and when you're home. Getting out in the professional world may not go as you planned, but that's ok. Find a mentor and talk to them, make friends with your colleagues, ask questions, be flexible, offer help, receive help, and surround yourself with people who care and people who will push you to be your best.

Rasha Shaker, Class of 2015

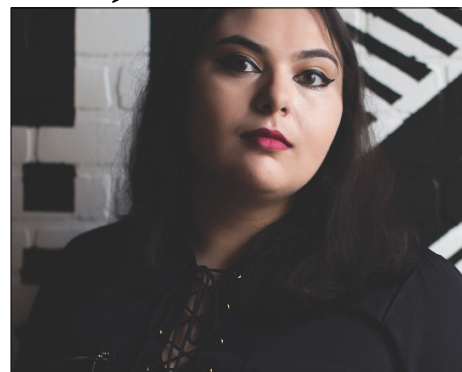
Director of Marketing, Al McCree Entertainment

How did your time at Zebra Communications impact your professional career?

Zebra Communications gave me hands-on experience working with clients in an agency setting.

What is your favorite memory of Zebra?

Jane. I always loved her witty delivery and enjoyed hearing her commentary about social media, politics and the goings on of the department.



What advice would you give incoming first-years?

Participate, participate, participate! Wilkes and Zebra will provide you with the resources you need to succeed, but in order to succeed

you need to show up. The co-curriculars will give you real-world experience that you can put on your resume when you graduate.

What advice would you give to young professionals?

Something that I've learned working in the entertainment industry, that's pretty much applicable to whatever you're doing, is that it doesn't matter how much you know if nobody knows you. It's crucial to devote time to network and make those great first impressions. You never know who will be your gateway to your dream job.

Mike DaRe, Class of 2003

Global Head of Culture and Partnerships, Johnnie Walker

Looking back, I can say without hesitation that joining Zebra Communications was one of the most impactful decisions I made while at Wilkes. Translating theory into practice never came easily. Sitting in a lecture hall or absorbing material from a text book took every ounce of my energy. I constantly found myself challenging the lessons because I just couldn't wrap my mind around the practical articulation.

Then Jane Elmes-Crahall created Zebra! With just a handful of real-life clients, the material that was once theory from books and lectures completely came into focus, launching what has become nearly two decades of the most exciting, challenging and rewarding career I could have imagined. I've lived in New York, Los Angeles and now abroad in Amsterdam. I've rubbed

elbows with famous actors, athletes and high-ranking government officials and have been part of the development and execution of some of the most memorable and awarded consumer product campaigns ever created.

But what I've loved the most, and the thing that hasn't changed since those early days at the Zebra Communications World Headquarters (i.e. Jane's office), is the sense of community surrounding what we do. A small group of people all committed to a common goal, relentlessly working together to shape a narrative and build a story. Even with everything going on, games, parties, classes, college can sometimes feel like an isolating place. Whether cramming for exams or trying to finish that paper that you've had six weeks to write, but are now just starting hours before it's due, it is easy to feel like you're in it alone. The truth



is the world you'll soon be entering is a loud, fast, and oftentimes messy place where opinions are many and collaboration is essential. Organizations like Zebra offer the human engagement and team atmosphere that will not only help you through some of those dog days, but provide a realistic look at what the ever-evolving worlds of PR and Marketing are all about... people. Happy Birthday Zebra!

Clay Basalyga, Class of 2019

Director of Basketball Operations, Backcourt Hoops; Assistant General Manager for Riverfront Sports Complex

How did your time at Zebra Communications impact your professional career?

My time with Zebra Communications helped me in a few ways with my professional career. I feel much more comfortable now talking to people in a business setting, I accredit that to my time with Zebra. Knowing basic forms of how to promote and market events has made the



transition into my position smooth.

What is your favorite memory of Zebra?

My favorite memory from Zebra was the banquets.

What advice would you give

incoming first-years?

The advice I would give is to get as involved as much you can. Help is always needed. The more you get involved, the better off you will be in the future.

What advice would you give to young professionals?

The advice I would give to young professionals is to shake as many hands as you can and speak to as many people as possible, even if it is out of your comfort zone. Everyone starts from about the same spot, make yourself stand out.

Communication Studies Class of 2023



Above: Jordan Daniel

I really enjoy being a Communications major. I think I found my place on the Beacon. I want to be a journalist, and the Beacon is really helping me with news reporting and getting experience as to what being a journalist is like.



Left: Maddy Kinard

I feel like I've been opened up to a lot of different opportunities that I would not have had in another major.... It's been really cool getting involved in

Below: Ariel Reed

I dove head first into programs here, I'm the weather woman for Wilkes Now, I'm a sports writing for the Beacon, and I do a sports radio show here. I feel like with all three of those things, it really helped. The Wilkes Community is really open to helping people, and helping them pursue their dreams.



Photos: Dylan Mehl

Zebra Communications

Est. 1999



From left to right: Alec Wizar, Cara Basile, Dr. Jane Elmes-Crahall, Ashley Evert, Justin Topa



From left to right: Angelina Davis, Sarah Matarella, Jordan Fritz





From left to right: Nick Ruggiero, Jake Mustache, Angelina Davis, Breane Georgetti, Parker Dorsey, Kristen Rock, Jane Elmes-Crahall, Cara Basile, Mary Simmons, Jacki Eovitch, Shawn Carey.



From left to right: Sean Connelly, Linda Delc, Nick Ruggiero, Breanne Georgetti, Daniel Van Brunt, Jordan Fritz, Matthew Adler, Aislinn Speranza, Parker Dorsey, Sarah Matarella, Ian Bayley, Zawadi G. Nshimi, Dylan Mehl, Allison Sebolka, Dr. Robert Bruno.

Zebra Communications Staff



Parker Dorsey '20

I'm blessed and humbled to be surrounded by an awesome team that believed in me enough to elect me into a leadership position this year. During my time at Zebra I have networked with several professionals and participated in numerous challenging projects that each required a different skill set. Zebra has helped me develop into a well-rounded individual and is helping me prepare for what to expect outside of academia. The friendships and experiences that I have gained here are things that I cherish and will carry for the rest of my life.



Cabrini Rudnicki '20

Public Relations has always felt like a completely separate beast in comparison to journalism. Zebra Communications has helped me conquer that beast, and has allowed me to learn the skills of the trade in ways I don't think I would have gotten elsewhere. The skills I learned at Zebra will assist my future endeavors in communication, regardless if I choose to do journalism, or I choose to do PR.



Ian Bayley '21

Zebra communications has been a stepping stone for my interest in public relations. Joining this organization has helped to further my social network and meet lifelong friends.



Dylan Mehl '21

Zebra communications was the first extra curricular I joined here at Wilkes and after switching majors really made me feel part of the communications family. Zebra has also held a lot of wonderful events I have had the pleasure to be apart of and many more to come.