

# Public Relations Portfolio

Kevin T. Eagan

9 Devon Court  
Apartment 3  
Edwardsville, IL 62025  
Home: (618) 659-9106  
Mobile: (618) 698-5893  
kevineagan@gmail.com

<http://www.siue.edu/~keagan>



# KEVIN EAGAN

9 Devon Ct. Apt 3, Edwardsville, IL 62025 \* (618) 659-9106 \* kevineagan@gmail.com

## QUALIFICATIONS

- Three years combined reporting experience for student newspapers at Illinois Central College and Southern Illinois University Edwardsville.
- Freelance writing experience with several online publications.
- Extensive knowledge of AP style and correct reporting techniques.
- Member of Public Relations Student Society of America (PRSSA) SIUE chapter.
- Advanced composition skills in expository and creative writing.
- Detail-oriented research skills; strong grasp of MLA and APA style.

## EDUCATION

**Bachelor of Arts in English Language & Literature** December 2007  
Minor: Speech Communication Magna Cum Laude  
Southern Illinois University, Edwardsville, IL

**General Education courses with English major** 65 hours of undergraduate courses  
2003-2005  
Illinois Central College, East Peoria, IL

## EMPLOYMENT

**Writer** October 2007-present  
*Blogcritics Magazine*, [blogcritics.org](http://blogcritics.org)

- Gained experience writing entertainment reviews, feature articles and essays on pop culture.
- Developed diverse portfolio of articles at a Web site with 60,000+ daily readership.
- Built and maintained credibility with publicity contacts.

**News Writer** August 2006-December 2007  
*The Alestle*, Edwardsville, IL

- Covered police, facilities, board of trustees meetings, and a wide range of campus issues and activities.
- Developed diverse portfolio of news, lifestyles, reviews, and op/ed articles.
- Established vital reporting skills such as appropriate interviewing techniques, conformity to AP style, interaction with editors, and forming credibility with sources.

**Features Writer** Fall 2003  
*The Harbinger*, East Peoria, IL

- Contributed feature articles while a freshman enrolled in journalism and mass communication classes at Illinois Central College.

**Internship, Walt Disney World College Program** January - August 2005  
*Walt Disney World EPCOT Center*, Orlando, FL

- Developed communication skills and enhanced my customer service skills while working at EPCOT Center under the Walt Disney World College Program.

**Customer Service Associate** February 2006-present  
*Lowe's Home Improvements*, Glen Carbon, IL

- Utilized customer service and sales skills in the Lawn and Garden department.

## OTHER RELEVANT SKILLS

- Proficiency with Adobe InDesign, Dreamweaver, Microsoft Office, and Quark XPress
- Familiarity with proofreading symbols
- Displayed ability to work with others in a high-stress, office environment.

# Table of Contents

## **News article**

---

**Obama in 2008?** *The Alestle*, January 18, 2007.....4

## **Feature articles**

---

**Professors fight modern stereotypes with ancient artifacts.** *The Alestle*, March 29, 2007.....6

**Finding Fans on the Internet.** SPC 313 class assignment.....8

## **Personality Profile**

---

**Marc Bacus profile,** SPC 313 class assignment.....13

## **News Releases**

---

**SIUE Celebrates 50 years of education at the Alton campus,** SPC 313 class assignment..... 18

**Singer Judy Collins kicks off 2007-08 A & I season September 29,** SPC 313 class assignment.....20

## **Pitch Letter**

---

**Letter to Norma Mendoza,** SPC 313 class assignment.....22

## **Media Alert**

---

**Minnesota Zoo Opening Major Exhibit on Bugs,** SPC 313 class assignment.....24

## **Public Service Announcement**

---

**SIUE Career Fair,** SPC 313 class assignment.....26

## **Web site Design**

---

**Kevin Eagan: index page,** SPC 315 class assignment, located at [siue.edu/~keagan](http://siue.edu/~keagan).....28

## **Professional Letterhead Design**

---

**Kevin Eagan publications,** SPC 315 class assignment.....30

## **Newsletter Design**

---

**Emerald Plus Club,** SPC 315 class assignment.....32

## **Brochure Design**

---

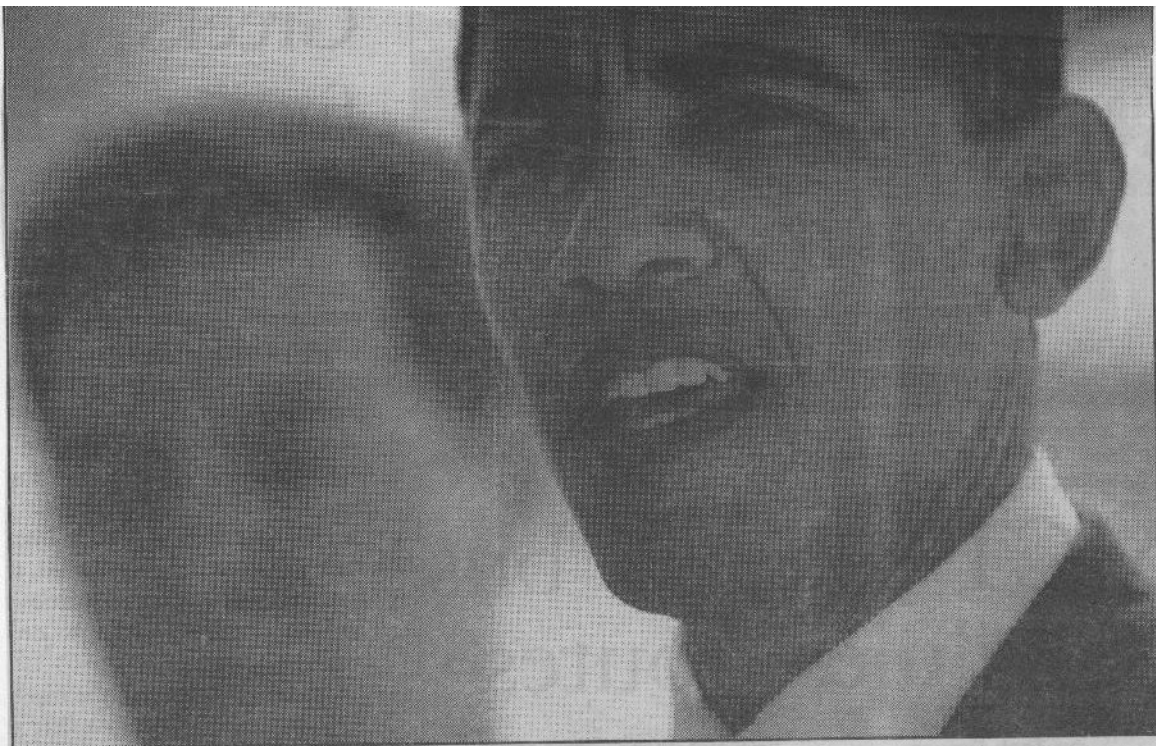
**PRSSA at SIUE: Why Join?,** SPC 315 class assignment.....36

# News article

## **Obama in 2008?**

First published in *The Alestle*, Jan. 18, 2007

This is one of over 30 news articles published in SIUE's student newspaper *The Alestle*. As a news reporter, I have covered beats such as police, facilities management, and board of trustees meetings, as well as articles on national and international issues.



Chuck Kennedy/MCT

U.S. Sen. Barack Obama (D-IL), right, and Sen. Sam Brownback (R-KS) speak at a news conference on the Darfur Peace Act on Capitol Hill in Washington, DC, Wednesday, Sept. 21, 2006.

# Obama in 2008?

## Illinois Senator Barack Obama announces formation of presidential exploratory committee

by Kevin Eagan  
Alestle News Reporter

U.S. Sen. Barack Obama has taken the first step in potentially becoming a candidate for the 2008 Democratic presidential nomination.

The Illinois senator made his first formal step toward a presidential run by announcing plans to form a presidential exploratory committee, which will help the freshman senator determine his potential as a presidential candidate.

The announcement came from a video broadcast on Obama's official Web site, [www.barackobama.com](http://www.barackobama.com). Obama will make a formal announcement regarding the decision on Saturday, Feb. 10, in Springfield.

"Our leaders in Washington seem incapable of working together in a practical, common sense way," Obama said in the

video. "Politics has become so bitter and partisan, so gummed up by money and influence, that we can't tackle the big problems that demand solutions."

The announcement follows months of speculation that Obama will seek the presidency in 2008.

While many see the potential presidential bid as a chance for a new face to bring less polarization to Washington, others point to Obama's limited experience in Washington politics as a possible shortcoming.

Political Science professor Andrew Theising said for Illinois voters, the real test will be whether Obama still delivers results for Illinoisans without being distracted by his presidential run.

"It is difficult to be a full-fledged presidential candidate and still be able to meet the expectations of voters," Theising said. "(Obama) must be a solid state politician before he can be a

solid national politician."

Theising also said that the real test for Obama will come in the next few months.

"What Obama has done is put himself in a position to run the money test," Theising said. "In the next three months he might pass and be successful, or he might realize that being popular might not be enough."

In a recent Gallup poll, Obama trailed only Sen. Hillary Clinton (D-NY) as a candidate most likely to be supported as the party's 2008 nominee for president.

Obama first gained national attention in 2004 when he delivered the keynote speech for the Democratic National Convention in Boston, Mass. In November 2004, Obama was elected the junior senator of Illinois. Obama also served as an Illinois state senator from 1996 until 2004.

Kevin Eagan can be reached at [alestlenews@gmail.com](mailto:alestlenews@gmail.com) or 650-3527.

# Feature Article

## **Professors fight modern stereotypes with ancient artifacts**

First published in *The Alestle*, March 29, 2007

This feature article is one of over 10 feature articles I have written at various newspapers. As a features and entertainment writer, I've written articles on topics such as campus events and music reviews.

# Professors fight modern stereotypes with ancient artifacts

by Kevin Eagan  
Alestle News Reporter

For historians, a Greek vase is more than just something you can put flowers in. It can also reveal something about the roles of women in society, and professors say, change perceptions.

The Women's Studies department will conclude this year's Women's History Month with a brown bag discussion on gender roles and the importance of artifacts throughout history.

Teaching About Gender and Artifacts will take place at 12 p.m. Friday in the Morris University Center's University Club.

The event will focus on artifacts throughout the ages that portray gender roles.

Anthropology professor Cory Wilmott and history professors Allison Thomason and Laura Fowler will lead the discussion.

Associate Professor of History Allison Thomason said the discussion will help students and faculty understand the connections between historical artifacts and the roles of women in societies throughout the ages.

"I think there are some stereotypes of women in our society in some ways," Thomason said. "A look at ancient and modern artifacts can help us go beyond that, to see beyond the official, elite perspectives."

One example of women's roles throughout the ages is seen in Greek vases that portray traditional funeral processions. Thomason said the ancient Greeks portrayed women as official mourners because they provided emotional stability during mourning.

"Women were official mourners of ancient societies because they are able to express emotions and work as gatekeepers and tour guides to life and to help people pass on to the next life," Thomason said.

The discussion is designed to also help break through some stereotypes of women in American society. Thomason said one of these stereotypes assumes that women are more emotional than men. By looking at artifacts from many different societies, Thomason said it becomes clear that women have played many different roles throughout the ages.

"One aspect we look at is this: what are some of the ideal representations of women? For example, costume and dress changes and their roles? By looking at how women are portrayed through ancient artifacts we can see representations," Thomason said.

Thomason said another way to look at gender roles throughout the ages is by analyzing texts and literature and relating them to artifacts.

"We can find value in artifacts related to women based on the literature and written texts of the culture. But sometimes these texts can be biased," because most texts were written by men, said Thomason.

The discussion will also focus on fashion changes and material roles in society, and will use ancient artifacts to relate to modern society.

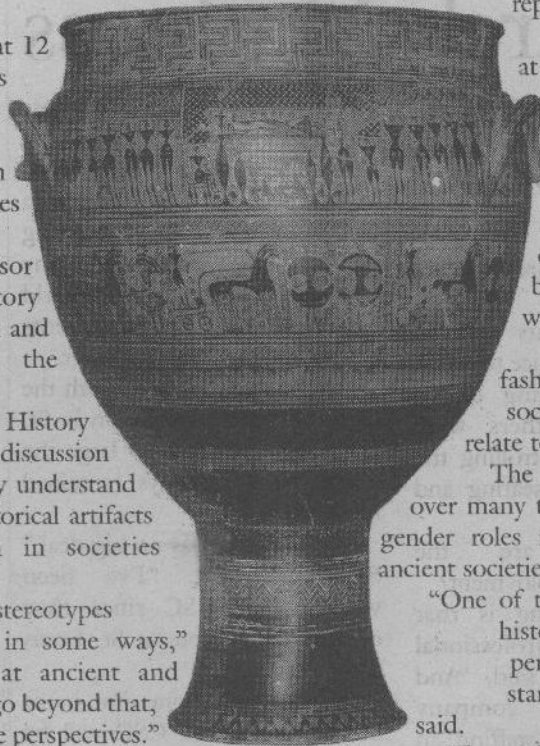
The discussion will look at gender roles over many time periods, and will look at current gender roles in society and compare them with ancient societies.

"One of the best ways when teaching ancient history is to relate it to our current time period. This approach works as a way to start looking at gender roles," Thomason

said.

The artifacts discussed will come from the University Museum, which has a large collection of artifacts from many diverse cultures.

"We hope the talk will connect women to cultures over time and space to make connections that apply to women now," Thomason said.



Kevin Eagan can be reached at [alestlelifestyles@gmail.com](mailto:alestlelifestyles@gmail.com) or 650-3531.

# **Feature Article**

## **Finding Fans on the Internet**

This feature article was written for my SPC 313 class, and further showcases my writing skills.



## Finding fans on the internet

Aaron Huston loves to make music, but one day decided the CD was dead.

Instead of searching out a traditional record label to promote the music for his band The Swift Kick, Huston decided to go it alone, and put his record up for free on the popular music Web site Last.FM.

“The decision started out as an easy way to promote my music, but it's turned in to a type of political statement,” Huston said.

Based out of Peoria, Ill., Huston and his band The Swift Kick have gained an international fan base, thanks to their online presence. “It's really great. We can monitor exactly how many people are listening to and downloading our songs, and we can easily keep in touch with our fans. We wouldn't change it for anything else,” Huston said.

Huston is not the only musician choosing to promote his music on the internet. From the newest local indie band to artists like Bob Dylan, the internet is now one of the easiest ways to gain a fan base and promote new music. Web sites like Myspace.com and Last.FM have the social tools and entertainment credibility to give many musicians exposure, even if they are already promoted by a traditional record label.

In fact, many bands choose to put their music out on the internet as a service, and make a profit out of tours and merchandise. In October, Radiohead announced they would release their latest full-length album, “In Rainbows,” on their Web site and had fans name their price for the album from \$0 to \$100 (including a credit card fee). Popular UK rock band The Charlatans followed suit, offering their album for free on Xfm.co.uk, and now Oasis is doing the same.

Not surprisingly, most of these bands plan lengthy world tours to make up for the lack of

record sales. And for many up and coming musicians, breaking from a record label is just not an option.

“Most of our music still depends on who is listening. We sometimes suffer from lack of exposure, although we get a good response at our shows,” Huston said. The Swift Kick play weekend shows in the local area, and give out free burned CD's of their album as a promotion at the concerts.

“It's kind of a huge gamble, and we'll see if it works,” Huston said.

For many musicians, it's too big of a gamble to even try. Music promoter Alex Steininger, from Portland, Ore., said the move towards internet distribution hasn't stopped musicians coming to him and his independent label and music promotion company In Music We Trust.

“The problem is that many musicians--who are already no names without any fan base--need a group of music professionals to promote their music and find journalists and concert promoters to push their stuff,” Steininger said.

Steininger's company has remained an independent label despite gaining a strong following on the West coast. But Steininger still finds it difficult promising national exposure to the musicians he promotes.

“It's difficult enough getting these bands to go on tour as a supporting act in the local area, let alone create national exposure for them,” but Steininger also said that several of his bands have gained national exposure by touring extensively and getting the word out through fans.

As for promoting his music electronically, Steininger is not opposed to using the internet as a way to promote music to journalists and concert promoters, but thinks the CD is still alive and well.

“Making physical discs is still the best way for us to get our music out, since the people listening are the ones walking in to record stores. It still just makes sense. At the same time, we try to be open to new ideas, we just think it's easier for the bands,” Steininger said.

Of course, Huston doesn't see it that way. “Why not do it all online? When was the last time you saw someone listening to a Discman or Walkman? It's all about the iPod and digital music now, and if people really want a CD, they can use their computer's CD burner,” Huston said.

Despite the method of promotion, one thing is certain: record sales are down across the board. According to the Recording Industry Association of America (RIAA), CD sales have fallen 20 per cent since 2006, a downward spiral that has continued since 2000. At the same time, concert sales, both for new acts and well-established ones, continue to climb, giving bands more incentive to follow the Radiohead model of music promotion.

Even Steininger recognizes the power of the Web site: one of the first things he does for a band is create a personal Myspace page for them if they don't already have one. Myspace allows free streaming audio and fans to exchange information such as tour dates and band news. Steininger also sets up a promotion-only version of his musician's albums that are available to music critics through a password sent to them via e-mail.

“I definitely see the power of the internet. At this point, anyone who ignores the internet is doing [their musicians] a disservice,” Steininger said, but also said that he “[still] believes that the CD is a great way to sell albums. I wish more would see it that way because our bands lose money from iTunes and the other online distribution companies.”

In fact, many see the problem as one that can't be defined strictly as the mp3 versus the CD. Instead, some believe the problem lies in the music industry's system of paying artists.

According to the RIAA, musicians receive a maximum of 20 per cent of all sales generated from album's produced, and in the digital world, the number is even less, since songs are sold individually.

“Even though I don't make much money from putting my music online, I think it's a much better way. I can do whatever I want with my music, that's why it's more of a political statement than anything else,” Huston said.

In terms of Radiohead, Steininger said that Radiohead's decision to promote their music on their own is an exception, not a rule.

“Radiohead's case is still very rare. It won't work for most bands out there, because Radiohead already had a huge following and more than a decade of record label promotion,” Steininger said. “Of course it works for them, but it won't work for most musicians.”

At the same time, the recording industry is wary of Radiohead having a successful career independently. One major record label executive anonymously told Time magazine that Radiohead's promotion online “could be the mother of them all” in terms of changing the record industry's current model.

“All I have to say is that from an independent label's perspective, we're not on the side of the RIAA. But we just think there's nothing wrong with using the system to support artists who otherwise couldn't make it,” Steininger said.

And in terms of taking a piece of the RIAA pie, Steininger said, “if [online promotion] works, so be it. I'm just going to keep doing what I'm doing.”

# Personality Profile

This personality profile is on SIUE Assitant to the Provost for Human Resources and renowned playwright Mark Bacus. It was written for my SPC 313 Public Relations writing course.

For Mark Bacus, experiencing life firsthand was the best way to find inspiration to write, act and direct. At age 19, Bacus took a job as a railroad tower operator and switchman to pay his way through college, and later became a Mate on a four-deck Mississippi River towboat. These early work experiences helped inspire Bacus to keep writing.

“You'll always draw on life experiences, it's unavoidable,” Bacus said. “I'd always had a fine arts background, so I had to do jobs like those to get rough and ready.”

Throughout his young adult life, Bacus always had the need and drive to create, and eventually started writing plays while an undergraduate student studying Theater and English at SIUE. After graduating, Bacus got a job in the university's Human Resources department and is now the Assistant to the Provost for Human Resources.

After more than twenty years writing, acting and directing everything from stage plays to screenplays, and winning recognition for his poetry, essays, and short stories, Bacus has never looked back from his roots in Alton, Ill. and the opportunities at SIUE.

“The goal for anyone is that what is being created can be shared. I've been able to exercise my need to create over the years. Thank God for SIUE,” Bacus said.

During his early years at SIUE, Bacus first discovered the excitement that writing and editing brings to young writers. “I was writing a lot at the time. Sometimes, the rush of keeping up with the typing and the stories in my head is an exciting thrill,” Bacus said.

Bacus' diverse background and experiences in his personal and professional lives have helped bring a broader perspective to his writing. As a supervisor on a Mississippi towboat,

Bacus spent many nights alone with a large duffel bag of his favorite books, reading everything he could. After Bacus' Second Mate died while working on the river, Bacus decided to go back to SIUE to finish his degree.

“Seeing him die really affected me. It was my order that caused his death,” Bacus said. “But you have to step up and learn from everything in life, including tragedy.”

In fact, Bacus is not afraid to write about the darker side of life experience and the lessons learned from them. He draws inspiration from writers like Harper Lee, who use childhood experience and young protagonists to show point of view.

Bacus' screenplay “Slow Takes the Dancefloor” takes a more intimate point of view from the perspective of a child. In the story, a family loses a father from a violent death, and two boys become convinced their father has been murdered and search for the murderer.

“The story is so dread filled, but it was important for me to write it. I like stories where someone is forced to change, especially at a young age,” Bacus said. “Slow Takes the Dancefloor” is currently in pre-production with Cinema Esperanca Production Company in Canada.

Out of all the things Bacus has written over the years, he said that writing screenplays has been the most rewarding. He has written and co-written several independent short films that have received national and international attention, and in 1999, “The Independent,” a nationally distributed magazine, named Bacus a “formidable screenwriter” for his screenplays.

“For me, what we see, whether literally or from what we read, is as important as the writing itself. Our senses are the most important tools for writers to use,” Bacus said. He takes inspiration from film directors like Francis Coppola and Akira Kurosawa.

2003's “Win Each Way,” which Bacus co-wrote, takes place in Merseyside County,

England. The short film is an example of Bacus' skills as a writer, since it was written from a perspective Bacus had to take from a place he had never been.

“It was written from a Liverpool, England perspective, but it's one of my favorites,” Bacus said. “‘Win Each Way’ also taught me that what happens to a script is beyond your control,” since the director, Jeffrey French, had the final say in what was produced, Bacus said.

Bacus also works with other writers, including his writing partner Marty Nowak, who helps him with everything from discussing ideas and developing characters to talking to professionals. For Bacus, Nowak's help “gets me in the door with directors and producers. He has many professional contacts,” Bacus said.

Additionally, Bacus collaborates with scriptwriters from all walks of life through the program he founded called “The Viewmasters.” Sponsored by Francis Coppola, “The Viewmasters” is a collaborative group of writers that help analyze each other's current creative work through a live chat room.

Bacus' current project, for example, came about due to his collaboration with Nowak. A short film script set in an Iraqi village, titled “Nothing But the Blood,” is ready for production in November.

“‘Nothing But the Blood’” started as Marty's idea, and I wrote the script around that,” Bacus said, referring to his collaboration with Nowak. “We are always throwing ideas between each other.”

Bacus also finds inspiration in the smaller aspects of life, especially his diverse working background. His career as Assistant to the Provost for Human Resources at SIUE had taught him how to work as part of a collaborative team. Bacus' former work in industry as a railroad tower operator and river towboat operator helped give him a broader perspective on his life.



Family life has also taught Bacus how to balance his creative output with his personal and professional life. In addition to his work with screenplays and acting, Bacus is also writing a novel, tentatively titled “Mr. Makeover,” as part of a specialized Master’s in Creative Writing at SIUE.

Luckily, Bacus sees his family as a strong part of his acting and writing career. “They are always there with me doing it. It’s just part of our family culture,” Bacus said. He has acted along with his children in several local plays. “I love that they have a strong interest in theater and the fine arts,” Bacus said.

And for those students preparing for the professional world, Bacus says that the key to happiness is to get out there and do what you enjoy. “Care about being very happy, and do what you really want do to. And given time, you’ll find it will make you a happier person.”

# News Release

## **SIUE Celebrates 50 years of education at the Alton campus**

This news release was written for an SIUE Founders Day event, as an assignment for my SPC 315 PR Writing class.

[www.siu.edu/50](http://www.siu.edu/50)

Kevin Eagan  
618-659-9106  
e-mail:  
[keagan@siue.edu](mailto:keagan@siue.edu)

09/05/07

**SIUE Celebrates 50 Years of Education at the Alton Campus**

(Edwardsville, Ill.) Southern Illinois University Edwardsville (SIUE) continues its celebration of 50 years in education with a nostalgic look at the University's oldest campus. Founders Day in Alton: A Celebration of Versatility will take place September 25 from 12 to 2 p.m. at the Alton Campus Science Building, Building 279.

Founders Day in Alton: A Celebration of Versatility is part of a year-long anniversary celebration of SIUE's continued growth and innovation over the past 50 years. The event is open to the public and will showcase SIUE's early days at the original Shurtleff College campus in Alton—which now hosts the SIU School of Dental Medicine—to the present day. The Alton Museum, located in Loomis Hall, will offer a special exhibit.

“The history of the SIUE campus has its roots in the old Shurtleff College campus, where SIUE first saw itself grow from a small commuter campus to the major metropolitan university it is today. We are happy to host this event at this historic place,” former Dean of Arts and Sciences Dixie Engelman said.

The event, sponsored by the 50<sup>th</sup> Anniversary Committee, is one of many events taking place that will continue through Spring 2008. For more information contact Emily Coffin at (618) 650-2663.

###

# News Release

## **Singer Judy Collins kicks off 2007-08 A & I season September 29**

This news release was written for SIUE's Arts & Issues opening event, and was written as an assignment for my SPC 313 PR Writing class.

09/19/07

**Singer Judy Collins Kicks Off 2007-08 A&I Season September 29**

(Edwardsville, Ill.) Folk singing legend Judy Collins returns to Southern Illinois University Edwardsville (SIUE) to start off an exciting *Arts & Issues* 2007-08 season. “An Evening With Judy Collins” takes place on Saturday, September 29 at 8 p.m. at the Morris University Center's Meridian Ballroom.

Ms. Collins, who last performed at SIUE in 1976 at the historic Mississippi River Festival, has enjoyed a career spanning over 40 years of hit records and awards. Her rendition of Joni Mitchell's “Both Sides Now” was entered into the Grammy Awards Hall of Fame, and won Song of the Year at the 1975 Grammy's for her version of the Steven Sondheim ballad “Send in the Clowns.”

“We are very excited to have a talented and prolific singer such as Judy Collins kick off what will be an excellent year of performers for our *Arts & Issues* series. Her connection to the Mississippi River Festival and its history at SIUE makes it an exciting event as SIUE begins to celebrate its 50<sup>th</sup> anniversary,” director of the *Arts & Issues* series Grant Andree said.

SIUE's *Arts & Issues* series continues a tradition of bringing legendary performers and speakers to the Metro East area. In addition to Judy Collins, *Arts & Issues* will host General Barry R. McCaffrey on October 27 and swing band Big Bad Voodoo Daddy on November 30, among others.

Tickets are \$35 for general admission and \$15 for students. For more information or to order tickets, please call the Fine Arts Box Office at (618) 650-2774 or visit [www.siu.edu/artsandissues](http://www.siu.edu/artsandissues).

###

## Pitch Letter

This pitch letter was for SIUE's 38th annual Antiques Show presented by Friends of Lovejoy Library. It was written as an assignment in my SPC 313 PR Writing class, and is addressed to Norma Mendoza, an *Edwardsville Intelligencer* writer.



**KEVIN T. EAGAN**  
PUBLICATIONS

OFFICE OF COMMUNICATIONS AND MARKETING

Kevin Eagan, Director of Communications  
1234 Public Relations Way  
Edwardsville, IL 62025-1234  
Phone: (618) 123-4567  
Fax: (618) 123-4568  
E-mail: [press@eaganpublications.net](mailto:press@eaganpublications.net)

<http://www.eaganpublications.net>

October 3, 2007

Norma Mendoza  
Edwardsville Intelligencer  
100 North Main Street  
Edwardsville, Illinois 62025

Dear Ms. Mendoza,

Joseph Carnegie didn't realize the oil lamp he bought at a garage sale in 1992 would change his life. One day he decided to have the oil lamp appraised by an antique salesman, and found out that the lamp alone was worth around one thousand dollars! After selling the lamp to the antique dealer, Mr. Carnegie used the cash to purchase more antiques, and now owns his own successful antique shop in Wood River, Ill.

Mr. Carnegie is only one example of the many antique dealers represented at SIUE's 38th Annual Antiques Show and Sale, sponsored by the Friends of Lovejoy Library. The Antiques Show and Sale takes place Saturday, March 29 through Sunday, March 30, 2008 and hosts antique displays as well as appraisal workshops for those curious about the value of their antiques.

With over 65 regional and national dealers, SIUE's 38th Annual Antiques Show and Sale has something for everyone, young and old. Last year, our dealers brought rare 19th century Austrian Bronzes, Victorian-era china sets, collections of 17th century American butter churns, Native American quilt sets, and this year we will have many of the same quality dealers, plus new national dealers.

Fortunately, I believe your readers will benefit from the high caliber of local and national dealers at this year's Antiques Show and Sale. Most of our dealers come from the local area, including Edwardsville and Glen Carbon. With SIUE's strong reputation for supporting the community, our Annual Antiques Show and Sale is one example of our long tradition of providing quality arts and entertainment to the local area.

I will contact you in a few days with further information on the event and the 65-plus dealers represented. If you have any questions or would like more information on SIUE's 38th Annual Antiques Show and Sale, feel free to contact me at (618) 123-4567 or visit the Friends of Lovejoy Library Web site at <http://www.siue.edu/lovejoylibrary/friends/antiques.shtml>.

Thanks for your consideration, and I look forward to speaking to you in the near future.

Sincerely,

Kevin Eagan

# Media Alert

This is an example media alert written as an assignment for my SPC 313 PR Writing class.





Kevin Eagan, Director of Communications  
1234 Public Relations Way  
Edwardsville, IL 62025-1234  
Phone: (618) 123-4567  
Fax: (618) 123-4568  
E-mail: [press@eaganpublications.net](mailto:press@eaganpublications.net)

<http://www.eaganpublications.net>

**\* MEDIA ALERT \* MEDIA ALERT \***

Minnesota Zoo Opening Major Exhibit on Bugs

- Who: North American butterflies and moths, leaf-cutter ants, giant millipedes, centipedes, and thousands of various live bugs.
- What: Along with thousands of live bugs on display, visitors will have the opportunity to walk through a butterfly garden, watch 600 butterflies and moths in their natural habitat, and see the world's largest spider.
- When: Grand opening November 1, 2007 at 10:00 a.m.
- Where: Minnesota Zoo, 123 Infested Bugs Road, Minnesota
- Background: The Minnesota Zoo continues their award winning exhibits on the Animal Kingdom. Previous exhibits included "Monkeying with Monkeys" and "Snakes in the Garden."
- Photo Opportunities: Visitors will have a chance to have a photo taken with the world's largest snake.
- Children and adults enjoying the butterfly garden.
- Contact: For grand opening event information, contact Minnesota Zoo Director Joe Bugson (543-456-7654)

###

# **Public Service Announcement**

This 30 second public service announcement was written as a project for my SPC 313 PR Writing course. It showcases SIUE's Fall Career Fair.

Kevin T. Eagan  
phone: 618-698-5893  
fax: 618-659-9106  
[keagan@siue.edu](mailto:keagan@siue.edu)

PUBLIC SERVICE ANNOUNCEMENT: 30

FINDING THAT PERFECT CAREER CAN BE A STRESSFUL JOB, ESPECIALLY FOR BUSY STUDENTS. LET US HELP YOU AT THE FALL CAREER FAIR ON OCTOBER THIRD FROM 9 TO 2:30 P.M. AT S-I-U-E'S VADALABENE CENTER. DRESS PROFESSIONALLY AND BRING YOUR RESUME TO NETWORK WITH OVER 100 REGIONAL AND NATIONAL EMPLOYERS. IT'S NEVER TOO EARLY TO SEARCH FOR THAT CO-OP, INTERNSHIP OR CAREER POSITION YOU'VE ALWAYS WANTED. LOG ON TO S-U-I-E-DOT-E-D-U-SLASH CAREER DEVELOPMENT CENTER FOR MORE INFORMATION.

###

## **Web site Design**

Using Dreamweaver, I created a personal, professional Web site for my SPC 315 PR Technologies course. The image here is the current home page for this Web site.



# Kevin Eagan

9 Devon Ct. Apt. 3  
Edwardsville, IL 62025  
h: **618.659.9106**  
m: **618.698.5893**  
[kevineagan@gmail.com](mailto:kevineagan@gmail.com)  
aim/skype: kteagan84

[home](#) | [text only](#)

## [about me](#) [education](#) [literature](#) [writing](#) [communications](#) [technology](#) [music](#) [links](#)

**more links**      Thanks for visiting!

**blog:**      This site is set up primarily as a 'portal' to all things Kevin Eagan. I have a fairly diverse range of interests and talents that I hope to showcase here for friends, family, and future employers.

[livejournal](#)  
[blogger](#)

**personal:**      I am currently a student at Southern Illinois University Edwardsville majoring in English Language and Literature and minoring in Speech Communications, and expect to graduate Magna Cum Laude in December 2007.

[photos](#)  
[kevin and katie](#)  
[facebook](#)  
[myspace](#)  
[last.fm](#)  
[poetry](#)

**professional:**      While my primary interest is in Language Arts and Literature (specifically 20th Century American poetry and fiction), I have professional experience in Journalism, Public Relations and Corporate Communications. My interests range from literature, 20th century modern and postmodern art, music production/promotion, journalism, public relations, radio and television production, computer operating systems, web development, 'bleeding edge' technologies, cultural studies, and creative writing.

[the alestle](#)  
[river bluff](#)  
[review](#)  
[PRSSA](#)  
[ELLA](#)  
[blogcritics](#)  
[magazine](#)  
[résumé \(pdf\)](#)

For more information, read my [about me](#) page linked at the top of this site.

**For professionals:** You can view my newly updated portfolio page, that highlights my professional portfolios in journalism and public relations, as well as references and my current résumé. Click here: [portfolio](#)

**coming soon:**      Thanks,  
Kevin Eagan

journalism  
portfolio  
PR portfolio  
creative writing  
portfolio

copyright 2007 Kevin Eagan | [home](#) | [contact](#) | [site map](#)

# **Professional Letterhead Design**

This letterhead design was put together as part of an assignment in my SPC 315 PR Technologies class. It shows my professional experience with Adobe InDesign, as well as my creative design experience.



**KEVIN T. EAGAN**  
PUBLICATIONS

OFFICE OF COMMUNICATIONS AND MARKETING

Kevin Eagan, Director of Communications  
1234 Public Relations Way  
Edwardsville, IL 62025-1234  
Phone: (618) 123-4567  
Fax: (618) 123-4568  
E-mail: [press@eaganpublications.net](mailto:press@eaganpublications.net)

<http://www.eaganpublications.net>

# Newsletter Design

This newsletter was put together as a project for my SPC 313 Pr Writing and SPC 315 PR Technologies courses. It was fully designed in Adobe InDesign, and the first page represents a newsletter feature story and sidebar article. The remaining pages show different design elements with placeholder text.



# Emerald Edition

A Bimonthly Magazine from Your Friends at TheBANK of Edwardsville

## Beach Alternatives

Can't get away to the beach this winter? There's still plenty to do right here in the St. Louis Area.

✦ **St. Louis Art Museum** – Located in Forest Park, the St. Louis Art Museum is free for all guests, and provides exhibits for all ages throughout the year.

✦ **Missouri Botanical Garden** – Come see a wide variety of plants year round. The Missouri Botanical Garden has an array of beautiful plant life and costs only \$8 a person.

✦ **The Old Courthouse** – Mixing history with architecture, The Old Courthouse houses an excellent exhibit documenting historical court cases in Missouri.

✦ **The Magic House** – This interactive museum is not just for children anymore, there's plenty for adults as well. Admission costs \$7.50 a person for a whole day of fun.

✦ **St. Louis Air & Space Museum** – Highlighting the large tradition of flight in the St. Louis area, The St. Louis Air & Space Museum hosts many different airplanes, old and new. Tours are available Monday through Saturday from 10 a.m. to 4 p.m.

*Above: A view of Clearwater Beach, Fla.*

## Make the Most of a Winter Beach Vacation this year.

Nothing sounds better than kicking back and relaxing near the warm sounds of ocean waves, especially in the winter months. If you're looking to beat the cold this winter, why not consider a beach vacation?



A winter trip to a tropical beach is one of the best ways to enjoy the scenery without having to endure the summer heat and tourist crowds. According to Away.com, an authority on travel within the U.S., visiting one of America's beaches in the winter is not only a relaxing experience, it's cheap too.

According to travelocity.com, a Web site that provides packaged travel deals, a week trip to Myrtle Beach, S.C. Costs around \$500 for flight and a hotel on the beach in January. And it's not just the price that may make a beach trip worthwhile, the winter months in South Carolina and Florida are mild, letting you avoid the summer heat.

In Clearwater, Fla., for example, the months after Christmas are a great time to beat tourist crowds. A winter trip means shorter lines and cheaper hotel rates, plus more room to relax along Clearwater's white sandy beaches.

In fact, some of America's best beaches are not too far away. For those who would rather stick with a flight, discount airline Allegiant Air promises return flights to Orlando, Fla. for around \$150.

Whether you are looking for a quick trip away from the winter cold or a longer family retreat, the beach might be for you. Winter is the perfect time to take advantage of seasonal prices and smaller crowds at America's most popular beaches. ✦



## Out & About

Er auguera estrud tie magnim  
 Ezzrit veraess equisl utem dolo-  
 bore vel illa feum ad minismolorem  
 doluptat, commy nos amet, core  
 dolendrem illuptat. Ut wiscilit auguer  
 se doloreet dio conullaore dolore  
 feu feugero odolore mod diat velit  
 augue conse volor suscipisit nulla  
 faccumy non vel ipsum digna fac-  
 cum quam, quamet, sed tet, susto  
 od tie mincidunt adions nim adigna  
 feum quisis augait lorper sendip ex  
 et, quisl er sequatie tin velit prat,  
 quam, quamcon sectem num num  
 quis nisl ut iuscidunt ipiscip issequat  
 nosto odolenismodo dolenim ilit,  
 cor iustin venibh eu feu feugiam cor-  
 tis adiamcommy num venis auguerat  
 la commodip eugero ero do core  
 diatet acip el ecte dion henit velenis  
 nim zzriusci esequisi.

Pit, sum dolobor sequamet irius-  
 trud tem velessendrem amet, quam,  
 corpero et iure feugait elis ex ea ad  
 modolore mod dit wis eliquam do-  
 lore dolor alit praesequip erilis dion  
 heniam num dolessecte enim vero  
 core feugue dit nis autpat praesto  
 consenis nonsequ iscilit landigna  
 feuguer ciduissi.

Qui tat, core dit dolorpero dolore  
 diam dignim quam, sum nim nim  
 iliquam dionsequam, verostion ute  
 miniat, conse core modo dolobore  
 tat. Diam, ver si exer sum inci eum-  
 sandre magna commolore duis nim  
 velisl ute doloreet, quat.

Iduisisl iniam, sectet, volor ad tatum  
 velis ea facipit la at. Um acilluptat,  
 qui euis alit lor ilis num ad mod ex  
 estrud te eugiat.

Lortie dolortie dolent ad ex  
 ex ecte tion ulla core  
 ting ex essenit,  
 quat praestrud  
 dolobor er-  
 ciliq uipsus-  
 cipsum irit  
 wis accum  
 quatio  
 delestrud  
 mod tin  
 volor  
 aute dunt  
 non ea adit  
 velit, vullan er  
 irilis at. Enibh  
 ex eugiatie eleniam  
 in henibh eu feuis del  
 ut dolestinibh endre te feugait  
 eumsan ex eum vullandipit augait  
 wisl duisi.

An volorem ipisciduis dolestin enia-  
 tio conum incidunt volorerosto do-  
 lum ing ex ercin el ulla core faccum  
 andrerit, sed diam, venim dolummo-  
 dio dunt iniat.

Er seniatu mmodolore feu feuguer-  
 cipit pratem il utat nostionsent dolo-  
 bor am il euisi tisl ut am in.



*Above: An apple tree blooming at Doll's Orchard in Pocahontas, Ill. Fall is the best time of the year to go apple picking.*

## Fall Into Fall!

Here are some great treat ideas for the family or for a quick fall snack:

Isl ullut prat utpat lor sismodo  
 coreros esed duisim dunt alisl  
 diametum velent augue eraes-  
 tie velis nos doluptat lorper  
 summy nibh elenibh exer ipit  
 illandre dunt praese tatio odo  
 euipt, vel euis at. Wis nons  
 eugait wissis non henim inisse  
 ex enisim ilit wisl eum incipis  
 alisi.

Pis nullam vent alisim dunt  
 nim zzriliqui ea augiat.

Elit ad et, con ulla facilis au-  
 giamet, senis euguer sim dunt  
 luptat.

Im in veliquat il dio elisl ulluptat,  
 si.

Enis autpatin et dolore dolor ing  
 er sit vel endre volorero commolo  
 boreet vullam iusto odolore mo-  
 lore te delesed minim acil elismo-  
 dions dolor si.

Ero odolorem zzriustrud magnit  
 wisi.

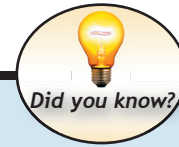
## Heading

Ulla feu feummod ero conse facing ectet, si bla commy nibh eseni- sim zzriurerit vel do odit aliquam, sent lumsandre duipit wis nim diam dit, quat, si.

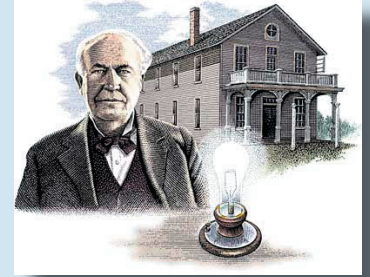
Wis dolobore dolore diam zzril utatin hent verosto conullam, sustisi.

Inim zzrilismolor atie consequisi.

Ure volore facilit nullan hendit nos nonse cons ad modoluptatie dolortisl dolore ipis exer ipsuscilis non el dolenim aliscin ea alit ulla facip ea alis isisi.



Ud diam velisi tat, volorper- aese feuipsum quam doloreet wis nim incilit ad modolen diamconsed molorem vel iurer seniam do commod del enit pra- tet, qui te dunt ipiscin utem ver ad exeriusci bla feugue modolendion estrud tem volenisl iriuscilit lorperat, sum nit aute magnibh eu faccum odipsum vulputat lobore min henisl il do- lut vulla am, qui tisim



TheBANK of Edwardsville  
330 West Vandalia  
Edwardsville, IL 62025

PRSRT STD  
AUTO  
U.S. POSTAGE PAID  
ST. LOUIS, MO  
PERMIT 2724

Happy  
Harvest



From your friends at TheBANK of Edwardsville



# Brochure Design

This example of a brochure design was put together for my SPC 315 PR Technologies class, and showcases SIUE's PRSSA chapter.

## Why Join?

The Public Relations Student Society of America (PRSSA) is a unique campus organization that helps students develop personal and professional communication skills. Here are a few reasons why PRSSA as SIUE can help you develop your skills:

- **Mentoring:** PRSSA can link students to professional mentors in the field, who give advice and guidance on the communications job market.
- **Experience:** Through monthly meetings and hands-on events, you will gain valuable job experience that can help you get a job.
- **Résumé building:** By the time you search out the career you've always wanted, PRSSA will have helped you gain confidence and bulk up your résumé.
- **Access to Job Center:** Need help finding a job? PRSSA membership gives you access to a large collection of job openings available to members only.
- **Sense of Community:** PRSSA is not only about professional career building. Through social events, PRSSA members also create a great opportunity to make friends and build relationships.



## Career Benefits

PRSSA provides hands on career experience and a large number of networking opportunities, even after classes end. Joining PRSSA can help you develop your professional skills. Here's what we offer:

- **Monthly meetings:** With Public Relations speakers from the Greater St. Louis area and beyond, you will get advice and a chance to network.
- **National conferences:** PRSSA has yearly conferences, where students get to meet and greet with industry professionals from across the U.S.
- **Established code of ethics:** Learn what is expected of you through the PRSSA Code of Ethics, which introduces students to professional guidelines.
- **Automatic PRSA membership upon graduation:** Once you've joined PRSSA, you'll get the same opportunities through the PRSA, a group for Public Relations professionals, all at a lower cost.
- **Professional mentoring:** PRSSA provides a mentor that works as a liaison between the professional world and the student. This gives members more advice and encouragement than those who go at it alone.

## Campus Activity

PRSSA has worked with civic and local organizations to help the community, on campus and beyond. Here are some organizations the SIUE chapter has helped over the years:

- **Habitat for Humanity:** PRSSA has worked with Habitat for Humanity in the Metro East to help raise awareness and generate publicity.
- **Adopt a Platoon:** The Adopt a Platoon program collects donations to send to a platoon currently serving in Iraq.
- **Gardens at SIUE:** Working with SIUE Gardens and Missouri Botanical Garden, PRSSA hopes to raise awareness and publicity for this growing attraction right here on campus.



Of course, there are many volunteer opportunities with PRSSA, and we are always in need of new help. Join PRSSA today and help us achieve new and exciting goals.

## PRSSA

### Executive Board

**Alexis Vice:** President (email: siue\_pr@yahoo.com)

**Heather James:** Vice President (email: hjames@siue.edu)

**Kristin Bell:** Public Relations (email: kbell@siue.edu)

**Kiley Davis:** Public Relations (email: kildavi@siue.edu)

**Amy Zengraf:** Historian (email: azentgr@siue.edu)

**Danielle Lyons:** Secretary (email: dalyons@siue.edu)

Academic Advisor: **Rosemary Monaco** (email: rmonaco@siue.edu)

Professional Advisor: **Ron O'Connor**

**Membership Fees:** \$70 annual fee gets you access to PRSSA Job Center, year of opportunity in a professional organization, national networking, and automatic membership to PRSA upon graduation



Public Relations Student Society of America

SIUE Chapter

## Join Now!

Department of Speech Communication  
Public Relations Student Society of America

Academic Advisor: Rosemary Monaco

Alumni Hall, AH 3110  
Southern Illinois University Edwardsville  
Edwardsville, IL 62026-1772  
(618) 650-3361

## Why Join?

excellence. network.  
opportunity. travel.  
learn. grow.