

As a volunteer for ESPN College GameDay at Penn State last year, I learned first hand the importance of creating good energy and being fully engaged with the fans to keep the excitement of a sports event at an all time high. I also had the opportunity to be part of a team in Postgame Outreach, an online outreach tool. My role on the team for this project was to reach out to several sororities and fraternities across the country to discuss the program and its features as well as gauge the level of interest in collaborating with us. This experience taught me the importance and power of online communication, building good relationships, and creating relevant online marketing. Overall, both of these experiences allowed me to develop a better understanding of audience engagement and communication as a whole.