

The English Department

A T S U N Y F R E D O N I A

SIGMA TAU DELTA WANTS YOU!

SPECIAL POINTS OF INTEREST:

- Writers Ring meets Monday and Wednesday at 6pm in Fenton 127
- Applications for Sigma Tau Delta are due March 1st
- English Works Club will be meeting April 2nd and needs your help with a possible internship fair!

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Sigma Tau Delta, the International English Honor Society, is looking forward to the start of the spring semester. Not only are there several activities that the group is hoping to do on campus, but it is also recruiting time for the group.

Applications to join Sigma Tau Delta are available for interested and qualifying English majors in the English department office. Applications are due March 15.

There are several leadership positions that will be available and there are many opportunities to help plan and organize events on campus.

One of Sigma Tau Delta's projects over the years has been visiting the women at the WCA home to read short stories. This project has always been one of our favorite activities that we do in the community. Sig-

ma Tau Delta will be participating in the Big Read with the women.

The Big Read's



SIGMA TAU DELTA
INTERNATIONAL ENGLISH HONOR SOCIETY

selection for this year is Jack London's *The Call of the Wild*. Sigma Tau Delta will be reading a series of Jack London's short stories at the WCA home throughout the month of February. Readings at the WCA home are open to other English majors that are not yet a part of Sigma Tau Delta.

In the past Sigma Tau Delta has put on Bedtime Stories, an activity where local elementary age children have come to enjoy snacks and stories in their pajamas.

Professors from campus have often come

to Bedtime Stories to read their own, or their children's, favorite stories.

Sigma Tau Delta is also hoping to start many new activities on campus this semester.

There may be a book club offered for students as a way to get some fun reading mixed in with their other readings for classes. There has also been talk of starting a movie night once a month to watch movies that center around different books or other English related themes. Of course members of Sigma Tau Delta are encouraged to create their own new activities wherever they see a need on campus.

- Jill Durland,
Chapter President

ALUMNUS OF THE MONTH RANDALL CRONK

Randall Cronk is a successful Fredonia alum who runs his own blog titled *greatwriting.com*. "Great name, right?" He cheerfully adds. Interviewing him was an experience for me, as it was my first phone interview. As a very charismatic and interesting individual, he's known among the English majors for hiring one student per semester for a paid internship under him.

What do you do?

I'm a freelancer. I write marketing content, web content, white papers. Content being words. My clients are the companies that are selling to other companies instead of to a consumer. So for instance, if you're the information technology person at a company, you're not going to go to Best Buy or anything like that, you're going to go straight to the company.

People like to get educated on what they're purchasing. The company will want to have their site up on Google, so they would hire a person like me to write the content about their product. There are a lot of words on the website itself and there are also documents that people can download to get educated on why the company's product would suit their needs. The content needs to be engaging, persuasive and informative. These are definitely not impulse purchases.

Instead of going down to the computer store and learning how to use software, I cut that part out by writing the educating content online. Educating and

also marketing. English major skills are really important.

What made you want to do this type of work?

I like to write, I like business and I like technology, and this job allows me to do all of those things.

I left Fredonia and got a job as a technical writer at Digital Equipment Corporation which eventually became part of Hewett-Packard. I was writing their manuals and stuff

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like that. I started working on my MBA at night while working as a technical writer, and the reason for that is because while in class, I would network with the other students who had positions in public relations.

It took me 4 years to get my MBA at Clark University in Worcester, MA. So I went into marketing and then I was doing more marketing writing instead of technical writing. Following that job, I got a job in public relations at a very large public relations firm, based in Boston, started in accounts, then had several promotions and eventually was promoted to vice president.

After 6 years working in

agencies, I started my own business. Which allowed me to just handle the content instead of the PR part. I would recommend working out in the real world for a bit before getting an MBA, most business schools would like you to have real world experience.

What advice do you have for our English majors?

1. Learn to write really, really well.
Learn to write better than your professors write. Great writing gives you power.



er. Even political power, the ability to persuade. You can't underestimate the ability to write. That's the main advantage.

2. Start a blog. Develop your own brand, get out there into the world. If someone looks you up on the internet, they should find something!

3. Network with alumni! Talk to people out there in the real world, get your own page on LinkedIn.

4. Learn about something else besides English. As for me, I went to business school and I also learned about technology. But really it could

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THE ENGLISH WORKS CLUB WANTS YOU!

An exciting new club has been introduced to the English department known as The English Works Club! The main goal of the club is to show English majors that they can get a job after graduating in writing, publishing, among other things. The president of the club, Christina Stock says of the club's goals that "there isn't really a clear image of what an English major can do after [graduating], so we'd like to be an outlet to research options." They also are planning on meeting alumni to get some insight.

Christina says of the alumni that "it's invaluable to talk to people who understand what they're doing." They plan to interview alumni and post the interviews at Fredoniaenglish-works.wordpress.com which is a blog for members and e-board members alike to post for.

English Works plans to meet again on April 2nd to plan possible events. An event that was

discussed at the first meeting was a mini-fair for internships. This sort of event would have tables where professors and businesses that have internship opportunities could offer information about gaining experience through internships. This sort of thing would fail without YOUR help! If you have any information about internships or if you know anyone who would like to find an internship, get in touch with Christina Stock at stoc7590@fredonia.edu.

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WRITER'S RING: A WORD FROM PRESIDENT DEBORAH BALICKI

Writer's Ring is a student centered club that focuses on supporting burgeoning writers and increasing students' interest in creative writing.

We hold meetings twice a week where we workshop member's writings and provide constructive feedback. We work with a variety of genres from poetry, to short fiction, to scripts, to lyrics, to writing assignments, to long fiction.

We also take days to work on developing ourselves as writers by responding to prompts. We use prompts to challenge ourselves and explore genres or topics that we may not have tried on our own.

We have Open Mic Nights every semester and invite any writers, musicians, or comedians who wish to

perform. Also, we host Book Gauntlets where students may debate a variety of literary topics. For future events, we are looking to invite English professors to Q and A events that are designed to focus on literature and writing.

We are working on bringing up and coming poets, as well as creative writers, to campus. We hope that through our workshops and future events we can continue to remain an influential presence on campus.

Being president of this club has been the highlight of my college career. I have been a em-

ber of Writer's Ring since my freshman year and it has been a life changing experience.

As a fresh writer who was unsure of her attempts at poetry and had only dabbled in fiction, Writer's Ring was a supportive and encouraging environment that settled my doubts and challenged my talents. The unique community that we have developed is one that cannot be replicated anywhere else.

I encourage any student who has the desire to write to join Writer's Ring. It is a decision that you will never regret- I haven't.

Meetings are Mondays and Wednesdays at 6pm in Fenton 127 (The English Reading Room).

Deborah Balicki, Writer's Ring President

"Being president of this club has been the highlight of my college career... it has been a life changing experience."

CONTACT US!

SUNY FREDONIA

Any questions about any of these articles or feel like something coming up needs to get covered?

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All of your English department updates!

The English Department's newsletter is meant to inform a specific audience: the English majors, the English professors and the English alumni. That's why we write about events and news concerning the students and the faculty so that YOU can get more involved! Are you a student who would like to learn more about English related clubs and events or would like to write an article for us? Are you a professor with ideas for future articles or ideas for some of the events you see here? Or are you an alumni who would like to be featured in our "Alumnus of the Month" article? Please contact us!

RANDALL CRONK, CONTINUED FROM PAGE 2

be about anything, remember that you're going to have to write about something. Find out what you're passionate about.

What do you like about your job?

I like learning stuff, and I'm always around people who are on the cutting edge of technology. Which is really cool! The biggest thing is when someone really likes what I do. They've read something I've written and they now can understand something that they couldn't before. They've tried to explain how awesome their product is, and I can put it into words for them.

I like hanging out with smart

people and also as a freelancer I control my own work environment. Living and working in downtown Boston is also a plus.

Anything about your time at Fredonia that especially stood out to you?

I know it seems a bit weird, but talking about literature in the classroom was my favorite part of my time at Fredonia and I liked writing papers. I sincerely loved being in class and discussing literature with my professors. Also, teachers really took in an interest in the students.

For example, another student and I would go to a Professor Malcolm Nelson's house to watch

"Masterpiece" on Sunday night, which aired on PBS. It was really great to just hang out with him in his living room and talk about what we watched.