The following writing samples were written as class assignments for a Multimedia Writing Class at Auburn University.

Most of this work is fictional, including quotes.

8/31/22

FOR IMMEDIATE RELEASE

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**Local resident Elyssa Lehman graduates from Auburn University, discusses next steps in career**

AUBURN, Ala.— Monroe Township resident Elyssa Lehman graduated from Auburn University and worked her way into getting her dream job at National Geographic, beginning next month at their headquarters in Washington, D.C.

“Getting the opportunity to work at National Geographic has been a dream of mine since freshman year at Auburn,” said Lehman, a New Jersey native. “After deciding my major sophomore year, I was confident I would be able to combat environmental issues from a public relations point of view.”

Lehman — who earned a bachelor’s degree in public relations with a marketing minor at the beginning of August, began her journey with an internship at National Geographic last summer. She revealed this internship gave her professional experience in the field and was asked to return as a full-time employee following graduation.

“You don’t see a lot of public relations students go into the environmental science field”, said Brigitta Brunner-Johnson, professor and director of the School of Communication and Journalism. “The combination of environmental science and public relations is what makes Elyssa stand out in the field. Her dedication to the future of the planet is something National Geographic will greatly benefit from.”

Environmental science and protecting the planet has always been a passion for Lehman. Growing up in New Jersey meant she experienced living in all the seasons and visited the beaches frequently. Lehman could not imagine a world without nature’s beauty and wildlife, so she decided her future career would help protect the environment.

Through her undergraduate work at Auburn, she learned how she can make an impact on the world through the field of public relations. Her role as a public relations and media relations manager will allow her to raise awareness of National Geographic’s mission and produce thoughtful media. For her future career, Lehman hopes to educate the public about the planet and form connections that influence environmentally conscious habits around the world.

“I am honored to be representing Monroe Township, NJ as an Auburn graduate and employee of National Geographic,” Lehman said. “Monroe will always have a special place in my heart no matter where my career takes me.”

# # #

Auburn University is a nationally ranked university, in terms of its undergraduate and master programs, land-grant research, community and business outreach, student experience, and tradition, that has created a college experience and alumni association like no other. The university is committed to impacting the lives of Alabama residents, as well as the United States and the world, through dynamic education, ongoing research and responsibility to the community. With over 30,000 enrolled students, the famous Auburn family continues to grow and better themselves and those around them.

Hey Jim,

I am a non-profit public relations professional for Auburn Furniture Rentals and have read your stories about small businesses in Auburn. I think you and your audience would like to learn about Auburn Furniture Rentals’ newest service.

Auburn Furniture Rentals is a small business where community members sell us their old furniture, and we rent them to Auburn University students. Many student apartments and homes are unfurnished, and students typically have trouble finding inexpensive furniture.

Our company is now offering a new transportation service, where we help students move the rented furniture in and out of their living spaces. This initiative will help us make the furniture renting process as affordable and accessible as possible, while creating a positive impact in the community.

You can read more at <http://auburnfurniturerentals.com>.

If you are interested in discussing our mission and company services, I would be happy to put you in contact with the owner.

Thank you,

Elyssa Lehman

Public Relations Professional, Auburn Furniture Rentals

201 Bragg Ave.

Auburn, AL 36849

(732)685-7954

**\*\*Media advisory\*\***

*\*Note: This advisory for advance notice and not for publication.*

**Auburn University’s Jule Collins Smith Museum of Fine Art invites media to view previously controversial art collection**

Media are invited to an exclusive preview of the Jule Collins Smith Museum’s new exhibit, “Art Interrupted: Advancing American Art and the Politics of Cultural Diplomacy,” on Thursday, Sept. 1. This modernist collection opened in 1946 but was recalled in 1947 due to controversy and elimination of government funding. Now the exhibition will reunite with the public, thanks to Auburn University’s competitive bidding on the paintings and desire to showcase them.

Additionally, the Jule Collins Smith Museum is in collaboration with other universities and multiple public and private collections to present the entirety of the original “Advancing American Art” exhibit.

After the collection’s display from Sept. 3 to April 1, 2023, “Art Interrupted” will travel to the Fred Jones Museum of Art, the Indiana University Art Museum and the Georgia Museum of Art.

Media will be able to take a guided tour through the exhibit and interview the museum staff, including the director and art curator.

**What:** Jule Collins Smith Museum “Art Interrupted” collection preview

**Where:** Jule Collins Smith Museum

901 S. College St.

Auburn, AL 36849

**When:** Thursday, Sept. 1, 10 a.m. CT (\*Please arrive by 9:45 a.m.)

**Who:** Interviewees could include:

Cynthis Malinick, director, Jule Collins Smith Museum of Fine Art

Dennis Harper, curator of collections and exhibitions, Jule Collins Smith Museum of Fine Art

Jule Collins Smith Museum of Fine Art staff

**Media contact:**

Elyssa Lehman, public relations professional, (732) 685-7954 ([erl0033@auburn.edu](mailto:erl0033@auburn.edu))

**\*\*Media planning to attend the ceremony, please RSVP to Olivia Elmore at** [**o.elmore@jcsm.auburn.edu**](mailto:o.elmore@jcsm.auburn.edu) **by the end of business on Wednesday, Aug. 31\*\***

9/14/22

FOR IMMEDIATE RELEASE

Media Contacts:

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**Ongoing major fire at Auburn University College of Veterinary Medicine kills one technician, two veterinarians unaccounted for**

AUBURN, Ala. — A major fire broke out at approximately 2 a.m. at Auburn University College of Veterinary Medicine, killing a veterinary technician, leaving two veterinarians missing and damaging the hospital and barns.

First responders found veterinary technician Billy Andrews inside a horse barn.

When the City of Auburn Fire Department arrived on the scene, the Vaughan Large Animal Hospital and two horse barns next to the hospital sustained significant damage. Dr. Emily Johnson and Dr. Dwight Lancaster have not been accounted for following their delivery of a foal hours before the fire started. Six horses, including the newborn foal, died in the fire.

Calvin Johnson, dean of the College of Veterinary Medicine, is monitoring the situation as the fire continues.

“We are devastated by the loss of life, and I will be investigating the cause of the fire with the fire department and veterinary school staff,” said Johnson.

# # #

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9-28-2022

Auburn Furniture Rentals Total Time: :60

Affordable Furniture Transportation Megan Jones, Producer

**ANNOUNCER:** AUBURN FURNITURE RENTALS IS NOW OFFERING A TRANSPORTATION SERVICE TO ASSIST STUDENTS WHO ARE MOVING FURNITURE IN AND OUT OF THEIR LIVING SPACES. CEO OF AUBURN FURNITURE RENTALS, MARK GREEN, EXPLAINS THE NEW SERVICE.

GREEN: “Our new initiative will help us make the furniture renting process as affordable and as accessible as possible to those in our community.

**ANNOUNCER:** THE NEW SERVICE WILL ATTEMPT TO CREATE A POSITIVE IMPACT IN THE LIVES

OF AUBURN UNIVERSITY STUDENTS AND THOSE IN THE AUBURN COMMUNITY.

AUBURN UNIVERSITY STUDENT, TAYLOR GOMEZ, DISCUSSES THE BENEFIT OF THE SERVICE.

GOMEZ: “Many college students do not have a way to transport heavy furniture like couches, beds and tables. Auburn Furniture rentals wants to assist students in that area of need.

**ANNOUNCER:** FOR MORE INFORMATION ON AUBURN FURNITURE RENTALS, CONTACT

MEGAN JONES AT AUBURN FURNITURE RENTALS’ OFFICE AT 555-9898. THAT IS MEGAN JONES

AT 555-9898.

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Cruelty Free Incorporated

Cruelty Free Inc. is a non-profit organization that advocates to put an end to product testing on animals.

**Five Ways to Help End Product Testing on Animals**

A person holding a sign

Description automatically generated

Photo illustration by Getty Images

*by Elyssa Lehman on October 12, 2022*

Millions of animals suffer from laboratory testing every year. At Cruelty Free Incorporated, it is our mission to advocate to put a stop to product testing on animals. While this is a large challenge to face, we can help make an impact. Here are five ways you can help laboratory animals and encourage companies to become cruelty free.

1. **Only buy cruelty-free products.**

Spending money on cruelty-free brands will not only help those brands, but it will also provide less profit to non-cruelty-free brands. Plus, you will feel happier using products that were never experimented on animals.

1. **Speak up against non-cruelty-free companies.**

Companies that experiment on animals need to be aware of their wrongdoings. If a company receives enough criticism, they will be more likely to make changes to build a positive reputation.

1. **Educate others.**

It is important to teach others about the horrors that come with product testing on animals. Make sure you know the facts, so you can send a clear message and answer any questions. Animals cannot advocate for themselves, but we can help advocate for them. Additionally, we can help people be aware of what companies are and are not cruelty-free.

1. **Adopt laboratory animals.**

The Food and Drug Administration recently allowed healthy research animals to be adopted after they have been released from laboratory testing. Adopting animals is great in general, but it is especially important to give a home to these laboratory animals. Many of them have spent their whole lives in a lab, and they need a loving family to help heal their trauma and give them a good life. You could change an animal’s life for the better.

1. **Donate to charities.**

If you want to make a bigger impact, you can donate to charities or organizations that are fighting to stop animal experimentation in laboratories. You can even donate to us at <https://www.crueltyfreeinc/donate>. All our donations go to sheltering lab animals in need of new homes, promoting animal rights education and initiating legislation regarding animal rights.

We at Cruelty Free Inc. need your help in the fight against cruelty in animal testing. Subscribe to our email list to be updated on future blog posts, events, important news and more.

A picture containing text, vector graphics

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**A New Kind of Protest is What’s Needed to Address Climate Change**

**By Elyssa Lehman**

*This is an opinion column.*

Last Friday, a climate change protest in London went viral after a video was posted of two young women throwing soup at a Vincent Van Gogh painting. The women are members of the organization Just Stop Oil, which is a group that is attempting to stop the British government from engaging in new oil and gas projects. This protest consisted of the women throwing a can of tomato soup on Van Gogh’s “Sunflowers” and super-gluing their hands to the wall beneath the painting. The painting, which resides in London’s National Gallery, was cleaned and returned to its spot.

Climate change is an important issue that not enough governments are taking seriously. Protests are getting more creative to spark conversations in the public.

The museum viewers’ audible gasps show the shock and confusion as to why people would throw soup on a Van Gogh painting. Some believe there is no correlation between the idea of ruining a famous work of art to make an activist stance. They wonder why these women felt the need to protest in an art museum.

While the 20-year-old activists’ hands were glued to the wall, one of them asked “are you more concerned about the protection of a painting or the protection of our planet?” The women are attempting to get people to think about where their priorities lie and where the priorities of the government and other groups lie as well.

If the young people can realize how serious the climate issue is becoming, why can’t older generations and governments also see the problem? It is evident in the Van Gough painting protest that younger generations are not afraid to speak up for what they believe in. This is necessary to get the attention from worldwide governments.

Relating back to Just Stop Oil’s cause for protest, the United Kingdom is involved in over 100 oil and gas projects, which contributes greatly to environmental destruction. One of the main problems with oil and gas projects is that the extraction of these natural resources produces large amounts of methane gas, a pollutant that is responsible for warming the planet as it reaches the atmosphere.

The problem is that the citizens of different countries around the world do not have the power to make major decisions and changes to combat climate change. At this point it is necessary to protest in unusual ways to grasp the attention of those who do have the decision-making power.

Climate change is not just about the ocean levels rising and the world getting warmer. At the world’s current rate of oil consumption, we only have about 47 years of oil extraction left before it becomes extremely scarce or completely runs out. More companies, households and government laws need to utilize clean energy sources such as solar, hydroelectric and wind. The transition to use these renewable energy sources will help combat the climate crisis because there will be fewer fossil fuels burned and fewer harmful toxins entering our atmosphere.

Currently under President Joe Biden, the United States is working to create jobs through the manufacturing of renewable resources to promote environmental awareness and institute change in the country. The Biden Administration have ambitions to achieve net-zero emissions by 2050, but there is still much work to be done to achieve that ambitious goal. Unfortunately, the U.S. is taking part in multiple petroleum pipeline projects, which combats their proposal. Coincidentally, the United Kingdom has the same goal under their Climate Change Act. It is extremely hypocritical for these countries to have that goal, yet still be involved in many extraction and expansion projects.

We are 28 years away from 2050, and every country around the world needs to start taking climate change seriously. Alone we cannot protect our future generations from environmental disaster. What we can do now is make our voices heard and encourage those in power to take significant action.

Elyssa Lehman is an assistant professor of conservation governance at Auburn University.

**A dog on a leash being walked by a person

Description automatically generated with low confidence**

**Canines on the Case**

Auburn University canine, Apollo, trains to prevent and respond to national security threats. Recently, Auburn University’s College of Veterinary Medicine has been awarded the largest grant in university history from the U.S. Department of Homeland Security Science and Technology Directorate to further enhance the Detection Canine Sciences, Innovation, Technology and Education program. The program is designed to foster advancements in chemistry, genetics, veterinary medicine, olfactory neuroscience, engineering and more in detection canine sciences. The canines are exercising threat detection practices in real time and are assisting law enforcement in areas of threat intelligence.

**A picture containing person, indoor

Description automatically generated**

**Working Toward Wellness**

Auburn students Jack Morris (left) and Kayla Roberts (right) are taking advantage of Auburn’s Recreation and Wellness Center’s January initiatives. While January is typically a time for most gyms to promote New Year’s resolutions, the Auburn Rec wants to promote fitness, wellness, resources and encouragement to their members. They are prioritizing sustainable and healthy habits that will last longer than a New Year’s resolution. Recently, the Auburn Rec has announced their new program, AU Burn, which will host events such as their annual Polar Plunge on Jan. 20 and Yoga Rave on Jan. 25.

11/2/22

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NOTE TO EDITORS: Auburn University’s News Tip Sheets are designed to provide media with links to AU faculty who are well-versed in or are engaged in research regarding current events or timely topics.

**Auburn experts can address new research findings in cyber security and national defense**

Cyber-attacks in the form of phishing links continue to be a growing issue in the United States, and Americans have many questions on their personal and business technological securities.

Below are experts at Auburn University who can address the topic.

**FRANK CILLUFFO** (334-844-2254, [cilluffo@auburn.edu](mailto:cilluffo@auburn.edu)). Director, McCrary institute for Cyber and Critical Infrastructure Security, Samuel Ginn College of Engineering. Cilluffo has experience working with the Department of Homeland Security, NATO, the U.N. Security Council and more. He was chosen by President George W. Bush to develop strategies in the new Office of Homeland Security following Sept. 11, 2001. Cilluffo currently is a member of the editorial advisory board for military and strategic affairs and can discuss research in cybersecurity, criminal infrastructure, national security, foreign policy and counterterrorism.

**DAVID UMPHRESS** (334-844-6335, [david.umphress@auburn.edu](mailto:david.umphress@auburn.edu)). Senior Advisor, Auburn Cyber Research Center. Upon earning a doctorate in software engineering at Texas A&M University, Umphress completed research at Seattle University and with the U.S. Air Force. His research has been published in many software focused journals, such as *IEEE Software* and *Air & Space Power Journal*. He has received multiple awards including the Air Force Meritorious Service Medal and the William Walker Teaching Award. Umphress can discuss software engineering and intrusion analysis developments.

**GERRY DOZIER** (334-844-8834, [doziegv@auburn.edu](mailto:doziegv@auburn.edu)). Charles D. McCrary Eminent Chair Professor, McCrary institute for Cyber and Critical Infrastructure Security. After earning a doctorate in computer science at North Carolina State University, Dozier gained experience directing the Center for Advanced Studies in Identity Science and the National Intelligence Science and Technology Center of Academic Excellence. His work can be found in both professional journal and conference publications. Currently, Dozier is head of the artificial intelligence and identity research lab at Auburn and can discuss his research on artificial intelligence, cyber identity and face recognition.

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Auburn University Athletics | Auburn, AL 36849 | (334) 844-4000

**BACKGROUNDER**

*Auburn University Athletics* was established in 1892 with the formation of Auburn’s first football team. Since then, Auburn has expanded their athletics department to house 21 varsity teams and about 500 student-athletes. The Auburn University Athletics department has the purpose to create success in the lives of student-athletes by providing excellent resources and coaching. Additionally, the department works to positively represent Auburn University by carrying out the Auburn Creed.

Missions of Auburn University Athletics include encouraging diversity and equitable treatment, following the rules, managing themselves responsibly, providing a meaningful education and winning championships in the name of Auburn and its community.

The university’s battle cry, “War Eagle”, is a motto that unites all members of the Auburn community. Though different from the official mascot of the tiger, “War Eagle” is an embodiment of the Auburn spirit and is chanted at many Auburn athletic events. In fact, even the name of Auburn’s fight song is “War Eagle”. This is a tradition the Auburn Athletics Department is proud to associate with.

Auburn University is a Division I member of the NCAA Southeastern Conference. Some notable facilities Auburn utilizes in the conference are Jordan-Hare Stadium, Auburn Arena and Plainsman Park. Within the athletics program, Auburn has prepared many players to play professional sports after college and continues to do so every year. Memorable Auburn victories include the 2010 Bowl Championship Series National Championship Game for football and most recently the 2022 Men’s Basketball SEC regular-season championship.