

Alexander Popichak

multimedia journalist and producer

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To Whom it May Concern:

My name is Alexander Popichak and I am a broadcast production and media management major with a journalism minor applying for a position with your organization.

I have an eclectic background in journalism as a senior editor in high school and now as editor-in-chief at Point Park University's campus newspaper, *The Globe*. I've held producing positions on campus television at Point Park *NewsNight* and as a part of the WPPJ-AM news team. I also have a strong organizational leadership background through the Boy Scouts of America as an Eagle Scout, and have served with various other community organizations.

My background in convergent media comes from a variety of hobbies that evolved into a broadcast production major: writing, photography, videography and visual communication design. I joined the staff at *The Globe* first as a staff writer, then a news editor and was editor-elect for the year prior to taking on head administrative responsibility. I have experience creating layouts, supervising staff members, creating content as a videographer, photographer and cross-platform interviewing. My editorial position at *The Globe* consists of working with writers on strict deadlines and creating the layout of the news section for weekly publication.

This past summer I held an internship with the new media aggregate website upgruv.com where I worked to create and curate trending content from around the web with the distribution backing of the Pittsburgh Tribune-Review. As part of that internship I created the Stanley Cup Tracker, an interactive project using social media to track the Stanley Cup after the Penguins' 2016 championship.

Additionally, I worked with WYEP-FM and currently work with Point Park's radio station WPPJ using audio as a means of storytelling. I am familiar with website design, HTML5 and CSS3 coding as well. Together, my skillset enables me to work efficiently across several platforms. I understand the power of new media and the role social media and internet platforms have in news diffusion and dissemination, and am excited to contribute to that future.

I look forward to meeting you in person, and thank you in advance for your consideration.

Respectfully Submitted,



Alexander Popichak