

Name: Olivia McMinn

School: Altoona Area High School

Circle category: 1Y 2Y 3Y 5N 6N 7N 9E 10L 12B

Higgins Engenders Penn State Pride through Athletic Journalism
Athletic content creator Sarah Higgins utilizes her journalism skills to "tell the story" of Penn State athletes.

Penn State University's Assistant Athletics Director/creative content creator Sarah Higgins did not come from a sports background. Now, however, Higgins is fully immersed in the world of collegiate sports. As a journalist, she transferred her rhetoric and English skills to her profession of sports and branding, creating a succinct and strategic message.

"We're trying to recruit student athletes to come play for us - That type of content takes on a very different feel than a lifelong Penn State fan," Higgins said.

Higgins recognizes that the knowledge she acquired with her journalism degree is still very applicable.

"The foundations of journalism don't change," Higgins said. "That's the small stuff from your grammatical skills to your syntax."

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Higgins highlights the attention to detail that her team uses by providing an example of symbolism in their graphics.

"How do you use words or select the right photo that conveys the emotion you're trying to share?...Putting a limestone background on the graphic that says Penn State because that's the rock our stadiums made out of," Higgins said.

Paying attention to tradition past and present, Higgins and her team embraced Penn State's former colors of pink and black. Working with design and graphics, they looked at "old retro logos" and played with fonts, along with the change up of colors.

"We've made a push recently of creating more pink and black uniforms and more pink and black opportunities to tell the story of the tradition of Penn State that people may not know," Higgins said.

To Higgins, no matter the sport, the spot, or the player, it is about telling the story. Through telling the story, her



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goal is to humanize the players, get them recognition and overall spread the famous Penn State pride.