

Communication and Media Studies alumna shines at FOX 5 News



Linda Sayseng at
work as a producer
at FOX 5 News.

LINDA SAYSENG

MAJOR: COMMUNICATION AND MEDIA STUDIES
CONCENTRATION: MEDIA PRODUCTION
GRADUATION: FALL 2017
CURRENT POSITIONS: TRAFFIC PRODUCER AT FOX 5 ATLANTA, WAGA-TV
OWNER/MULTIMEDIA PRODUCER - SAYSENG MEDIA

Linda Sayseng has always had a passion for media and media production. This devotion dates back to when she was 10 years old, when she realized how much she enjoyed learning about new technology and began to appreciate the cultural impact of her favorite movie, *The Princess Bride*. Watching that film, Linda decided that she wanted to spend her life producing media that could also reach and affect audiences.

CMS AT CLAYTON STATE HELPS BUILD CAREERS

Linda credits her Communication and Media Studies professors for helping her to launch her career. “The courses and professors were just amazing,” she notes. Reflecting on the smaller classroom sizes, and her relationships with peers and faculty, Linda offers, “It seems so rare to have every professor being involved, passionate, and compassionate.” Sayseng also considers the merits of faculty who are focused on student success and learning, adding, “I loved the challenges that the professors gave us. They helped open our minds about things related to culture. Also, the combination of courses that CMS offers was important to me, because I wanted to learn about media production, but I also wanted to learn about the corporate communication side of things, so I could build my own business.”

CMS INTERNSHIPS AS STEPPING-STONES TO SUCCESS

Linda completed three internships while enrolled as a CMS major at Clayton State. She completed her first, early in her curriculum of study, with *BigPictureCon*, an event that was held at Clayton State in 2015. Sayseng then completed a full semester with *The Bert Show* at Q100. Her final formal internship was on campus with the Office of Career Services. “My goal, through each of these internships was to develop as many work samples as possible, and to do some important networking. Each of those internship sites taught me different work skills, and I made sure I was working diligently with each. Even if I didn’t know what I was doing, the experiences still gave me a network that I could tap into, when I graduated. What I really gained was having the opportunity to develop and show a good work ethic, and demonstrate that I’m someone who is really trying hard to learn.”

FROM CMS GRADUATE TO MULTIMEDIA PROFESSIONAL

Linda notes that she got a head start on her career, by starting her own company while still enrolled at Clayton State. “I really started with photography, which a lot of people wanted. I was doing this as an art, but then developed a business around it. I took photos for Super Bowl 2019, and had a few opportunities to do some work for Governor Nathan Deal and other local politicians. I built this into a multimedia group, building on a network of media producers.”



Linda (right) of FOX5 WAGA-TV, sports her Clayton State Laker jacket proudly.

Even as she continued to build her business, Linda began to launch into other areas of opportunity, getting started as a traffic producer with FOX 5 Atlanta around 2017, in the Fall of the year she graduated from the CMS program. At first, she was covering on an on-call basis, for their full-time traffic producer. Upon graduation, FOX 5 recalled the work that she’d done for them previously, and offered her a full-time position.

These days, Linda’s work for WAGA-FOX 5 involves monitoring GDOT cameras for traffic, car accidents and wrecks, protests, and any other problems on the roads. “I’m the one who’ll coordinate with the Chopper to pull video feeds for FOX 5. I write the script, produce videos and graphics and push information out to the anchors so they can talk about it on air.” Sayseng credits what she learned about every aspect of communication with her success so far, from making sure you have the right information, to choosing the right words to convey the information to audiences.



Linda monitors traffic and produces multimedia packages for FOX5.

ADVICE TO CURRENT COMMUNICATION AND MEDIA STUDIES MAJORS

Linda’s advice to current CMS majors is worth noting: Make sure you have a plan! “Even if things don’t go according to plan, just make sure you have a plan as a safety net.” Sayseng also emphasizes: “While you’re a student, take every opportunity you can, in good faith. If your professor gives you an opportunity for more volunteer work, and you can do it, why not do it? Then do your best when you step up to that opportunity. Have a little faith that things will fall into place, if you work hard and have a plan.”

For more information about Communication and Media Studies at Clayton State, visit: www.clayton.edu/arts-sciences/departments/visual-and-performing-arts/communication-and-media-studies

Clayton State University is accredited by SACSCOC, further information can be found at <https://www.clayton.edu/sacscoc>.