

Sara Frauenheim



Sara Frauenheim is a Fresno State mass communication and journalism alumna who graduated with an emphasis in public relations.

She was a transfer from San Joaquin Delta College who originally did not have a major and was planning to study math, but changed her major to communication soon after starting classes.

“When I started college, my whole family was convinced I was going to be an accountant because I loved math,” Frauenheim said. “I always excelled at math, and took advanced math classes all through middle and high school. That was my strongest subject and I loved analyzing comprehensive math strategies. As I started to take classes in college it became more difficult. I just had more of a hard time connecting to it. I was not passionate about it. I enjoyed math but it just was not something that I had a personal connection to.”

She took a speech communication class her freshman year at San Joaquin Delta College, and her professor asked her to give an impromptu speech. “At the time I was dating a Marine who was stationed very far away preparing to deploy,” she said. “It was a very emotional speech and at the end he said I have to go into communication. No matter what I do it has to be communication-oriented.”

When she arrived at Fresno State, she had already begun studying communication and taking MCJ courses concurrently. The public relations option stood out to her in the sports aspect of media relations. Media relations really interested her so she quickly changed her major from communication to public relations.

Through Prof. Betsy Hays in the MCJ department, she got an internship at the Fresno Grizzlies where she learned a lot more about sports and public relations.

“I did an internship with them for two seasons,” she said. “It was some of the best learning experiences that I have had. I wish I could have stayed in sports but the opportunities here in Fresno are few and far between.”

Along with getting her degree in PR, she also received her certificate in special event planning. She got most of her special event planning experience with the Fresno State Alumni Association where she worked under Sarah Schmidt. She gives credit to Schmidt, director of development for the Kremen School of Education and Human Development, for helping her develop her due diligence, schedules, notes, binders and overall great organizational skills.

Even after graduating, she has managed to stay connected to Fresno State and gives back to the department that prepared her for her career. She serves on the Fresno State Alumni Association’s MCJ Alumni & Friends Chapter Board.

Frauenheim said her favorite thing about the MCJ department is the professors.

“I stayed connected with them even after graduating,” she said. “They are very passionate. They are motivating. They are always happy. Their energy is contagious but most of all they are great at giving advice. I’ve gone to them several times for professional and personal advice. Betsy Hays has seen me go from a 19-year-old kid in college to where I am now and I still have that connection with her.”

There are students that have studied and graduated under different departments and have never looked back after graduation. Frauenheim says she prides herself in staying

connected even after graduation and the opportunities to do so are unique to the MCJ department because not all departments have that.