



La'Torria Lemon, Clark Atlanta University- c/o 2011, Mass Communications



Name : La'Torria Lemon

Your HBCU : Clark Atlanta University

Graduation Year : 2011

Major : Mass Communications

Minor : History

1. Where are you from? Who introduced you to HBCUs?*

I am from Houston, Texas. I was introduced to Clark Atlanta University when I was in the 8th grade. My church took the youth on a college tour for Spring Break and I immediately fell in love with the culture, Mass Media Program, and the vibe of CAU.



2. Why did you choose an HBCU over a pwi?*

I actually received a full ride to a diverse institution, but my heart was so set on Clark Atlanta University. I did my research on the greats that attended CAU and it inspired me to make CAU my final destination. It has been the best decision of my 28 years of life. I have met friends, family, clients, mentors, mentees, and many more. Our motto at CAU is "Find A Way or Make A One" which has taught me to limit my excuses and find a way to make it happen. Through blood, sweat, and tears I am constantly reminded that I represent a brand that is international, I am apart of a family that consists of many shades, I'm a part of a heritage that has produced some of the best, I am a proud product of Clark Atlanta University.

3. What is the story of your "experience" at Your HBCU given its heralded status as a stellar and prestigious institution?*

My experience at CAU can be defined as beautiful. This doesn't mean I didn't gain scars or fall down during the process, but it simply means I found the beauty of every situation I experienced while a student.

4. "First time" experiences at your HBCU?*

My first experience at Clark Atlanta University was surreal. Being a first-generation college student, I knew I had to intensify my determination. My first week as a freshman I had a few doubts and even questioned if I could handle being away from home. I came from a single parent household where finances were tight. With that being said, my first week I didn't have all of the funds to properly register, but being that my HBCU is a family, I was introduced to some upperclassmen who introduced me to some key people on campus that helped to get me enrolled. That taught me the meaning of HBCU love.

5. Who are the professors that have impacted your life in and out of the classroom? How did they do that?*

I am currently a Publicist, but that wouldn't be possible without Professor Brenda Wright. This particular professor believed in me when no one else did. She was tough, actually, she was beyond tough. She often would tell me the world of PR isn't easy; in which she would make me resubmit my assignments/ presentations until I got it right. She never accepted me or my classmates to do things halfway. I am pleased to say my classmates are now doctors, lawyers, music executives, nurses, radio personalities, producers, publicist, etc. Professor Wright, I love you and I appreciate you for making sure we were always at our best.



6. How are you positively active on campus? (e.g. clubs, SGA, etc.)

While at Clark Atlanta I was active on campus as SGA Public Relations Director, President of WSTU On-Campus Radio Station, 1st Attendant Miss United Negro College Fund, Co-founder of The Man of The Year Pageant, Pre-Alumni Council Events Coordinator, Homecoming Committee Team, and active in various community service projects.