

## Why PR?

My life goal is to positively impact people, in my school, my community, my country, and even my world. I learned my passion at a young age. In sixth grade I started a volunteer based group that raised money for the Make-A-Wish Foundation. That's when I got hooked; I found my niche. From that point on I was heavily involved in extracurricular activities, if I didn't find one I liked I started a new one. Volunteering helped me hone my skills and how I apply them to help others. Through hard work, research, and self-awareness I know that I can achieve my goal with a career in Public Relations.

Public Relations is all about communication. It is so much more than writing a paper or giving a speech, PR goes deeper than just pen and paper or spoken words. I absolutely love that PR is about professional representation. The building of relationships and reputations are more important than just a smiling face and a handshake. PR specialists have to be loyal to a company through every circumstance. They work with top management as a leader and have to be organized, independent, creative, outgoing, and trustworthy. Public Relations is in every company by getting this degree I can work anywhere.

As I stated before I want to accomplish my goal, to positively impact people's lives. I want to inspire others to make a difference for themselves and their community. To intertwine my life goal and my career I plan on working for a nonprofit organization. I want to find a company that offers a service rather than a product. For example: United Way, Red Cross, Humane Society, or even a university. I don't have one pinpointed yet. I am keeping my options open to see where life takes me. In five years time I see myself

using my PR skills to help keep a successful business that will in turn make a difference. Also marrying my best friend and having a life we have always wanted together. PR is a professional career that will pay well to let me provide for my family and give me the skills to become an advocate in my community.

Thinking ahead to my future I know there will be commitments I will have to make in order to gain experience. According to Dictionary.com by definition commitment is, “an engagement or obligation that restricts freedom of action.” A commitment to gain experience would include working towards an internship and an opportunity to study abroad. To accomplish either of these I need to hold myself at a high standard academically and professionally. By doing this I am limiting my ‘freedom’ to slack off or become unproductive. An internship needs to be treated like a job, pulling in the reigns and being an accountable, productive, and responsible adult. Also during a study abroad opportunity I would have to remain focused academically while being engulfed in a new exciting environment.

Another commitment I am contemplating is joining the Peace Corps. It is an opportunity to volunteer abroad and make a meaningful difference in people’s lives outside of the United States. Being an open-minded individual I know this two-year engagement would be different than anything I have ever experienced. I see this as a viable option in my future. Having the opportunity to volunteer in another country will give me insight of that culture and the time to learn a new language. This kind of life experience would benefit my future Public Relations career by reminding me why I want to help others.

My career in Public Relations became apparent to me when I spear headed an event at my church. The event was called *Project Beauty the Royal Swap and Shop* its goal was to give high school girls the opportunity to acquire formal wear for an affordable way to get ready for Prom. Project Beauty reinforced self-confidence and God's love to the girls of the surrounding communities. I was in charge of every aspect of the event. I created fliers, brochures, t-shirts and posters. I contacted local radio stations and newspapers, wrote press releases, got businesses involved like salons and photographers, even arranged a guest speaker. I set up times and met with people to pick up dresses, made it possible to have a raffle, created a budget, and formed committees of people to work during the event. It was the most rewarding thing I have ever done in my life and loved every moment of it. I had figured out how I could connect my passion of helping other and my career, the answer was Public Relations.