Cassidy Lego

Dr. Harker

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End of Semester Reflection

This learning-service class has by far been the best way I have yet to prepare myself for the reality of the public relations work force. I can truthfully say that this class has changed my life in positive ways I will never forget. For starters, group projects are not always exactly an easy task, especially those that last for the entire semester. However, I completely lucked out with my pedestrian safety board team. I’ve built friendships as well as the learning experience that is working as a team, and how that incorporates into our PR pieces. I believe that learning how to work in a group environment in the PR field was a valuable aspect of the many areas I’ve been educated on this past semester. Aside from the group, the work itself to me may be the most valuable aspect of the class. Personally, I came into this class not really understanding what I had signed up for, as well as never having experienced writing of this sort. I had never even written a press release before, so the writing aspect was extremely challenging. Now that the semester has come to an end, I feel as though I’ve developed skills I would not have been able to acquire in any other course. My confidence has risen to the point where I’ve joined journalistic writing clubs and willingly put myself out there for new opportunities that I am no longer afraid of, as I feel I’ve developed necessary skills that I previously lacked.

As for the most valuable part of my experience in this class, I have truly grown a passion for pedestrian safety. After speaking with multiple people affected from pedestrian incidents, including the friends and family of Leah Berhanu, I can honestly say working with the board has changed my life and views on pedestrian safety. However, the most challenging part of working for the board was the fear of not properly executing my work. For example, when writing about topics such as the death of Leah Berhanu, I feared that my writing would not do her story justice. I can honestly say I did not find any part of the class to be invaluable. Even smaller in class assignments were very valuable to me from the stand point of learning APA style and preparing us for larger assignments. As for PR recommendations to my client, I would definitely continue in the direction of marketing towards students in order to acquire their attention and gain volunteers.