What I’ve Learned this Semester…

Throughout this semester, I’ve had the opportunity to develop my writing in my Public Relations Techniques class. With a variety of assignments, thoughtful feedback, and collaboration with peers, I’ve noticed a real improvement in my skills. I was able to step into the role of a PR professional and practice the types of tasks they complete daily. I became much more proficient in Associated Press style and gained a deeper understanding of the writing styles used in both digital and traditional media. I completed several writing samples, including a news release and a feature article, produced a podcast interview, and created a social media campaign calendar with digital graphics. These assignments not only challenged me but also helped me grow creatively and professionally.

Our first assignment of the semester was a news release announcing a fictional technology initiative by the Austin Independent School District. The objective was to inform key audiences, including teachers, students, and parents. My goal was to announce, explain, and provide details in a clear, logical order. After receiving constructive feedback from my peers and Professor Farmer, I revised my draft to be more concise and direct. This process helped strengthen my writing, and the final version is included in my portfolio.

We also completed a feature article assignment in which we interviewed a classmate and wrote a profile based on that conversation. My partner was Alexa Milsch, a third-year PR student passionate about the music industry. I was fortunate to work with such a driven and engaging peer, which made crafting the story enjoyable. At first, I struggled with structuring a compelling story arc, but the feedback I received helped me refocus and refine my approach. I feel much more confident in my ability to write engaging narratives as a result.

Next came the podcast project, where we collaborated in teams to produce a podcast episode featuring a PR professional. My group reached out to Emerson Taylor; an acquaintance I reconnected with during a spring break trip to New York. Emerson works in crisis communication in NYC. Alongside my group members, Alexa Milsch and Savannah Tipton, we developed thoughtful interview questions that highlighted Emerson’s experience. This project helped me grow in areas such as collaboration, professional outreach, and presenting myself confidently. I particularly enjoyed the creativity and interaction that this assignment required and felt it boosted my networking and interviewing skills.

Our final assignment was the social media campaign for ChewFit, a weight-loss supplement positioned as a healthy and convenient option. I was able to combine my design and writing skills to create a campaign under the theme #OneChewWonder, which I thought captured the essence of the brand in a fun and compelling way. I created posts for Facebook, Instagram, and X (formerly Twitter), and revised them after receiving helpful feedback. I focused on improving the clarity and boldness of the messaging while staying aligned with the brand’s voice and the target demographic—millennial women.

This course has significantly enhanced my PR writing, creativity, and confidence in professional communication. Each assignment gave me hands-on experience with real-world tools and expectations. I feel more prepared to take on future roles in public relations with the knowledge and experience I’ve gained this semester.