

During the sixth annual Empty Bowls public relations campaign, I was the executive chair representative for the Media/ Writing/ Production (MWP) Team. My responsibilities were extensive and required extreme organization and communication skills.

At the beginning of the campaign, I created a tentative semester itinerary, which I continued to update weekly based on the team's progress. In addition to updating the itinerary, I sent weekly updates to the MWP team as an internal memo to make sure the individuals were on-task and were aware of upcoming responsibilities.

Additionally, I was the liaison for the MWP team with the client, the Huntington Area Food Bank. Updates with the client were weekly and sometimes daily throughout the campaign. As the only liaison for the MWP team, it reduced the number of people contacting the client, which was important to limit confusion.

Prior to any features or advisories being released to the media, the client had to approve it. If the client did not approve, I was asked to make appropriate corrections before if it was made public knowledge.

Throughout the campaign, I learned a few new abilities, such as trusting the group setting. I also improved on my capabilities to work and communicate with a large public relations agency. The public relations agency consisted of 16 classmates for the Empty Bowls event.

In addition to learning new abilities, my current skills were also utilized and improved during the campaign. My creative thinking skills were used during the research and action section of the campaign to help the MWP team and campaign create beginning objectives and strategies.

As an executive chair, I supervised individuals on a daily basis through e-mail, telephone and weekly meetings. We met at least twice a week to clarify and discuss any problems. Also as a chair, I could express my leadership tendencies through delegating tasks, providing feedback, solving problems, and assigning tasks.

As a member of the media and writing team, excellent written and interpersonal communication skills were vital to be successful, which are key areas of my personality. When working closely with the media, deadlines are crucial in the success of any campaign or event. I strongly possess the ability to meet deadlines.

At the event, I oversaw all areas and stations, while being professional to patrons and colleagues. Overall, my role in the Empty Bowls event was important.

For further insight to the success of the Empty Bowls event and public relations campaign, please reference the PDF link titled 2009 Empty Bowls Event found below.