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Mejo 332  
Reflection Essay

I hesitated to work with a non-profit and give accurate deliverables that a natural Public Relations person uses. I was curious if I was interested in Public Relations, and I did not enjoy Mejo 153, which was heavy on AP Style. As an art-focused person, this class was extremely daunting, and my heart continuously raced during the first few meetings. However, my mind quickly changed with the support from Marshale and the goal that my non-profit had.

My only experience with CFK Africa was a 5k I ran freshman year. Therefore, I had to dive into the website, and ask various questions when meeting with our team spokesperson. This allowed me to connect with their initiatives, specifically the girl empowerment portion. Having a connection has allowed me to put my all into the deliverables, even if I made a few initial AP errors. Having confidence in my writing is something that I have worked on, and this grew with the constructive feedback given to my real-world deliverables. The most valuable part of this service learning experience was creating deliverables that are part of a PR Specialists day-to-day work. Working at this scale allows us as students to get a real chance to understand if we want to do this in the future. With experiences like this, we can determine what exactly jobs entail.

A course of this magnitude does ask a lot from students, and having accountability for yourself is key. The most challenging part of this course is not making minor errors. I tend to get anxious, especially during timed assignments. This causes me to need help fixing more minor AP Errors. Every portion of our relationship with our team, nonprofit, and instructor has been valuable. Despite errors, I have grown as a writer and gained confidence from constructive criticism. Furthermore, I do not believe any aspect of this class is invaluable, and I learned a lesson from each assignment.

As stated before, CFK Africa was the non-profit I worked with over the semester. I worked with two other students. Our professional and respectful group relationship allowed us to develop the deliverables and schedule meetings. As for recommendations for my client, working on timely news reports will help tremendously on their social platforms. I know this is difficult with the time change, and producing timely deliverables makes it difficult. However, incorporating these on their social media platforms will make a much more significant difference for the audiences they are trying to reach. As for the Carolina Center for Public Service, overall, CFK Africa is an excellent client. They were responsive to our emails. And I tried my best to make all of our deliverables possible. It is more difficult for them than other non-profits because of the time change, but they care about our overall opinion.

This experience has made me very grateful to attend a school like UNC- Chapel Hill. I have learned so much about myself professionally and as a writer. It has been extensively helpful for me, and I highly recommend this class to anyone interested in Public relations or just wanting to know more about the field in general.

