

ESSAY 1

In today's world where a favorable perception of an organization or individual is vital to their success, it is the Public Relations professional who can help shape this perception. In order for me to provide value to an organization as a Public Relations professional it is essential I learn and gain as much real world experience prior to graduating and the internship program is one way to accomplish this objective. I realize learning never stops and as a PR professional I will continue to increase my knowledge and hone my skills. The classes I have taken so far have provided me a good foundation, but the internship program will allow me to practice and apply what I have learned in school thus far. The opportunity to work in Washington, D.C. as an intern would be invaluable, the opportunity to work with PR professionals and working on projects will make me a better PR person and help prepare me for a PR career. The internship program would also allow me to network with Penn State alumni, and expose me other areas in public relations.

I realize being accepted to the internship is competitive, but I also know I have the right skill set and qualities to be a successful PR professional. Currently I am the Vice-President for Standards for my sorority, Kappa Kappa Gamma. The primary responsibility of my position is to protect the image of my sorority, so there is a favorable perception of my organization. I am responsible for ensuring the members of my sorority uphold the principles of our organization. In order to be successful in my role I must set a good example for other members, be able to make sound decisions based on fact, and be empathetic and understanding. As a full-time student I

dedicate a majority of my time to academics, but also spend 30+ hours a week working and attend weekly Ad/PR club meetings.

I know that the skills I have adapted in organization and time management would help me in any work environment, and keep me on top of the tasks given to me from an internship sponsor. I am open to different types of internships, but am interested in private firms that would create close relationships with employers and give me a solid understanding of what a career in Public Relations entails. I also enjoyed my mass media law class last semester, and would be compelled to look into government organizations looking for interns.

SAMPLE WORK ESSAY 2

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Comm 260

Word Count: 349

Suggested Headline: Penn State bars introduce a new way to jump lines

STATE COLLEGE, Pa.- LineLeap, an app that allows you to pay to skip the line to enter a bar, has become a recent trend in 21 college towns and cities across the U.S., but it is new to State College and so far reactions have varied.

With football season in full swing, lines at popular bars downtown can be up to 20 minutes long. And while this may not be an issue on a beautiful, warm day, it could keep you from going out on a cold and rainy night.

The app is advertised on the company's website as a way to never wait in line again, with pre-ordered drink specials, general admission tickets, VIP table/bottle service and more. LineLeap also claims on their website to generate significant revenue through the sale of these "line-skips" with no cost or work for the venue.

"From a business standpoint it's essentially free money," said Primanti Bros' manager Chris Hanscron. "But it does cause more stress for the front of the house staff.

The "line-skips" can cost between \$10 and \$20 depending on the day of the week and what is going on, for example, game days. Students, such as Wilson Guarnera, a senior majoring in finance, use it for more than just its intended use.

"I use the app to gage how long the line is," said Guarnera. "The higher the price the longer the line will be, so I know to just avoid that bar for the night."

However, when you purchase a ticket on the company's app it says it does not guarantee entry and the venue has the right to deny. This is very unlikely because it is in the business's best interest to comply with LineLeap.

"We receive 70% of the revenues and LineLeap gets 30%," said Primantis Bro's general manager Tom Hofer.

In State College, you can use the app at Champs, the Phyrst, Primanti Bros, Doggie's Pub, Shandygaff, Cafe 210, JAX, and Local Whiskey.

