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JOMC 232.001

Reflection Essay

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Carolina Veterans Organization

I found working with the Carolina Veterans Organization (CVO) to be a very rewarding experience. For me it had a very personal effect on me because I myself am a veteran and had yet to connect with the organization. Through my time in the class I developed a bond with members of CVO and became a part of the Carolina Veteran community. This has only improved and enhanced my experience at the University of North Carolina.

What I really enjoyed about this project is that I got to utilize my leadership skills and creativity. The other members of the class who worked on these projects were just as excited about it and very helpful in developing effective strategies. I liked being able to bounce ideas off people and see what they responded to. This experience is going to be extremely beneficial as I enter the workforce. We took what we were learning and immediately applied it to the real world. A week after learning how to write a media advisory I was working on one with group to send to real media outlets.

What I found most challenging was balancing my role as member of the group and my role as an APPLES student. At times the lines began to blur for me and I had to make a distinction as to what tasks I could share with my fellow APPLES students and what were tasks I was doing as a CVO member. This did once cause a communication misunderstanding with the CVO president, but I was able to quickly open the lines of communication and clear up the misunderstanding. This was valuable as a teaching moment on the importance of client contact sheets where everything is spelled out for yourself and the client.

Overall I would rate this experience as being one of the best I have had so far as Public Relations student. It has left me excited about what I will be doing in the future and with a better understanding of what is expected of me. Also as I continue my participation in CVO into the future I hope to further the organization utilizing the skills developed in this class and others. I think experiences like APPLES have the biggest impact on a hands-on student like myself.