

I am writing to express my interest in the Craig A. Mueller Communication Scholarship. I am currently a junior at UW-Green Bay with two semesters to complete after this academic year. I plan to earn a bachelor's degree in communication with emphases in public relations and journalism in May 2014. My minor is in corporate communication. I currently have an unpaid internship with UW-Green Bay's Office of Marketing and University Communication where I work in various capacities primarily writing articles and marketing publications to promote the university. This experience has helped me greatly in developing critical marketing skills required to be effective in public relations and journalism.

In 2012, I earned an associate degree from the University of Wisconsin-Manitowoc. Prior to transferring to UW-Green Bay to earn my bachelor's degree, I became a certified finance apprentice through the Wisconsin Department of Workforce Development. In addition to my internship with Marketing and University Communication, I currently work in the banking industry at UW Credit Union, where I am able to spread financial literacy around the Green Bay campus community. I also write weekly news articles for the *Fourth Estate*, UW-Green Bay's award-winning newspaper.

I recently was looking into the requirements to start an on-campus student organization for public relations students. In February, I co-founded the Public Relations Student Organization at UW-Green Bay. The mission of this organization is to develop students' skills to become public relations professionals through networking with area organizations, assisting companies and organizations with public relations projects and developing skills for a post-graduation career in business, management, public relations, journalism, marketing and other fields. One of the top priorities of our group is to become an official chapter of the Public Relations Student Society of America. Creating this official chapter of the PRSSA would be a first for UW-Green Bay and I hope that it will have a lasting legacy that will provide opportunities for students for many years to come.

After high school, I wasn't 100 percent certain what I wanted to go to college for, but I knew I liked my business classes, so I thought I'd get a degree in business or accounting. However, I had a childhood dream to become a meteorologist so I attended UW-Madison for a semester, taking calculus and physics classes and the like. I quickly learned that meteorology was not a field for me—maybe just a hobby! After having tried these different options, I discovered the field of communication and knew that a job in public relations and journalism

would be ideal for me. I have a great sense for branding and marketing, and I enjoy writing business publications and news articles. Wherever my degree will take me, I am confident that I've made the right choice in selecting UW-Green Bay.

Thank you for your consideration in choosing me as a recipient. I look forward to hearing from the committee soon.