**Liquor Privatization Press Release**

**PA Beer Alliance**

As illustrated in the PA Beer Alliance press release , which was written on behalf of our client at Bravo (my internship site), I learned how to articulate complex legislative issues and creative, conceptual visions into succinct press materials. I found this particularly difficult at the beginning of my internship because being a Communication major, I am used to writing elaborate and sophisticated sentences with various clauses and variations. Making the quick transition from analytical to factual and short writing pieces presented many challenges, but in the end, enhanced my writing skills. I also learned how to target messages to specific audiences, and sometimes, messages are most effectively received through direct, leading phrases.

Looking ahead, I realize that writing in AP style is something that can never be perfected; people will flood your paper with red ink and make copious edits, and that is okay. In fact, the best writing pieces are produced as the paper changes over and over again, no matter how tedious that becomes. I have certainly discovered this, because working at Bravo has shown me the effectiveness of taking critiques humbly, and receiving them often. As long as you write more, continually ask for constructive feedback, and accept your faults with humility, you are bound to progressively improve.

**Press Release**

**PRSSA Conference 2015**

This press release was designed for submission to media outlets so they would cover my story about the PRSSA conference. However, since the press release was only utilized for classroom purposes, I did not compile a media list and submit the release to various media outlets. By writing this press release though, I learned that this portion of the media kit is crucial for story coverage. Further, I learned how to write in AP format and integrate factual, informative writing into the release. I also taught myself how to format a press release correctly and include important elements, such as a boilerplate, to the document.