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Heels Are Made For Running

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Everyone knows that popular phrase spoken by Atticus Finch in *To Kill A Mockingbird*– “You never really understand a person until you consider things from his point of view, until you climb in his skin and walk around in it.”

So in order to understand a day in the life of a Bravo intern, here are my shoes. Go ahead, walk around in them for a bit, but be aware that heels are made for walking, and at this job, running is what is done best.

Although every day in the office looks different, here is what to expect as an intern in a successful public relations and advocacy firm.

8:40 a.m.– I exit my car and hastily dart towards the Bravo building in my heels and professional attire. Once inside the building I hop onto the elevator and ascend to the floor where typing fingers rarely rest and phone conversations rarely cease- the communications and public relations floor. As I walk towards my computer before the work day commences, I prepare a mental checklist of tasks that need to be completed for the day before I receive new ones to add to the list.

Insert necessary advice plug below

If there is anything that I have learned from being a student and working in the professional world, it is that “to do” lists are your best friend. When life demands many tasks to be completed in a short period of time, those people who organize their lives before beginning the day are headed in the right direction. They know what they have to do, and they know when it has to be done. As simple as that.

8:45 a.m.– I check my e-mail, reply to urgent messages from coworkers, and open my calendar. I have learned quickly that careful attention to detail and organization is key for success in the communications field. If one does not own a schedule and write everything

down for the day, then that person is bound to forget an important meeting or project.

9 a.m. – 12 p.m. – Although the morning hours are inevitably unpredictable, I can always expect to write blog posts, continue ongoing projects, attend energy practice and healthcare meetings, and receive updates on new projects that need attention. I obsessively re-read my calendar several times just to make sure I'm not missing anything.

1 p.m. – 4 p.m. – The afternoon hours are dynamic and busy; depending upon the assigned task and urgency of the deadline, I may spend copious time or only one hour turning over a project. Generally though, the afternoon consists of various projects including, but not limited to, drafting press releases, following up with various media outlets, sending out media advisories, editing press materials and blogs, conducting social media audits, or doing research for clients.

4 p.m. – 5:15 p.m. – The last hour of the day is dedicated to wrapping up and making sure the priority projects are done for the day. Finally, I discuss what I completed for the day with my internship advisor. I review the projects that I worked on, log them into a spreadsheet, and report my time.

Yes, the day is clearly busy. And yes, the workload in a fast-paced environment can be overwhelming.

But if you're like me, you're pursuing the public relations field because you enjoy being busy. You thrive on tackling challenging tasks and completing them to the best of your ability. You love adhering to a tight schedule and organizing your life down to the smallest detail.

If you enjoyed "walking in my heels," then go ahead and apply to Bravo! Guaranteed that you will not regret it- not even one bit.

Amanda Bieler, Harrisburg Intern