

Lauren MacDonald

Public Relations Diploma Program Graduate 2009, Conestoga College

I'm a Public Affairs Intern at the Ontario Co-operative Association and I've worked on a variety of advocacy tasks throughout the internship. These include:

- Planning the MPP Reception
- Developing an advocacy outreach letter
- Beginning the design of a strategic plan for designating Guelph a Centre of Co-operative Excellence
- Researching new advocacy tactics and opportunities
- Creating a persuasive memo for the CEO letter writing campaign
- Contacting media to distribute pitch letters

As for future employment, I am looking for a job in public relations/ communications. I enjoy and excel at strategic communications planning – creating awareness campaigns, researching new and more effective ways to communicate to your stakeholders and developing persuasive organizational materials. Public relations encompasses a lot of responsibilities and I'm hoping to find a job that provides the opportunity to do a variety of tasks – from news releases to annual reports.