

Figuring It All Out

By: Mason Yarnell (1015)

This job shadow assignment has been the most beneficial experience that I've had throughout my time here at Ferris State. Getting to see the connection between what I was learning in class and how professionals applied the same tactics to their work was eye-opening. I'm glad that my skills and confidence have now matched each other in strength, and I'm excited to see where things go in the future.



Before the Shadow

When I switched my major to Public Relations, I was ecstatic because it had so many possibilities for career paths. The assignments in class were interesting to me, and I enjoyed completing them. However, because [the PR industry](#) is so broad I started finding it difficult to pinpoint what I wanted to do specifically. Through my first year in the program, I was learning more about the PR industry and got more excited because it all lined up with what I liked to do. I was confused then on why I still felt so unsure about things.

I realized that though my heart was in the right place in PR, my confidence was lacking because I didn't have the skills needed yet. I was excited to take PREL 341 because I knew that was the main class where my skills would grow, and they have! Though I have gained more confidence through this semester, I still had a bit of trouble seeing how it would apply into the real world. I was excited to go on a job shadow because I would be able to see how someone in the PR industry did things.

Just Go for It!

When PRSSA visited [Lambert by LLYC](#) in October for our PR Pro Tours, it stood out to me. I had been on these tours before, but I had never been to an agency that I had felt such a connection to. Seeing their office and workplace community makes me want the same thing in my career. One person in particular, [Emma Buschle](#), stood out to me. During the tour, she talked about how she interned at Lambert over the Summer, and they offered her a full-time position when she graduated from Grand Vally in Spring 2024. This was very impressive because she's someone my age and works for a global PR firm.

When reaching out to Emma I have to admit that there were some nerves. I used to almost feel bad when reaching out to professionals because I thought that it was interrupting their day. Emma's response agreeing to my job shadow request made me feel relieved because of how open she was to it. Throughout our conversation on trying to schedule a good time to meet, the balance her responses had, along with how her personality was still there, made me feel more comfortable. Now, if I have to reach out to people, I'm not as nervous because Emma was a good reminder that behind every email or LinkedIn profile, there was a person there that I can connect with.

Is Agency Life for Me?!

When I arrived at Lambert, Emma spent a few minutes going over her week and some of the projects she was working on that day. I then got to sit in on a virtual meeting she was having with her team, so it was more casual than one might be with a client. The meeting reminded me of some classroom ones we have in PREL 341 where everyone is checking in and making sure they're on the same page.

After the meeting, Emma explained some of the benefits of working at an agency. Lambert has clients in very different industries, and when you work at an agency there's more flexibility to work with these different companies so you can figure out what interests you the most. I started realizing that working at an agency when I first get out of school could be beneficial to me.

Before my job shadow people would described agency life as being very hectic and a bit overwhelming. This made me apprehensive to the idea of working in an agency because I wasn't sure if I would want that kind of career. However, during my job shadow Seeing how organized

Emma was with taking meeting notes or logging how much time she spent working on a client, and it made realize that I would enjoy a similar setting.

Having the flexibility to work with different clients throughout the day keeps things more interesting. Working in a [corporate](#) setting seemed appealing to me before this shadow because of the benefits that come with it, but there wouldn't be that opportunity to switch between different clients and figure out what interested me the most. Watching Emma during the job shadow kept me very engaged because of how she would move from one client to the next, this is the same thing I would want in my career.

My Overall Thoughts :)

Job-shadowing at Lambert opened my eyes to agency life. I always thought that it would be too fast paced for me but seeing it in person made me see how fun that could be. Throughout my high school and college years, I never wanted to work at a place where you sit at a desk all day waiting to be told what to do. The freedom that Lambert gives Emma to work with clients is something that I want so seeing it in person made me feel confident in my future.

Lambert also showed me how a workplace could look in the real world. The co-workers that Emma primarily interacted with throughout the shadow were around our age. This was exciting to me because I always perceived life after college as me being surrounded by polder coworkers who I wouldn't be able to relate with. Seeing how well Emma and her team worked together in a professional setting, while all being similar in age was impressive to watch and makes me excited to get out into the PR world after college is done.