

Abigail Raesly

SPC 313

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Personality Profile

Carly Wildenradt: PRSS-Say Success!

EDWARDSVILLE, Ill. -Many students attending Southern Illinois University Edwardsville (SIUE) work hard every day to uphold the integrity of the university. However, in the Department of Speech Communication, no other student stands out like Carly Wildenradt. Wildenradt is a senior Speech Communication major specializing in business marketing. She is also the president of SIUE's 2009-2010 Public Relations Student Society of America (PRSSA) chapter.

Carly Wildenradt's big personality was born in a small town known as Delavan, Ill home to 1900 people. Wildenradt experienced a very social childhood. She enjoyed the four acres of Delavan her family owns riding four wheelers with her friends. Her two brothers also play a significant role in Carly's life. She maintains a close relationship with them both.

Now twenty-one years old, Wildenradt is currently completing her fourth year at SIUE. Although far away from home, Wildenradt associates a "homey" atmosphere with the SIUE campus. She is a familiar face to many students on the campus because she directs campus tours for prospective students and is currently employed at the Speech Center. Aside from the comfort and familiarity SIUE provides, Wildenradt's favorite aspect of the campus is its beauty.

Although Wildenradt is respected for the many roles she plays on the SIUE campus, one of her most significant tasks is leading the SIUE PRSSA chapter. Carly first became involved in PRSSA her sophomore year after hearing the PRSSA President speak to her Intro to Public Relations classroom.

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Wildenradt became excited about getting involved in a campus activity and adding a reputable organization to her resume. She and her friend, now the vice president of PRSSA, Carly James, decided to join together.

Wildenradt's favorite characteristic of PRSSA is always learning something new. Carly also enjoys socializing with other participants, most of them from her classes. She believes that most members will offer ideas and become more proactive in meetings in comparison to a classroom setting.

PRSSA provides opportunities to students seeking a future career in Public Relations. Carly appreciates that this year has already provided PRSSA members with the opportunity to volunteer for a non-profit organization called "Catch a Falling Star." PRSSA is also providing public relations for other on campus organizations. Wildenradt believes that "The best way to learn something is to do it!"

Wildenradt said last year there were few participants, but the number of opportunities is consistently increasing. The number of members this year has significantly increased. Wildenradt is also enthusiastic about the increase in involvement and opportunities this year.

The exciting improvements may be a result of Wildernrodt's efforts as PRSSA president. Although Wildenradt was not initially excited about obtaining the position of president, she enjoys her responsibilities, acquiring leadership skills she did not have before. Although she is simply in PRSSA for the experience, lessons, and an addition to her resume, she does not take the obligations as president lightly. She made several goals when taking her position including promoting the organization and accommodating new members. She also wants to inspire current members to get involved in PRSSA activities.

Ultimately, Wildenradt is more than just another busy student. Among her many responsibilities

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she is helping strengthen an organization available to anyone seeking a future in public relations. She desires to see the organization continue to grow in members and opportunities. Above all, Wildenradt's ambition will lead PRSSA to great lengths this year, and inspire future officers to emulate her passion.

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