

Es Hethcox

April 10, 2018

United Way
3310 Shannon Park Drive
Fredericksburg, VA 22408

Dear Sarah Walsh,

I am writing to inquire more about United Way. My advisor here at the University of Mary Washington, Dr. Jennifer Barry, met with you two weeks ago. She mentioned that she talked to you about Public Relations/Media Relations opportunities at your Durham office. As a Women & Gender Studies/Journalism major I have gained extensive experience in both writing and advocacy. Your organization's effort to help connect non-profits with community need aligns with what I envision myself pursuing as a career after graduation. My experience in journalism and women's and gender studies has narrowed my focus to work on marginalized persons. Many of my sample articles address issues related to raising awareness of the individuals affected by societal restraints and systemic disenfranchisement as well as the limited resources available to them. Non-profits are therefore invaluable to aiding and supplementing these needs. I believe that my ongoing desire to effect change through public relations align with the goals of your organization.

I recently designed two 400 level courses that encompass elements of Journalism and Women & Gender Studies. In fact, I have dedicated all my extracurricular activities to the goal of honing my writing and reporting skills. As a student aide for the University of Mary Washington's University Relations office, I write various pieces every week for the school website and faculty newsletter, EagleEye, such as news releases, [feature stories](#) and spotlight [Q&A's](#). My work in the publication's office has significantly developed and these activities have provided me with valuable experience as I continue to develop as a writer and reporter.

While a great deal of my training has been in the print side of journalism, my position with the student newspaper, the *Blue & Gray Press*, has also cultivated my interests in the digital realm. As the online editor for the paper, I am tasked with overseeing the newspaper website and all the accompanying social media platforms: Instagram, Twitter, Facebook and Snapchat. Throughout the week I publish articles on the website. I am therefore adept at using WordPress. My other responsibilities include scheduling the release of articles on all the social media platforms listed above. This particular task requires knowledge of when the platform gets most click throughs and user time spikes, so that that post can reach as many readers as possible, which has successfully resulted in a significant increase in reader engagement and series exposure. For example, "Writer of the Week! (WOW!)" has become widely popular on our Facebook and Instagram page. In this project, we showcase a valuable writer of the B&G staff so the UMW community can see who is behind the articles. It has proven to be a widely popular series.

In summary, I have written investigative pieces, [feature stories](#) and news articles in addition to gaining experience in public relations. For more information regarding my experience and samples of my writing you may find them on my website [www.writing.eshethcox.com] References are also available upon request.

I appreciate your time and I look forward to hearing from you.

Sincerely,

Es Hethcox