



## **PRESS RELEASE: Top 5 Finish a Point of Pride for Ferris PR Student**

**Betsy L Musolf** to: Archive

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Here is a press release about Ferris State University student Elizabeth Michalski, a finalist in PRWeek's Student of the Year national competition. Questions can be addressed to Sandy Gholston, News Services and Social Media Manager.

View the release online here: <http://www.ferris.edu/HTMLS/news/archive/2013/january/michalski2.htm>

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### **Top 5 Finish a Point of Pride for Ferris PR Student**

BIG RAPIDS -- Public relations major Elizabeth Michalski did not win PRWeek's Student of the Year national competition, but the Ferris State University student said she is far from disappointed.

Michalski, a senior from Cass City, was one of five finalists chosen to travel to New York City last week to compete for \$5,000 and a paid internship at one of the world's largest PR firms. She said she was notified Tuesday that another finalist won.

"I can't use the word 'incredible' enough," Michalski said of her experience. "I think I did fairly well, and they said the competition was close. I'm not disappointed at all - I was Top 5 in the nation. I can't complain."

Michalski, who serves as vice president of client relations for Ferris' chapter of the Public Relations Student Society of America, submitted a PR campaign for The Marine Corp Recruiting Command, a client of Hill+Knowlton Strategies. The New York-based PR firm sponsors the PRWeek contest.

Her entry began as a requirement for students in a PR cases class at Ferris. More than 100 applicants from colleges and universities nationwide entered the competition.

Michalski said she established friendships with the other finalists she expects will continue.

"They were incredible, they really were," she said. "And I met some incredible people in the industry and established some good connections."

Michalski expects to graduate in May with a bachelor's degree in business. She hopes to work in public relations for a non-profit organization.

Ferris hosts the only public relations program in the U.S. that awards graduates a business degree and the only one in Michigan to be certified by the Public Relations Society of America, the nation's largest network of PR practitioners. For more information, visit

<http://www.ferris.edu/business/programs/public-relations>.

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