

In an industry that often prioritizes metrics over meaning, Meghan Wolowiec is taking a different path forward. As a public relations manager at LLYC, she's made a name for herself by helping school districts showcase their brands through their stories. Her human centered approach reminds us that self-trust and confidence are just as key in this field as media coverage.

Woloweic currently leads public relations for the school district Coloma, where no two days seem to be the same. Between writing on the fly, arranging media coverage, pitching to reporters, she's prepared for the unexpected everyday. "I never go into work and have a day that goes as planned," Woloweic says. "I am sometimes rushing to get something done at 11:50 when it's due at 12:00."

Within the occasional chaos, her work is rooted in so much purpose. Woloweic focuses on amplifying the authentic, often missed moments that make school communities so special. "We got media coverage for a class of second graders who had veteran pen pals," she said. "We also got news coverage for a school that had second graders making homemade gifts for their families"

While one of her goals is to draw attention to these districts, she's also striving to foster positive connections between people and communities "We filmed a video for a school district and when we showed it to them for the first time they cried," she said. "They were so moved by the work we did" Moments like this resonate deeply with staff, boosting morale and creating a sense of pride. Additionally, videos and positive engagement like this help schools boost enrollment which is key to maintaining steady funding.

Positive impact and relationships like these seem to drive her everyday. Woloweic's campaigns reflect a larger mission to unite people through storytelling. This journey started with a single internship opportunity from genesis credit union and a drive to tell stories.

"When I found out I could be a storyteller at Genisys I immediately changed all of my classes to PR and I'm so glad. I did I love my job" she said.

Her career transition from an intern to public relations manager is proof that you are defined by your potential in this field. It is a reminder that growth only comes from taking risks and staying true to what you love.

"I'm in charge now. That's crazy" she said, smiling.

For interns looking to follow in her footsteps, Wolowiec gives key advice for students today. "Care about AP style, care about your own personal brand, how you perceive yourself." she said.

It is more than just understanding the technical side of PR, it is about showing up with intention and drive. Whether you are shadowing a meeting, writing a press release, or pitching, your work reflects who you are and what you are building. As Woloweic said, “Everything you touch is an opportunity to grow.”

