

Natalie Granados
Public Relations
Class of 2015



By: Christine Spencer

A 2015 mass communication and journalism graduate, Natalie Granados began as a business marketing major and made it all the way to her junior year until she hit a roadblock. She always had an interest in public relations and thoughts of changing her major; so when she wouldn't be able to get the classes she needed for her senior year, it was time for a change. It could be said that Granados became an MCJ major by accident, but she considers it to be the best accident that ever happened.

Starting her first day as an MCJ major, Granados walked into MCJ 152S with Prof. Betsy Hays and fell in love with the PR field. In her mind there couldn't be anything better than being able to Tweet while learning. She had never felt more interested or engaged in a class before and couldn't help but spread her newfound love to all her sorority sisters. By the next year, she had convinced three friends to join the crazy world of public relations.

For Granados, the unpredictability and constant multi-tasking is why she loved MCJ as her major. While she interned for the Central California Women's Conference, she got the opportunity to use all that she had learned about crisis communication in real time. When their keynote speaker was unable to make the conference, there was quite a bit of mayhem. Instead of panicking, Granados had all the knowledge she needed from MCJ 152S to handle the issue calmly and work with the team to make the client happy.

As a recent graduate, Granados has experience applying important lessons directly from class to her new job. After being in the work world she realizes how valuable it is to be knowledgeable in all the facets of MCJ. She finds herself working on a PR project, then on an advertisement, and on putting something together for a news story for a client, and then onto editing a proposal for yet another client all in a day's work. What she appreciates now the most was taking advertising classes and expanding beyond public relations. To really take advantage of the classes provided, she

recommends for students to gain a little bit of knowledge from all the areas in the program because one day you just might need them. Now working for Alliance Advertising & Public Relations as an account manager, Granados appreciates the skills she learned in class. She often finds herself referring back to the AP Style days in her MCJ 10 class with Dr. Gary Rice while looking over documents. Now Granados sees her obsessive AP Style correcting as a blessing.