

June 29, 2014

Dear Professor Nichols,

Upon receiving an email regarding the IABC, I was immediately intrigued and excited for an organization such as this to come to campus. Therefore, I quickly decided that I wanted to be an integral part in helping establish a chapter at Penn State, specifically through promoting the chapter and reaching potential members through the utilization of various social media platforms, such as Twitter, Facebook and Instagram.

I believe that the Penn State chapter of the IABC has the potential to have a strong presence on campus as an association of young, professional communicators. However, first establishing a strong membership for any association is a difficult task, and I am certain that promoting the Penn State chapter through traditional and non-traditional forms of marketing will increase interest in the IABC, and ultimately strengthen our campus presence, making the chapter the go-to source for networking and professional development!

This summer I hold the position of "Social Media Captain" for the clothing store aerie by American Eagle which entails creating and managing an Instagram account: @AerieDistrict315, planning and promoting weekly themes that take place throughout the district and handling all social media that is sent to me. The Instagram, so far, is extremely successful and it makes me imagine how great the Penn State chapter's social media presence, whether through Twitter, Instagram, etc. could be!

Once again, I apologize for contacting you so late, however I hope you understand how greatly I desire to assist in successfully establishing the IABC at Penn State!

Thank you,

Madison Sarnowski