

TAYLOR JEAN KRANWINKEL

COLLEGE STUDENT

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Personal Statement

My passion for media production began with the first digital camera I had—a Nikon COOLPIX S3700. Fascination with a world in the realm of producing media, such as relaying life stories through movies and television, creating emotive film sequences in the editing stage, or preserving an instant under the objective perspective of the camera lens, mostly inspired me. Because of that passion, I chose the University of Florida to pursue the degree that starts with these words: media production. Every class, every project, and every frame deepened my appreciation for this craft. It wasn't just a field of study—it was an extension of how I saw and experienced the world.

While studying media production, another interest that hit home was public relations. What started as a minor became a field I loved for its creativity, strategy, and unique power to connect people, ideas, and brands. Public relations taught me how to shape narratives and build bridges of understanding—skills complementing my love for storytelling in media production. This period at the University of Florida turned out to be a time of tremendous growth in which curiosity and drive seemed to fuel my learning in both disciplines.

Life, however, decided to throw an unexpected twist. A knee injury left me with limited mobility and forced me medically to withdraw from my courses in the fall semester. This was tough to do, but at the same time, I got clarity about what exactly I valued. Though I couldn't continue my classes on campus, the desire to learn and develop myself never left my mind. I decided to enroll in an online public relations course so I can at least progress on this path. Meanwhile, I committed to keeping media production close to my heart as a cherished side hobby—a personal outlet for my creativity and love of storytelling.

This journey taught me that my love of learning is not confined to a classroom or one vocation. It is part of who I am, pushing me to adapt, persevere, and embrace new opportunities. From crafting a narrative in a press release to piecing together a video edit, I have the same drive: to tell stories that resonate, uplift, and unite.

I continue toward the completion of my public relations degree with a renewed sense of direction and gratitude. I have learned to approach challenges as opportunities for development; one must always stay firm on the things one loves, no matter how many obstacles are present. This has been a path of resistance, flexibility, and the pursuit of what is loved—lessons I shall keep every step of the way.

Sincerely,

Taylor Jean Kranwinkel

