

## **Dana Baker**

Dana is taking the Bachelors of Public Relations at Mount Saint Vincent University. His position at The Village on Main is his first of three co-op terms with the program and in the fall he will be going into his third year of classes. Public Relations is a good fit for Dana as he is deeply interested in how the public perceives government and business through the lens of traditional and social media.

Dana is from the Eastern Shore and now lives in Bedford.

During his time at The Village on Main, Dana was assigned to a number of tasks pertaining to communications. Weekly, Dana met with business owners within the district to write stories for their Fun Friday Frame Foto campaign. This allowed Dana to practice his interviewing and writing skills as well as build his confidence for interpersonal communications.

Dana wrote articles for the organization's newsletter and wrote the media advisory for Village on Main's annual Tribute Parade and Festival. He identified ways in which the posts on the organization's social media could be related to their goals and values and designed a chart to illustrate them. He was also able to practice his graphic design skills by creating some logos for an upcoming campaign and by designing the AGM powerpoint and a poster for the Tribute Parade and Festival.

In addition to the work he did for Village on Main, Dana was also given the opportunity to attend a business skills training course: Google Apps for Business, where Dana was able to practice and learn about the tools Google offers for businesses. He was also able to attend the Work Nova Scotia Employability Skills Training, where he reviewed and practiced soft skills for the workplace.

Outside of work Dana enjoys running cross country for MSVU, cooking, and caring for his cat, Kaede.

In the immediate future Dana plans to use his next two co-op terms to explore the other kinds of public relations work in different sectors of business. He is grateful for the experience of working in the non-profit sector, the networking opportunities, and is excited to move forward with the knowledge Village on Main has granted him.