

Contact: BeckyLynn Plemons  
Phone: (813) 293-2947  
Email: rplemons@mail.usf.edu

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## STUDENT EMBARKS ON JOURNEY TO DISCOVER TAMPA'S INTERESTING TALENTS

TAMPA, Fla. – With an interest in what makes people unique, BeckyLynn Plemons, a University of South Florida student, is on a quest to unearth the everyday hidden talents of the people she meets.

As part of a semester-long social experiment, Plemons is going to meet and get to know at least one new person each day. In addition to becoming acquainted with these new people, Plemons is going to find a hidden talent in each person she meets. Plemons said she believes everyone has special abilities, whether strange or extraordinary.

To document her social experiment, Plemons will post an entry each week on her blog, [lavitabella85.wordpress.com](http://lavitabella85.wordpress.com). Plemons will choose one person a week to be the “Star of the Week” and will briefly recap their story and what makes them unique.

“I chose to meet a new person every day and find something unique about them because I believe everyone has a story to tell and you can learn a lot from the people you meet,” said Plemons. “In a society obsessed with reality TV, regular people are beginning to showcase their talents and getting their 15 minutes of fame. The person next door could be the next big thing.”

Plemons said she has always been interested in new things and was excited when her public relations writing professor gave her the assignment of conducting this social experiment.

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Plemons is a student of Dr. Kelli Burns, assistant professor of public relations at USF. Burns said she chose social experiments as a theme to make class interesting and enhance her student's media relationship capabilities.

So far, Plemons has been conducting the experiment for a week and said she has already met some very interesting people. As to who will be the next star of the week, Plemons said, "I can't give it away. People will have to visit my blog to find out."

Plemons is a senior mass communications student with a focus on public relations. The school of mass communications at USF is housed in modern facilities located in the Tampa Bay metropolitan area, Florida's largest media market. The school's program introduces students to the theories, principles and problems of mass communications and prepares students for future leadership roles in communications media.

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