

# A dash of Michaela



Michaela Carter will publish her first story of a series of children's books this spring inspired by her own upbringing.

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*Editor's note: The National Women's History Alliance designates a yearly theme for Women's History Month. The 2023 theme is "Celebrating Women Who Tell Our Stories." This theme recognizes "women, past and present, who have been active in all forms of media and storytelling including print, radio, TV, stage, screen, blogs, podcasts, news and social media." This is part 1 of a 4-part series featuring local women who work in media.*

Burke County High School alumna Michaela Carter graduated in 2012. Thereafter, she attended Georgia State University where she earned a degree in journalism. She went back in 2016 for a master's degree in marketing. Since then, she has worked in the marketing and communications industry.

In October 2021, she took a "leap of faith" and accepted a position outside of her comfort zone as the senior coordinator of digital marketing for the Atlanta Hawks. Coming from a communications position in the Student Life department at Georgia Tech, the move included a huge learning curve that Carter maneuvered easily with the support of her co-workers.

"Even though it was a scary time for me, because I was moving into something that I wasn't used to, it just showed me that I could do anything pretty much and develop any type of skill set that I need to be successful in my career and grow," she said.

The Atlanta Hawks position included email marketing duties and mobile app content management associated with four brands; the Atlanta Hawks basketball team, the NBA-affiliated College Park Skyhawks, the State Farm Arena's concert and show side and the Hawks Talon team. Working in the ever-changing environment of sports and entertainment kept her busy and continuously engaged in new avenues. The position came with some perks, she said. She had the opportunity to attend some Atlanta Hawks games and some concerts for free. Additionally, she worked a few concerts which afforded her the opportunity to meet American singer Bobby Brown and musical girl group Xscape.

In hindsight, Carter realizes she developed a greater appreciation for people who work in the sports and enter-

tainment industry because they invest a lot in keeping games and shows in the limelight and keeping the fans engaged.

Carter is not finished growing or traveling her communication journey. Her last day with the Hawks was Monday, February 27. Next week, she will begin a new position at Georgia Tech, as a communication client manager. Although the Atlanta Hawks position represented

book, Peyton's Little Prayers, will be available for purchase on Carter's website, www.adashofmichaela.com.

Carter said although women are no strangers to the media industry, many of the roles she has filled have been in male-dominated areas. She has seen more than one occasion in which she was the only female in the room. The experience has taught her to be bold and exemplify confidence in everything she does.

Rather than intimidate her, those moments have assisted her in finding her voice. A communications degree strengthened her ability to build more connections, something she considers to be invaluable.

"The beautiful thing about my degree is that I was able to be in class with female professors who were very confident in the work that they did and very experienced," she said. "The women that I have had the opportunity to work with, even at The True Citizen, like Lavonna, the women that had been there for many years, I feel like no matter where I have been there have always been women that I could look up to."

Carter credited next week's featured female, BCHS graduate Soror MeShae Hankerson, who also previously wrote for The True Citizen, as a mentor throughout her career.

"There are a lot of amazing women even from a small town that you can learn from," Carter said.

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—Michaela Carter

stepping outside the box to experience something new, the position at Georgia Tech represents familiar ground. Carter is looking ahead to the meaningful work that she will perform. The position will allow her to take a step back into what she is passionate about, the written communication side of marketing.

"I am looking forward to getting back to the campus and being around the students," she said. "I am excited to go back to a team that I already enjoyed working for."

It was her love of writing that she discovered in elementary school that prompted her to make communication her career choice. She was the yearbook editor at BCHS her senior year. In 2016, she wrote for The True Citizen. Since then she has



Burke County High School graduate Michaela Carter took a leap of faith when she accepted a position with the Atlanta Hawks.

created her own blog and started a business that offers writing services.

This spring, she will publish her first story of a series of children's books inspired by her own upbringing. The main character in the series, Peyton, is loosely based on Carter. The series will depict Carter's exposure to prayer as a young child. The first

## FFA PRE-SALE ON PLANTS

The FFA got a little ambitious and have too many plants in production. They have to make room to finish out the last of the plant sale plants. There will be a pre-sale 3:30-5:30 p.m. Wednesday, March 1. Plants available at the pre-sale are hanging boston ferns, tomatoes, peppers, herbs and impatiens. The regular plants sale will be held March 27-31.

## SATURDAY, MARCH 4TH FARM AND CONSTRUCTION EQUIPMENT AUCTION

**BID ONLINE!**  
proxibid

**389 WEST MEADOWLAKE PKWY SWAINSBORO GA, 30401**  
**AUCTION BEGINS AT 8:30 A.M.**

**Lane Brothers AUCTIONS**

**CONSIGNMENTS ACCEPTED**  
**8 A.M. - 5 P.M.**  
**Monday, February 27th - Friday, March 3rd**

**UPCOMING AUCTIONS:** MARCH 7TH - SIGN AUCTION - ONLINE ONLY!  
MARCH 25TH - SPRINGFIELD, GA

**IF YOU HAVE ANY EQUIPMENT YOU WOULD LIKE TO SELL**

Contact: Adam Lane @ 1-888-237-9060,  
Greg Burns @ 478-299-2028, or John Paul Johnson @ 912-682-0231  
For Terms, Conditions, Listings, & Detailed Pictures Visit Us At  
[www.lanebrothersauctions.com](http://www.lanebrothersauctions.com)

**TERMS AND CONDITIONS:**

There will be a 10% Buyer's Fee, up to a \$2000 cap per item. There will be a \$10 minimum/no sale fee on each tagged item. Equipment is sold as is, without warranty. There will be a \$75 title fee on all vehicles 1986 and newer. The TAVT tax of 6.6% is due at the time of purchase for all vehicles. ALL SALES ARE FINAL!!! Payment for purchases is required on auction day in the form of cash, cashier's check, or good personal or company check accompanied by bank letter of credit. Visa, MasterCard, and Discover are accepted with a 3% Processing Fee. Georgia Sales Tax will be added to your purchase price, unless you have a valid sales tax resale certificate number or 2023 GATE card. GAL #3169

