Career Opportunities in
COMMUNICATIONS AND PUBLIC RELATIONS

Description of the field
Public Relations (PR) today is a highly sophisticated discipline that entails the management of an organization’s communication with all of its stakeholders, in support of organizational goals and objectives.

Public relations specialists build, maintain, and promote the reputation and image of individuals, organizations, products, issues, and events. PR specialists identify problems and make efforts to improve relations between a client and its public, in part by studying the attitudes and opinions of various communities or markets.

Public relations assignments differ from an advertising assignment in that the PR firm utilizes free opportunities for media exposure, disseminating or creating newsworthy publicity of interest to radio, television, and the press instead of producing ads or commercials and purchasing media time or space. While some clients have both public relations and advertising strategies in place, nonprofit organizations rely heavily on PR specialists to promote their issues and events because they often have limited advertising budgets. For example, Amnesty International is an organization that reaches a large number of people through a combination of news releases to the media, direct mail, and lobbying activities.

The prominence of the Internet as a primary source of information about an organization or enterprise requires that PR and communications specialists be tech savvy and knowledgeable about the myriad uses of the web as a tool for communicating with the public and reaching targeted audiences.

Career Paths
Typical entry into the field is through internships at PR agencies or PR departments within corporations. This experience is highly valuable in landing a position in public relations after graduation, since experience counts heavily in this industry. In addition to internship experience, anyone interested in full-time employment in PR must have strong writing and editing skills for an array of formats.

Campus activities promoting university-wide events and helping with

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fundraising campaigns may well win you points, since entry level jobs often demand similar skills. These activities also include writing for the campus newspaper, organizing mailings, planning events, preparing news releases, assembling press kits, drafting articles, and creating talking points.

Sample Employers
Wherever there is a newspaper, television or radio station, private enterprise, government office, or nonprofit organization, there will be ample opportunities for public relations. Larger cities have a higher demand for PR specialists; New York, Chicago, Los Angeles, Detroit, and Washington DC abound with PR activities. A few recognizable names in PR include:

- Weber Shandwick Worldwide – webershandwick.com
- Burson-Marsteller – burson-marsteller.com
- Edelman – edelman.com
- Ketchum – ketchum.com
- MSL Group – mslgroup.com
- Ogilvy – ogilvypr.com
- Bliss, Gouverneur, and Associates – blisspr.com
- PadillaCRT – padillacrt.com
- Cooper Katz and Company – cooperkatz.com
- Gibbs & Soell – gscommunications.com
- Fleishman-Hillard – fleishmanhillard.com
- Golin – golin.com
- Lippe Taylor – lippetaylor.com
- MWW Group – mww.com
- Publicis USA – publicis-usa.com
- Solomon McCown & Company – solomonmccown.com
- The Finn Partners – finnpartners.com
- Grayling – grayling.com
- Porter Novelli – porternovelli.com
- Stanton Communications – stantoncomm.com
- Prosek Partners – prosek.com
- APCO Worldwide – apcoworldwide.com
- Brodeur – brodeur.com

Resources for Additional Information

Associations
- Public Relations Society of America – prsa.org
- Sales and Marketing Executives International – sme.org
- Association for Women in Communication – womcom.org
- International Association of Business Communicators – labc.com
- Institute for Public Relations – instituteforpr.com
- International Public Relations Association – www.ipra.org
- The Communication Leadership Exchange – ccmconnection.com
- Council of Public Relations Firms – prfirms.org
Internet Resources

- O'Dwyer's PR Firms Database – odwyerpr.com
- PRNews – prnewsonline.com
- PRNewser – mediatr.com/prnewser
- PRSA Job Center – prsa.org/jobcenter
- PR Week – prweek.com
- Wetfeet – wetfeet.com
- Vault – vault.com