Public Relations is building, maintaining or promoting the reputation or image of a company, product, personality, organization or cause that will impact and influence public opinion, alter behavior, generate interest and support or enhance a favorable image or reputation. The Public Relations (PR) professional is responsible for creating and maintaining the image its client wishes to project.

**PR Components**

- **Media Relations** - perhaps the most dominant function of public relations.
- **Speechwriters** - focus is primarily to write speeches for the CEO and other top executives.
- **Issues Management** - deals with matters affecting corporations in the present and future.
- **Employee Communications** - prepare quarterly and annual reports for the organization.
- **Corporate Contributions** - oversees the policy and contributions for the company.
- **Community Relations** - the key to the organization’s involvement in the local and national community.
- **Public Affairs** - helps an organization understand and communicate with the government and its agencies.

**Public Relations Skills**

- Effective written communication
- Editing skills
- Persuasive speaking/presentation skills
- Networking/people skills
- Multi-tasking
- Time and stress management
- Problem-solving & decision-making
- Computer/production skills
- Research/information gathering

**Sample Job Titles**

- Director of Corporate Communications
- Public Relations Consultant
- Communications Manager
- Account Executive
- PR Manager
- Newsletter Editor
- Marketing Manager
- Director of Investor Relations
- College Admissions Officer
- Media Relations
- Fundraising or Donor Relations
- Government Public Affairs
- Sports Public Relations
- Alumni Director

**Degrees and Certifications**

- **B.S. in Mass Communication - Public Relations**
- **M.A. in Mass Communication**
CAREER PATHS
(Some of the occupations outlined in this brochure may require additional education or training)

...in Media Relations
Media relations is a specialty within Public Relations that interfaces with news media to put out a message. Media Relations Specialists cultivate relationships with editors and news directors and solicit favorable coverage of their employer or client. Media Relations Specialists are hired by:

- Businesses, from multinational corporations down to independent entrepreneurs
- Nonprofit groups
- Colleges and universities
- Issue advocacy groups

...in Advertising
Advertising and Public Relations are often grouped together because both fields are essentially tactics for gaining publicity. Much of the theory taught in Public Relations degree programs is applicable to advertising careers. Some potential careers in advertising and sales for people with degrees in Public Relations include:

- Copywriter
- Promoter
- Public Relations Manager
- Advertising Sales Agent

...in Lobbying
Lobbyists are a specialized group of PR professionals who target a specific, narrow audience, i.e. elected government representatives. The Bureau of Labor Statistics (www.bls.gov) differentiates lobbyists from other PR professionals by noting that lobbyists are not out to influence public opinion, just the opinions of the elected officials. Groups that hire lobbyists include:

- Trade unions
- Professional organizations
- Special interest groups
- Corporations

...in Non Profit and Education

- Museums
- Charities and foundations
- Hospitals and healthcare providers
- Colleges and universities
- Social service agencies
- Nonprofit organizations
...in Professional Associations

- Public Relations
- Fundraising
- Promotion
- Event Planning
- Service Marketing
- Advertising Sales
- Administration
- Community Affairs

...in Business and Industry

- Advertising Sales
- Sales
- Training and Development
- Human Resources
- Customer Service
- Management
- Direct Marketing

...in Public Affairs

- Government Relations
- Risk and Crisis Communication
- Campaign Marketing and Fundraising
- World Affairs and Diplomacy
- Media Relations

...in Government agencies

- Chambers of commerce and tourism councils foreign embassies
- Campaign committees, coalitions, initiatives, and networks

...in Media

- Reporting
- Advertising Sales
- Writing and Editing
- Radio
- Newspapers
- Online news providers
- Television

RESOURCES

Texas State University - List of internships
http://www.masscomm.txstate.edu/resources/internship/pr.html
Student organizations
Texas State PRSSA  www.txstateprssa.org
Ad Club  http://www.studentorgs.txstate.edu/adclub/Home.html
Kappa Tau Alpha  http://uweb.txstate.edu/~me04/inducted.html
Student Event Planners Association (SEPA)  http://studenteventplanners.webs.com/
Association of Women in Communication (AWC)  http://awctxstate.webs.com

Professional Organizations
• Association for Women in Communications  www.womcom.org
• Association for Education in Journalism and Mass Communication (AEJMC)  www.aejmc.org
• Institute of Public Relations  www.ipr.org.uk
• Public Relations Consultants Association (PRCA)  www.martex.co.uk
• National Investor Relations Institute  www.niri.org
• Council of Public Relations Firms  www.prfirms.org
• PR Headquarters  PRHeadquarters.com
• Austin Chapter of the Public Relations Society of America  www.prsa.org
• Communications Roundtable  www.roundtable.org
• Texas Public Relations Association  http://www.tpra.com/
• Southern States Communication Association  http://ssca.net/
• Public Relations Society of America  http://www.prsa.org/
• Speech Communication Association - Undergraduate Student Organizations  http://www.natcom.org
• International Communication Association  http://www.icahdq.org
• Institute for Global Communications  http://www.igc.org/igc/gateway/index.html

Job/Internship Search Links
• Indeed  www.indeed.com
• Austin Chapter of the Public Relations Society of America  www.prsa.org
• AdWeekOnline Career Network  http://www.adweekjobs.com/
• Creative Hotlist  http://www.creativehotlist.com/
• Media Bistro  http://www.mediabistro.com/
• Publishers' Weekly  http://jobs.publishersweekly.com/
• TalentZoo  http://www.talentzoo.com/website/content/
• The Write Jobs  http://www.writejobs.com/
• PRWeekJobs  http://www.prweekjobs.com/
• Public Relations Society of America  http://www.prsa.org/index.html

Career Library Resources
• Occupational Outlook Handbook
• Careers in Communications and Entertainment
• Vault Career Guide to Media and Entertainment
• Great Jobs for Communication majors

Information for this handout compiled from:
Stanford University, Sigi3, University of Maine, Educational Portal.com, Texas State University- Mass Communications,
University of Wisconsin- Eau Claire

PUBLIC RELATIONS - What I can do with this degree?