

## Public Relations Specialists

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### Significant Points

- Although employment is projected to grow faster than average, keen competition is expected for entry-level jobs.
- Opportunities should be best for college graduates who combine a degree in public relations, journalism, or another communications-related field with a public relations internship or other related work experience.
- Creativity, initiative, and the ability to communicate effectively are essential.

### Nature of the Work

An organization's reputation, profitability, and even its continued existence can depend on the degree to which its targeted "publics" support its goals and policies. Public relations specialists—also referred to as communications specialists and media specialists, among other titles—serve as advocates for businesses, nonprofit associations, universities, hospitals, and other organizations, and build and maintain positive relationships with the public. As managers recognize the importance of good public relations to the success of their organizations, they increasingly rely on public relations specialists for advice on the strategy and policy of such programs.

Public relations specialists handle organizational functions such as media, community, consumer, industry, and governmental relations; political campaigns; interest-group representation; conflict mediation; and employee and investor relations. They do more than "tell the organization's story." They must understand the attitudes and concerns of community, consumer, employee, and public interest groups and establish and maintain cooperative relationships with them and with representatives from print and broadcast journalism.

Public relations specialists draft press releases and contact people in the media who might print or broadcast their material. Many radio or television special reports, newspaper stories, and magazine articles start at the desks of public relations specialists. Sometimes the subject is an organization and its policies toward its employees or its role in the community. Often the subject is a public issue, such as health, energy, or the environment, and what an organization does to advance that issue.

Public relations specialists also arrange and conduct programs to keep up contact between organization representatives and the public. For example, they set up speaking engagements and often prepare speeches for company officials. These media specialists represent employers at community projects; make film, slide, or other visual presentations at meetings and school assemblies; and plan conventions. In addition, they are responsible for preparing annual reports and writing proposals for various projects.

In government, public relations specialists—who may be called press secretaries, information officers, public affairs specialists, or communication specialists—keep the public informed about the activities of agencies and officials. For example, public affairs specialists in the U.S. Department of State keep the public informed of travel advisories and of U.S. positions on foreign issues. A press secretary for a member of Congress keeps constituents aware of the representative's accomplishments.

In large organizations, the key public relations executive, who often is a vice president, may develop overall plans and policies with other executives. In addition, public relations departments employ



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public relations specialists to write, research, prepare materials, maintain contacts, and respond to inquiries.

People who handle publicity for an individual or who direct public relations for a small organization may deal with all aspects of the job. They contact people, plan and research, and prepare materials for distribution. They also may handle advertising or sales promotion work to support marketing efforts.

### Working Conditions

Some public relations specialists work a standard 35- to 40-hour week, but unpaid overtime is common. Occasionally, they must be at the job or on call around the clock, especially if there is an emergency or crisis. Public relations offices are busy places; work schedules can be irregular and frequently interrupted. Schedules often have to be rearranged so that workers can meet deadlines, deliver speeches, attend meetings and community activities, and travel.

### Training, Other Qualifications, and Advancement

There are no defined standards for entry into a public relations career. A college degree combined with public relations experience, usually gained through an internship, is considered excellent preparation for public relations work; in fact, internships are becoming vital to obtaining employment. The ability to communicate effectively is essential. Many entry-level public relations specialists have a college major in public relations, journalism, advertising, or communication. Some firms seek college graduates who have worked in electronic or print journalism. Other employers seek applicants with demonstrated communication skills and training or experience in a field related to the firm's business—information technology, health, science, engineering, sales, or finance, for example.

Many colleges and universities offer bachelor's and postsecondary degrees in public relations, usually in a journalism or communications department. In addition, many other colleges offer at least one course in this field. A common public relations sequence includes courses in public relations principles and techniques; public relations management and administration,

including organizational development; writing, emphasizing news releases, proposals, annual reports, scripts, speeches, and related items; visual communications, including desktop publishing and computer graphics; and research, emphasizing social science research and survey design and implementation. Courses in advertising, journalism, business administration, finance, political science, psychology, sociology, and creative writing also are helpful. Specialties are offered in public relations for business, government, and nonprofit organizations.

Many colleges help students gain part-time internships in public relations that provide valuable experience and training. Membership in local chapters of the Public Relations Student Society of America (affiliated with the Public Relations Society of America) or in student chapters of the International Association of Business Communicators provides an opportunity for students to exchange views with public relations specialists and to make professional contacts that may help them find a job in the field. A portfolio of published articles, television or radio programs, slide presentations, and other work is an asset in finding a job. Writing for a school publication or television or radio station provides valuable experience and material for one's portfolio.

Creativity, initiative, good judgment, and the ability to communicate thoughts clearly and simply are essential in this occupation. Decision-making, problem-solving, and research skills also are important. People who choose public relations as a career need an outgoing personality, self-confidence, an understanding of human psychology, and an enthusiasm for motivating people. They should be competitive, yet able to function as part of a team and open to new ideas.

Some organizations, particularly those with large public relations staffs, have formal training programs for new employees. In smaller organizations, new employees work under the guidance of experienced staff members. Beginners often maintain files of material about company activities, scan newspapers and magazines for appropriate articles to clip, and assemble information for speeches and pamphlets. They also may answer calls from the press and the public, work on invitation lists and details for press conferences, or escort visitors and clients. After gaining experience, they write news releases, speeches, and articles for publication or plan and carry out public relations programs. Public relations specialists in smaller firms usually get all-around experience, whereas those in larger firms tend to be more specialized.

The Universal Accreditation Board accredits public relations specialists who are members of the Public Relations Society of America and who participate in the Examination for Accreditation in Public Relations process. This process includes both a readiness review and an examination, which are designed for candidates who have at least 5 years of full-time work or teaching experience in public relations and who have earned a bachelor's degree in a communications-related field. The readiness review includes a written submission by each candidate, a portfolio review, and dialogue between the candidate and a three-member panel. Candidates who successfully advance through readiness review and pass the computer-based examination earn the Accredited in Public Relations (APR) designation.

The International Association of Business Communicators (IABC) also has an accreditation program for professionals in the communications field, including public relations specialists. Those who meet all the requirements of the program earn the Accredited Business Communicator (ABC) designation. Candidates must have at least 5 years of experience and a bachelor's degree in a communications field and must pass written and oral examinations. They also must submit a

portfolio of work samples demonstrating involvement in a range of communications projects and a thorough understanding of communications planning.

Employers may consider professional recognition through accreditation as a sign of competence in this field, which could be especially helpful in a competitive job market.

Promotion to supervisory jobs may come to public relations specialists who show that they can handle more demanding assignments. In public relations firms, a beginner might be hired as a research assistant or account coordinator and be promoted to account executive, senior account executive, account manager, and eventually vice president. A similar career path is followed in corporate public relations, although the titles may differ. Some experienced public relations specialists start their own consulting firms. (For more information on public relations managers, see the *Handbook* statement on advertising, marketing, promotions, public relations, and sales managers.)

### **Employment**

Public relations specialists held about 188,000 jobs in 2004. Public relations specialists are concentrated in service-providing industries such as advertising and related services; health care and social assistance; educational services; and government. Others worked for communications firms, financial institutions, and government agencies.

Public relations specialists are concentrated in large cities, where press services and other communications facilities are readily available and many businesses and trade associations have their headquarters. Many public relations consulting firms, for example, are in New York, Los Angeles, San Francisco, Chicago, and Washington, DC. There is a trend, however, for public relations jobs to be dispersed throughout the Nation, closer to clients.

### **Job Outlook**

Keen competition likely will continue for entry-level public relations jobs, as the number of qualified applicants is expected to exceed the number of job openings. Many people are attracted to this profession because of the high profile nature of the work. Opportunities should be best for college graduates who combine a degree in journalism, public relations, advertising, or another communications-related field with a public relations internship or other related work experience. Applicants without the appropriate educational background or work experience will face the toughest obstacles.

Employment of public relations specialists is expected to grow faster than average for all occupations through 2014. The need for good public relations in an increasingly competitive business environment should spur demand for public relations specialists in organizations of all types and sizes. The value of a company is measured not just by its balance sheet, but also by the strength of its relationships with those on whom it depends for its success. With the increasing demand for corporate accountability, more emphasis will be placed on improving the image of the client, as well as on building public confidence.

Employment in public relations firms should grow as firms hire contractors to provide public relations services rather than support full-time staff. In addition to those arising from employment growth, job opportunities should result from the need to replace public relations specialists who leave the occupation.

### **Earnings**

Median annual earnings for salaried public relations specialists were \$43,830 in May 2004. The middle 50 percent earned between

\$32,970 and \$59,360; the lowest 10 percent earned less than \$25,750, and the top 10 percent earned more than \$81,120. Median annual earnings in the industries employing the largest numbers of public relations specialists in May 2004 were:

Advertising and related services .....	\$50,450
Management of companies and enterprises .....	47,330
Business, professional, labor, political, and similar organizations	45,400
Local government .....	44,550
Colleges, universities, and professional schools.....	39,610

**Related Occupations**

Public relations specialists create favorable attitudes among various organizations, interest groups, and the public through effective communication. Other workers with similar jobs include advertising, marketing, promotions, public relations, and sales managers; demonstrators, product promoters, and models; news analysts, reporters, and correspondents; lawyers; market and survey researchers; sales representatives, wholesale and manufacturing; and police and detectives involved in community relations.

**Sources of Additional Information**

A comprehensive directory of schools offering degree programs, a sequence of study in public relations, a brochure on careers in public relations, and a \$5 brochure entitled *Where Shall I Go to Study Advertising and Public Relations?* are available from:

► Public Relations Society of America, Inc., 33 Maiden Lane, New York, NY 10038-5150. Internet: <http://www.prsa.org>

For information on accreditation for public relations professionals and the IABC Student Web site, contact:

► International Association of Business Communicators, One Hallidie Plaza, Suite 600, San Francisco, CA 94102.