

## About Public Relations

People today, particularly young people, are incredibly media savvy. You probably already have your own personal PR profile out there in the public arena through Face book; MySpace or your on-line avatars. Turn that basic understanding into an exciting and global career in Public Relations. With a Public Relations degree you'll learn the theory and practicalities behind campaign management, strategic planning, issues management and the relationship between public relations and other communication professions. Combined with writing and professional communication subjects you'll be ready to launch.

## What can I do with my Public Relations degree?

Most entities, whether private businesses or Government Departments, have a strong need for public relations experts to guide them through the minefield of media profile and public perception. You may choose to go into media relations, community consultation and promotion in any number of areas; from multinational mining companies through to the small charities and NGO's, it's all up to you.

Professions	What they do
<b>Public Relations Specialists</b>	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. They 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.
<b>Manager Public Relations Managers</b>	Public Relations Managers supervise public relations specialists. These managers direct publicity programs to a targeted audience. They often specialize in a specific area, such as crisis management, or in a specific industry, such as health care. They use every available communication medium to maintain the support of the specific group upon whom their organization's success depends, such as consumers, stockholders, or the general public. For example, they may clarify or justify the firm's point of view on health or environmental issues to community or special-interest groups. They observe social, economic, and political trends that might ultimately affect the firm, and make recommendations to enhance the firm's image on the basis of those trends.
<b>Copywriters</b>	Copywriters and their assistants write the words of ads—both the written part of print ads as well as the scripts of radio and television spots.
<b>Advertising Managers</b>	Advertising Managers oversee advertising and promotion staffs, which usually are small, except in the largest firms. In a small firm, managers may serve as liaisons between the firm and the advertising or promotion agency to which many advertising or promotional functions are contracted out. In larger firms, advertising managers oversee in-house accounts, creative, and media services departments.