

Public Relations

Entry Level Positions

Assistant Account Executive, Public Relations Assistant, Public Relations Specialist, Assistant Publicist, Speech Writer, Internal Communications Specialist, Public Affairs Representative

What You'll be Doing

In public relations you are trying to convince news and media sources that your story deserves to be told rather than buying space or time to present your commercial ad. One of the main responsibilities is to get the client's point or message across to the media and the public: Issue press releases, set up press conferences and media opportunities, handle media, put together newsletters, web sites, brochures, booklets, make up press packets, update media lists, make follow-up phone calls and write press releases. Your daily activities might include planning a trade show, writing press releases, calling journalists to see if they are interested in your client.

Graduate Programs

Ball State, Boston U., Florida International, Michigan State, Ohio State, Rowan University, Syracuse, Murray State, Marquette.

Internships, Volunteer Work, Clubs (www.udel.edu/CSC/intern.html)

PRSSA- Public Relations Student Society of America, U.D. chapter.

U.D. Alumni Office, American Heart Association, March of Dimes, Special Olympics, O'Keeffe & Company, ComCast Spectacor, Junior Achievement

Web Sites and Resources

www.prsa.org - Public Relations Society of America Website

www.prssa.org - Public Relations Student Society of America

www.nationjob.com/publicrelations/ - National jobs in public relations

www.odwyerpr.com - O'Dwyer's PR/Marketing Website

www.prweekjobs.com - PR Week