



The  
Lukaszewski  
Group

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Management Consultants  
In Communications

# FINDING YOUR FIRST JOB IN PUBLIC RELATIONS

## What Public Relations Is All About



*Contents:*

- Four Sectors of Public Relations
  - Kinds of Public Relations Activities
  - Areas of Practice: Sections of the PRSA
  - Professional Organizations
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## THE FOUR SECTORS OF PUBLIC RELATIONS

### Not-for-Profit:

- Lower average salaries
- A “committed to a cause” working environment
- Low pressure/high personal commitment
- Good credibility with the news media
- Slim resources/little room for innovation
- Sometimes very bureaucratic

### Corporate:

- Highest average salary levels in the profession
- Variety of skills and abilities required
- Little room to innovate; stay on your own turf
- Intense atmosphere at some levels
- Some opportunity for creativity and innovation

### Government:

- Reasonably good salaries (with Civil Service, sometimes union protection)
- Low pressure atmosphere
- Low appreciation by peers in the corporate and agency sectors
- Influential with the news media and other public and non-profit groups
- Good relationship with the news media
- Low sense of deadline pressure

### Agency:

- Salary dependent on skill levels, ability to produce, billable time, and new business development success
- Time pressure/billing pressure
- Electrically charged environment
- Action orientation
- Creativity and execution skills essential
- Availability of many different projects for many different clients at the same time

## KINDS OF PUBLIC RELATIONS ACTIVITIES

- Business Venture Communications:**
- Mergers
  - Acquisitions
  - Joint ventures
  - Divestitures
  - Workforce reductions
  - Re-organizations
  - Consortium partnerships
  - Privatizations
- Editorial Support:**
- Editorial planning
  - Copy writing and editing
  - Production management
  - Photography planning, supervision and editing
  - Design coordination
  - Readership surveys
- Employee Communications:**
- Program planning and implementation
  - Opinion research
  - Audio and A/V productions
  - Special events
  - Training materials
  - Guidelines and manuals
  - Intranet content
- Executive Communications:**
- Speeches and presentations
  - Op/ed articles
  - By-lined articles
  - Letters to the editor
  - Speech coaching
  - Media contact training
  - Real-time interactions
- Financial Communications:**
- Annual reports
  - Quarterly shareholder reports
  - Annual meetings
  - Analyst meetings and presentations
  - Financial news releases
- Marketing:**
- Capabilities and promotional brochures
  - Sales recognition events
  - Trade shows
  - Sales literature and presentations
  - Opinion research
  - Web applications
- Media Relations:**
- News releases
  - Press kits
  - Press conferences
  - Media tours
  - Briefings
  - Position statements
  - Critical incident management
  - Cross-cultural communications
  - E-mail
  - Blogging
- Public Affairs:**
- Issues management
  - Opinion research
  - Critical incident planning
  - Environmental communications
  - Community and government relations
  - Issues surveillance and assessment
- Special Events:**
- Conferences
  - Exhibitions
  - Meetings
  - Demonstration
  - Trade and industry shows
  - Public meetings
  - Sponsorship

## AREAS OF PRACTICE

### Sections of The Public Relations Society of America

*www.prsa.org*

Association / Nonprofit

Corporate Communications

Corporate Social Responsibility

Counselors Academy

Counselors to Higher Education

Educators Academy

Employee Communications

Entertainment & Sports

Environmental

Financial Communications

Food and Beverage

Health Academy

Independent Practitioners Alliance

International

Multicultural Communications

New Professionals

Public Affairs & Government

Technology Section

Travel and Tourism

## PROFESSIONAL ORGANIZATIONS

The following are the largest and most well known communications, public relations and/or public affairs organizations. Many support local chapters and special interest sections. The IABC and PRSA offer professional accreditation programs for members.

**Agricultural Relations Council**, 62768 North Star Drive, Montrose, CO 81401, 970.249.1465-Main, 970.249.4385-Fax, [www.agrelationscouncil.org](http://www.agrelationscouncil.org).

**Arthur W. Page Society**, 317 Madison Avenue, Suite 2320, New York, NY 10017, (212) 387-4259-Main, 212.922.9198, [www.awpagesociety.com](http://www.awpagesociety.com).

**Association for Women in Communications (WIC)**, 780 Ritchie Highway, Suite 28-S, Severna Park, MD 21146, 410.544.7442-Main, 410.544.4640-Fax, [www.womcom.org](http://www.womcom.org).

**Automotive Public Relations Council (APRC)**, Motor & Equipment Manufacturers Association, P. O. Box 13966, 10 Laboratory Drive, Research Triangle Park, NC 27709-3966, .919.549.4800-Main, 919.549.4824-Fax, [www.autopr.org](http://www.autopr.org).

**The Canadian Public Relations Society, Inc.**, 4195 Dundas Street West, Suite 346, Toronto, Ontario M8X1Y4, 416.239.7034-Main, 416.239.1076-Fax, [www.cprs.ca](http://www.cprs.ca).

**Hispanic Marketing & Communication Association**, P.O. Box 56 5891, Miami, FL 33256-5891, 305.648.2848-Main, [www.hcma.org](http://www.hcma.org).

**Hispanic Public Relations Association of Greater New York**, c/o Roy Cosme, 143 Avenue B, Suite 2B, New York, NY 10009, 212.477.5648.

**International Association of Business Communicators (IABC)**, IABC World Headquarters, 601 Montgomery Street, Suite 1900, San Francisco, CA 94111, 415.544.4700, [www.iabc.com](http://www.iabc.com).

**International Public Relations Association (IPRA)**, One Dunley Hill Court, Ranmore Common, Dorking, Surrey RH5 6SX, United Kingdom, +44 1483 280-130-Main, +44 1483 280-131-Fax, [www.ipranet.org](http://www.ipranet.org).

**Issue Management Council (IMC)** [formerly The Issue Exchange], 207 Loudoun Street, Southeast, Leesburg, VA 22075-3115, 703.777.8450-Main, 703.777.8484-Fax, [www.issuemanagement.org](http://www.issuemanagement.org).

**National Association of Government Communicators (NAGC)**, 10366 Democracy Lane, Suite B, Fairfax, VA 22030, 703.619.0377-Main, [www.nagc.com](http://www.nagc.com).

**National Black Public Relations Society (NBPRS)**, 6565 Sunset Boulevard, Suite 301, Hollywood, CA 90028, 323.466.8221-Main, 323.856.9510-Fax, [www.nbprs.org](http://www.nbprs.org).

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**National Investor Relations Institute (NIRI)**, 8020 Towers Crescent Drive, Suite 250, Vienna, VA 22182, 703.506.3570-Main, 703.506.3571-Fax, [www.niri.org](http://www.niri.org).

**National School Public Relations Association**, 15948 Deerwood Drive, Rockville, MD 20855, (301) 519-0496-Main, 301.519.0494-Fax, [www.nspra.org](http://www.nspra.org).

**Public Relations Society of America (PRSA)**, 33 Maiden Lane, 11<sup>th</sup> Floor, New York, NY 10038-5150, 212.460.1400-Main, 212.995.0757-Fax, [www.prsa.org](http://www.prsa.org).

**Public Relations Student Society of America (PRSSA)**, 33 Maiden Lane, 11<sup>th</sup> Floor, New York, NY 10038-5150, 212.460.1400-Main, 212.995.0757-Fax, [www.prssa.org](http://www.prssa.org).

**Public Affairs Council (PAC)**, 2033 K Street Northwest, Suite 700, Washington, D.C. 20006, 202.872.1790-Main, 202.835.8343-Fax, [www.pac.org](http://www.pac.org).