



The Volusia County Chapter of the FLORIDA PUBLIC RELATIONS ASSOCIATION

Enhancing the profession since 1938

Cutting a career path to Public Relations and Communications



www.fpravolusia.com

Are You? . . .

- . . . a good writer?
- . . . outgoing?
- . . . a good public speaker?

You're all about what's new and now. You're organized and not afraid of the limelight. Welcome to the fast-paced, adrenaline-laced, high profile world of PR.

Public relations specialists . . .

- Build lasting relationships with the media.
- Write media releases (entry level and some mid-career).
- Design or contract others for brochures, websites, newsletters, radio and television public service announcements (PSAs).
- Organize media conferences and special events.
- Advise management and create public awareness and crisis communications plans (upper level).



A public relations professional is an image shaper. As a PR professional, you would inform the public, generate positive public awareness and maintain a consistent image for your client, company, non-profit organization, or government. Ensuring the community's goodwill toward your client requires strategic thinking and creative problem solving.*

On the job, you would maintain contacts with the media, write speeches and annual reports, arrange speaking engagements and respond to public inquiries. You must inform and get feedback from groups affected by your company's policies. At times, you may have to do some sales or marketing.

A handful of the titles public relations professionals carry other than "PR" are:

- Community Information or Outreach
- Media Relations
- Public Affairs (government)
- Public Information Officer
- Press Secretaries (government)

College students in FPRA



FPRA student membership costs \$25 per year as an individual or with a university student

chapter. Bethune-Cookman University and Stetson University host local student chapters.

Benefits include networking with professionals at FPRA meetings, hands-on experience in organized student chapters and a chance to earn up to \$1,750 in state and local scholarships.

College prep



While some employers do not require a college degree, many entry-level public relations specialists have a college major in public relations, journalism, advertising or communication.**

Historically, about 45% in the profession started their careers among the print or broadcast media. Some adept communicators make a niche by specializing in an unrelated field such as health, engineering, technology, or finance.

Volunteering for a school publication, television or radio station will improve your chances. Internships are valuable for gaining experience. Having graphics or web design skills should give you a definite edge over today's professionals.

Above all, the ability to communicate effectively is critical.

What's the PR appeal?

Why are so many people drawn to this competitive profession? It's probably due to its rewarding, glamorous and high profile nature.

Employment of public relations specialists is expected to increase 18-26 percent for all occupations through 2014.** Businesses are becoming aware of a need for a good public image. They're also learning that having full-time PR professionals on staff helps smooth daily communications as well as the occasional unforeseen disaster.



Online sources:

*Princeton Review – Career Profiles

**U.S. Department of Labor