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Public Relations – PR Career Basics

By Pearl Deloria

Public relations now forms a major part of the entertainment industry, business and politics. It can

be a fascinating career for someone who is dedicated, creative and a strong communicator. It involves long hours and much inconvenient over-time, but for the committed and talented few it can open doors or provide a satisfying job for life.

What does a job in public relations involve? Basically, you would be working to communicate the message of the person or company you represented to the wider public. In a culture often described as media saturated, it has become incredibly important for businesses and institutions in the public eye to be represented positively.

PR professionals communicate this message to the public through traditional media - such as press conferences for news reports, and working in connection with advertising strategists - and through new media like the internet. Many news reports on TV, in the papers and online have their origins in articles sent out by PR agents.

However, professionals in this field do not simply portray a false impression of a company to the media (although sometimes that is part of the job!). Good agents also conduct research and risk analysis on public attitudes, which impacts the way the institution represented performs. They look out for potential scandals that could harm the reputation of the business, and discuss these with the company management.

There are a great number of facets of PR you could go into once you are qualified. You will either be working in an office environment, or sometimes from home – but you can look to represent businesses, charities, government agencies, famous individuals or practically any organisation that comes into contact with the general public.

So what is needed to start a career in PR? Relatively recently, universities around the country have begun offering degrees in PR. These should deal with both the practical business and the ethical elements of the job. However, other degrees in business, management, media, English and IT are looked upon positively by employers.

Before you are eligible for a PR job though, you will need to have had some relevant experience. Normally this takes the form of an internship. To get an internship you will have to display absolute dedication to your chosen career - even if it means doing some serious work for very little pay for several years.

You could then decide to work for a specific organisation, or with a PR firm that represents many different clients. A starting salary in either one will be between 18,000 and 20,000 dollars, but if you have a good record or experience this could increase.

The salary for an account manager in a PR firm starts at about 35,000 dollars. This is about the same as it would be in a small–medium sized company. For a PR director at a small–medium sized company the pay can be upwards of 40,000. At the largest private companies, PR directors often earn around 70,000 dollars.

Although not everyone who enters this business will reach the top, it can still be a hugely rewarding a profitable career.

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<http://www.public-relations-consultant.info>

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How To Get The Media To Cover Your Story

By Ana Ventura

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There are two big misconceptions that a fair amount of business professionals hold about the media and their attitude towards those in the public relations field.

The first misconception is that the media despises anyone in public relations. Some people tend to think that journalists or other news writers prefer to dig up all their stories from scratch, and not get ideas from outside sources.

The second and opposite misconception about the media is that they are lazy, and simply print press releases sent out by PR groups word for word. It is thought sometimes that the media runs stories or news about a particular company in hopes of getting more advertising dollars in the future.

In actuality, the media recognizes public relations simply as a part of their field. Many times, public relations efforts bring about many interesting opportunities and stories for media folk, and the media does not avoid using nor actively seek out public relations material.

There are a few things that you can keep in mind when putting together material for release to the media. The number one most important thing is that the job of an editor is to find interesting and pertinent material for their audience.

Think about it this way: you write an ad and decide to place the ad in a few national newspapers and magazines. Your main interest is that the ad is catchy and convincing to the readers of those publications. You are not concerned that the magazine or newspaper editors will like the ad, because it's not up to them—you paid for the placement. But, when submitting material for public relations purposes you have to keep in mind that the material has to suit both the editor and the reader.

If the editor finds your work acceptable for both the publication and the intended audience, you are well on your way towards a great public relations relationship with the media.

So, the media are not much different from anyone else that you might find out and about in the working world—they are just

doing their job and trying to get material together. Keep their needs, the reader's needs, and your needs in mind, and your PR skills will be top notch.

