THURSDAY CAREERS CHATS

Date of Session: 2/10/2011 Title of Session: Careers in PR
Letter December 1
Alumni Presenter: John Pappas Class Year: 2002
Title: Manager of Public Relations Employer: Deloitte
Notes from Session:
Notes from Session: Highly recommends working with Career Center as he did at least 10-15 times during student years, especially for resume development! -Also suggested CC for contacting local organizations for internships, volunteering, experience, etc -Started PublicRelate as a student working with President Durden & Bob Massa (because it was actually a business operating from campus), with assistance from colleagues in Limestone Ventures. -Suggests looking for internships (and jobs) at PR firms because of the valid and expansive experiences that you can gain – INCREDIBLY IMPORTANT – and especially can help you to learn if you should go into the field at all along with a more rich, broad experience -Seniors should be applying for work now and the end of MarchCitites sometime have a "PR specialty" and you should know which city you want to work in as well as their specialty to begin your search (i.e. LA has strong focus on entertainment PR related to acting, theater and film—where there are more publiclists as another form of PR specialists who deal with getting people like actors in (or out of) the media. Traditional corporate PR people deal with getting the names and topics/frends of corporations and organizations out there (ex. other cities such as NYC, Chicago, etc). Washington DC has a strong focus on public policy PR or public affairs work. Don't rule out smaller cities, PR firms are everywhere! -You may get laid off, and when you do, MOVE FORWARD! (Don't dwell on bad in this industry.) -Decide if you are a "people person" (implement programs and pitch the media, arrange interviews, etc.) OR "strategy person" (research, manage teams, responsibilities growing) -Suggests taking writing classes, news release or PR classes at universities offering communications programs after graduation BUT take any classes at Dickinson that have media aspect such as culture in media, social media, gender & media or consumerism and marketing). Note the DC courses on resume to show interest in field to employer.
-Advertising and marketing can be the same thing depending on who you talk with! -Internal communications or investor relations communicating with employees at an organization, or with
shareholders of a company >Job searching is a 3 step process: -Identify your city -What type of job do you want? (To find job, use: prsa.org or prsany.org, PR Week, local publications-i.e. NY Times for his job -Your resume and cover letter should fully express your background/experience for PR/advertising/marketing, and the cover letter should cover your personality and work ethic.
>In the interview, be there to lose the position. >Best advice from a previous supervisor: step back and say "why am I doing something in my work (big picture). Why is this strategic? Why is it important to the company?" >Join PRSA or American Marketing Association as student and read the materials to learn, make contacts, and attend regional events even with Harrisburg organization.