
ALL ABOUT PR RELATIONS

In this article I will give you a job description or a career profile of working in this position and what it takes to enter the advertising and public relations career. Firstly, you have to complete your graduation in any stream. Literature or journalism graduates are given preference over others.

Then you have to earn a master's degree or an equivalent diploma in either public relations or journalism or any other similar line of communication or in media studies. Internship in the public relations department of any reputed office is a must as it will give you that extra edge in the stiff competition.

Along with these you need to possess strong communication skills, the ability to think on your feet and think promptly, you must possess media management skills as well as people management skills, you must be able to express yourself strongly via written material and be able to use your creativity to generate strong and positive publicity for your clients.

Those in communications PR must also have organizational abilities. However, job duties in communications PR are usually determined by or influenced by which kind of organization or company you work for. Broadly, all aspects of the total job are supervised and overseen by the senior PR manager in a large PR firm. The rest of the subordinate staffs comprising of public relations officers split the other tasks amongst themselves.

In smaller jobs public relations firms, all the tasks are handled by one public relations officer and he has to shoulder huge responsibility.

Those in PR advertising jobs have to arrange, manage and oversee different kinds of programs and events or publicity campaigns – the main purpose of all of which is to generate a buzz around the client and the things he or the concern wants to highlight.

The primary aim is to create exposure for the client and present the client in a favorable positive light in the media or in public and maintain that reputable public image.

To do this, those in PR relations arrange press meets, hand out press releases, arrange open days and events, or arrange for publicity campaigns and programs like TV shows or a meeting with school children or university students and so on.

When politicians or monarchs or celebrities of other types visit old age homes or leprosy centers or movie stars/pop stars appear in reality shows just before their movie/album launch – such publicity stunts are arranged and managed by PR Relations officers.