

Leonard Mogel (1993) says that public relations is a major industry employing more than 200,000 skilled communicators charged with the responsibility of interpreting the client to the public and vice versa (5.) I am currently a sophomore at St. John's University majoring in public relations. I aspire to work in the entertainment business therefore, entertainment public relations is what I'm pursuing. I'm interested in public relations because I enjoy working with people. I believe that everyone has a story and I want to be apart of the process of spreading it to the world and developing their brand. Another sector of public relations is facing and fixing problems that someone may come encounter, making them appear positive for their public image. This is where the entertainment business comes into play. According to Institute for Career Research (2005), one of the biggest parts of any public relations job is trying to place stories in the media (7.) Celebrities are humans just like the rest of us and they make mistakes daily. The only difference between our mistakes and their mistakes is that their mistakes are broadcasted to the world. This factor can be extremely detrimental to their career so having a public relations team is tremendously important to their brand and career. According to Wet Feet (2008), public relations involves communicating the client's message through news media outlets with the end result being making them look great (6.) I want to be the person that covers up scandals and creates a positive light for my client's brand to ensure continuous success. Leonard Mogel (1993) mentions that to a large extent, the job of someone in public relations is to make good news as effective as possible and to forestall bad news. Therefore, many different aspects

come into play when having a career in public relations and I want to gain experience in as many aspects as possible.

By 2018 I will have a bachelor's of science degree in public relations. A bachelors of science in public relations is sufficient enough for me to receive a position basically anywhere in the public relations field. According to Wet Feet (2008) an MBA is not necessary for a career in public relations (87.) In today's society, many people believe that a master's degree is needed if one wants a successful career. However, the field of public relations proves that to be false. A bachelor's degree in public relations will allow me to work in the fields of advertising, marketing, management, communications, and much more. While I know that I want to work in entertainment PR, my options are still open which is why I chose this field. Advertising, marketing, management, communications, and public relations are related fields and at one point in my career I will have to work with someone in one of these fields. In a way, public relations are all of those fields in one which is why receiving a bachelor's degree in public relations will allow me to have endless career opportunities. Therefore, whether I decide to work for a corporation, an organization, or a firm there will be options available for me because public relations is needed everywhere. In addition, even if I decide not to work for a public relations related business specifically, I could always find opportunity within a business's public relations department.

To work at any public relations firm or company, having prior experience is essential. As a college student, the preferred prior experience that employer's want are internships. There are many internship opportunities available so while in

college, employers expect for a candidate to have at least one internship throughout their college career. Internships will give you an advantage over competition when applying for jobs. Also, according to Wet Feet (2008) since most public relations agencies don't offer formal training, an internship is a great training experience (87). If an internship wasn't possible for the applicant then they should at least make sure that they have work experience that can relate to an area of public relations or demonstrates responsibility or leadership. I'm working on getting an internship for the spring and I've had work experience in retail as well as office administration. While neither position involved public relations, I gained a great amount from both that I could use in the future. Knowledge of the field, company, and position are also an extremely important factor that employers take into consideration. An employer will not hire someone who is unprepared as well as unknowledable because that will give them an idea as to how your performance will be if hired. According to Wet Feet (2008), excellent communication skills are required in public relations (93.) A large percentage of the day is spent on the phone talking to the press, so one must be able to communicate well and think fast on their feet. Writing skills are also imperative when it comes to public relations. Writing press releases are a major part of the job so being a great writer is a necessary skill. Lastly, in public relations you have to be a creative person. A great amount of selling and persuasion comes with the job so you have to find creative ways to get your message across.

My action plan for freshman year was to get good grades and figure out what exactly I wanted to do in public relations. I didn't put much pressure on myself

because my main focus was adjusting to college. My action plan for sophomore year is to get an internship during the spring semester so that I can get some credible experience in the public relations field. I also plan to get an internship during the summer between sophomore and junior year so that I can meet and network with as many people as possible in the field. My action plan for junior year is to get an academic scholarship with a company or firm that would be ideal for me to work at once I graduate. That way I can start to have a focus of where I want to be as senior year is approaching. Finally, my action plan for senior year is to get another academic scholarship with one of the top companies that I want to work for once I graduate, who hopefully hire from within, so that once I graduate I will be employed as soon as I get my degree.

Five years from now I see myself working for an entertainment public relations company or for the public relations department at a record label or management company. Five years from now I will only be three years out of college so at that point I will be taking advantage of every opportunity that is thrown my way. I see myself working in one of the big cities like New York or Los Angeles and networking with everyone that I come across so that I can steadily progress in the field. Ten years from now I will be almost thirty and by thirty I want to have a list of my own clients in the entertainment business and work at the top of one of the best public relations companies with plans to start my own. Ten years from now I want to travel the world and meet and work with people from all over the world and continuously grow professionally. I don't want going to work to feel like a job, I want to be something that I love waking up in the morning to do. I truly believe that a career in

public relations is something I will enjoy doing so I'm extremely excited to get my career started. Therefore, ten years from now I want to be in a position where I'm continuously desiring and chasing for more opportunities. I want my career to inspire someone else and once I do that, I will truly feel complete.

Worked Cited

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