

# PUBLIC MEDIA RELATIONS

Public relations specialists create and maintain a favorable public image for the organization they represent. They design media releases to shape public perception of their organization and to increase awareness of its work and goals.

## DUTIES

Public relations specialists typically do the following:

- Write press releases and prepare information for the media
- Respond to information requests from the media
- Help clients communicate effectively with the public
- Help maintain their organization's corporate image and identity
- Draft speeches and arrange interviews for an organization's top executives
- Evaluate advertising and promotion programs to determine whether they are compatible with their organization's public relations efforts
- Evaluate public opinion of clients through social media

Public relations specialists, also called communications specialists and media specialists, handle an organization's communication with the public, including consumers, investors, reporters, and other media specialists. In government, public relations specialists may be called press secretaries. In this setting, workers keep the public informed about the activities of government officials and agencies.

Public relations specialists draft press releases and contact people in the media who might print or broadcast their material. Many radio or television special reports, newspaper stories, and magazine articles start at the desks of public relations specialists. For example, a press release might describe a public issue, such as health, energy, or the environment, and what an organization does concerning that issue.

Press releases are increasingly being sent through the Internet and social media, in addition to publication through traditional media outlets. Public relations specialists are often in charge of monitoring and responding to social media questions and concerns.

Public relations specialists are different from advertisers in that they get their stories covered by media instead of purchasing ad space in publications and on television.



## SALARY INFORMATION

Location	2018				
	10%	25%	Median	75%	90%
California	\$36,650	\$49,040	\$65,900	\$91,220	\$121,180

\*Pay period based on yearly amount.

**EMPLOYMENT OUTLOOK**

Stable growth rate is estimated to be **11%**

**2,980** estimated annual job openings

## RELATED OCCUPATIONS

- Public Relations and Fundraising Managers
- Advertising and Promotions Managers
- Market Research Analysts and Marketing Specialists ☀
- Copy Writers
- Insurance Sales Agents ☀

