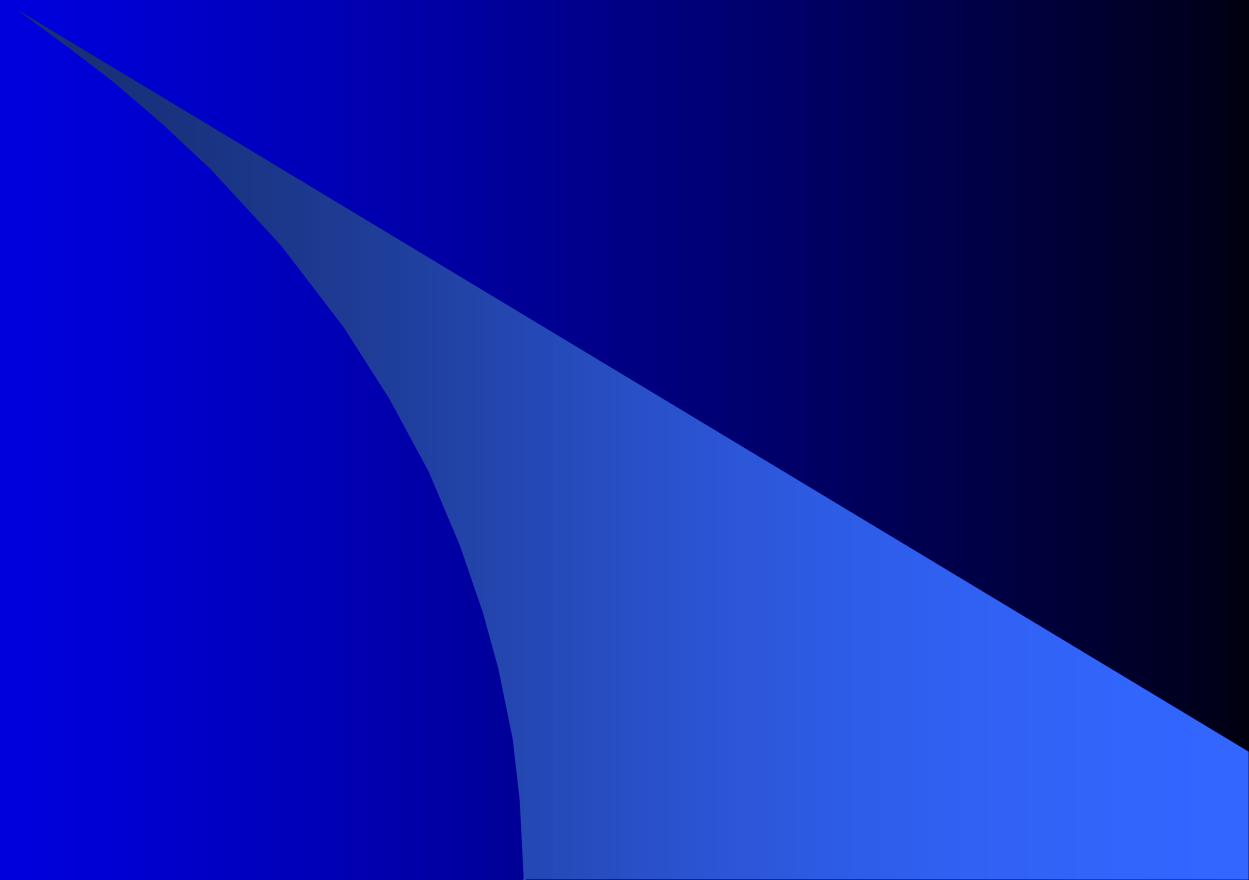


Role of PR Professionals

A decorative graphic element consisting of a blue gradient shape that starts as a thin wedge and expands into a larger, curved triangular form, positioned in the lower right quadrant of the slide.

Careers in Public Relations

A changing focus in public relations:

1. Integrated Perspective
2. Crisis management in the larger context of strategic management of conflict

The range of public relations work

1. Public relations firms/agencies
2. Corporations
3. Self-employed
4. Education
5. Trade associations
6. Government

Careers in Public Relations

Five essential abilities:

1. Writing skill
2. Research ability
3. Planning expertise
4. Problem-solving ability
5. Business/economics competence

Internships

Win-win situation

Salaries in Public Relations

- Entry Level
- Experienced professionals
- Women: The gender gap

Professionalism

- True public relations professionals have a loyalty to a higher standard and to the public interest. They are more than “careerists” and practice public relations with more than a “technician mentality.” They are not hired guns who just parrot whatever the client or organization wants them to say

Act Like a Professional

- A sense of independence
- A sense of responsibility to society and the public interest
- Manifest concern for the competence and honor of the profession as a whole
- A higher loyalty to the standards of the professional and fellow professionals than to the employer of the moment

Licensing and Accreditation

- Freedom of speech concerns severely limit the concept of licensing in the communication fields, including public relations. Accreditation programs for practitioners, plus continuing education, is an attractive alternative

What is Ethics?

- Ethic refers to a person's value system and how he or she determines right or wrong.

Professional Organizations

- Groups such as PRSA, IABC, IPRA provide an important role in setting the standards and ethical behavior of the profession. Most professional organizations have published codes of conduct and educational programs.

PRSA

- Free flow of information
- Competition
- Disclosure of information
- Safeguarding confidences
- Conflicts of interest
- Enhancing the profession

Broom & Dozier

Four Organizational Roles:

- expert prescriber- knowledgeable expert on all matters relating to PR (doctor-patient relationship). They make recommendations to the dominant coalition of how to handle certain situations
- Communications facilitator- “go-between”, very involved in flow of info between dominant coalition and publics
- Problem-solving process facilitator- assists the dominant coalition on how to systematically solve problems
- Communication technician- technical service provider, creates materials needed to implement the communication process planned by others in the organization
- Prompted by Broom’s research, Dozier combined the first three roles (expert prescriber, problem-solving facilitator, and communication facilitator) and created communication manager because these roles were so similar. This role is involved with the dominant coalition in the planning process and serves as the catalyst for decision making.
- Created minor roles- communication liaison, senior advisor, and media relations specialist

Role Enactment

- Obvious link between manager role enactment and income. Those in these positions get paid more, most of the time. No empirical evidence to prove that professional experience is linked to income.

Glass Ceiling

- ▶ Gender discrimination- women tend to be more technical, while men are more managers. Women are more likely to participate in middle-management activities than men. Women lost ground in the 1990's due to economic downsizing (managers were losing their jobs).
- ▶ Glass Ceiling studies- first, focus groups said women were more likely to accept a dual role. Second, women are less likely to delegate work. They would rather do it themselves and get it done. Third, (agency factor) when downsizing began to occur, many men in managerial positions were fired and began their own agencies. The agency factor provides men with more experience and activity.

Toth, Serini, Wright & Emig

- In the 1990's there were two roles. In 1995, a third significant role profile was added (expert prescriber profiler).
- Managerial: Change in the number of significant role activities for both men and women, such as counseling management, making communication policy discussions, evaluating program results, planning/making budgets, etc.
- Technical: 1990-1995 saw a more comparable number of men and women in this role. More demands in terms of writing, editing, producing messages; disseminating messages; handling correspondence and making phone calls; implementing event planning/logistics, etc.
- Combination: 1990-1995 saw an overlap in role activity. In 1995, there were fewer tasks specifically for dual roles.
- Agency People: In 1995, activities seemed to be focused more on the expert prescriber role dealing more with counseling, research, programming decisions, communicating with clients, making media contacts, etc. Little technical advice such as writing, editing, and producing messages, was the main focus.

Cameron, Sallot & Larisey

- Must come up with a defined set of standards of specific performance, in order to maintain and achieve professionalism within the field. Professionalism is necessary for credibility as public relations continues to increase in recognition. Without standards a guidelines, much less will be achieved within this field. As a result, this will lead to more defined roles within this discipline.