Jacob Corn

Dr. Eldredge

Intro to Public Relations

7 September 2018

Man, on the Street

During my time of interviewing people about what they think public relations really is they had a variety of answers which were right but also very wrong. It made me realize that people don’t understand the actual job of a PR person. People need to be educated on what a PR person does in the real world and how they help make the lives of other people go so much smoother and better. I’ve conducted three interviews of people that go to school here at Western and was very shocked on what the response was from them just from a couple simple questions. The actual definition of Public relations is the professional maintenance of a favorable public image by a company or other organization or a famous person. This was not the answer I received from the people I interviewed. Today in the PR society women account for 70 percent of PR practioners. Digital advances have also reduced cultural barriers and created a more multi-cultural world for practicing PR. PR is also still evolving into a field of relationship management, building upon the ideas of excellence theory and two-way symmetrical communication.

First off, I asked my roommate Taylor what he thought public relations was and his response to it was the person that helps businesses and stuff stay organized. That is a very true statement a PR rep is the person responsible for everything communication wise in the PR field of the business and helps them stay organized in that manner. If businesses don’t have PR reps in house and make sure everything goes smooth and is there when decisions are made, then that’s where problems occur, and the businesses usually fold. I then asked Taylor another question about PR. I asked him what specific job you know of that’s a PR job. He said there is a lot of jobs for PR people, but I think firms and agencies have people like that. He’s one hundred percent right on that because that’s where PR people thrive at and where most PR people get jobs at after college to make a name for themselves. Firms and agencies are spots that you can make pretty good money and it sharpens you up on your tools that you need to get a higher job. To move up in the agencies you must have a higher education degree, so you can get better money because honestly that is what keeps people going. My last question to Taylor was how does PR support marketing. He said getting the people on board to get the marketing totals up. Developing new prospects for new markets, such as people who inquire after seeing or hearing a product release in the news media. This is the ideal answer that you will get from this question. It also is helping to sell minor products that don’t have large advertising budgets.

My next interview came from Kitt Capell he’s majoring bio medical engineering. When I asked him, what PR was he really didn’t know but he said the person that keeps things in check and makes everything run well. That is a true statement because that’s the job of a PR person to make sure that everything is organized to a tee so when the time comes for an event or just day to day work it moves smoothly with no problems. The next question his answer was don’t they work at a bank. Absolutely not unless banks have a communication department to keep everything right and in check but usually they don’t operate out of banks. My last question to Kitt was answered well. He said that PR and marketing people work together in magazines and newspapers. That’s exactly right because they’re providing third-party endorsement's like newspapers, magazines, radio, and television. Which generating sales leads, usually through articles in the trade press about new products and services.

Lastly I interviewed Chase Walter who is a finance major. His idea of a PR rep was bad, and he thought it corresponded with the name itself. His answer to the first question was that the Public Relations was to make sure the relationship of the Public stays good. The whole job of a PR rep is to be organized and make sure nothing happens that could have been prevented by the preparation of the whole event. PR people can’t do their job without being prepared to a tee and making sure everything is in place and ready to roll. His answer to my second question was that he thought PR people were human resource officers and public safety people. PR people are a business first corporation and they work in firms and agencies and inhouse, but they aren't officers or public safety people. I can see where people confuse the jobs of PR people with resource officers and public safety because of how they sound like they are related to each other, but they aren't similar. The last question I asked him was how PR support Marketing and Chase says that advertising and stuff can help support it. That is true because stretching organizations Adverising and promotional dollars through timely and supportive releases about it and its product.

To conclude, I’ve learned that people all around don’t know exactly what a PR rep really is. For the time and the effort that they put in they should get some attention and deserve some credit for all that they do. Public Relations is a job that doesn’t pay a lot and you have to work your butt off to get some credit for what you do. PR jobs are very important to businesses and all other places that need a communication team to make sure to keep the company above water and make sure nothing happens.