

Interview with a Public Relations Professional

Due Date: Monday, November 17 in class

Course Objectives Met by this Project:

- Understand career opportunities in the field.
- Explain to others what the public relations function is and how it works.
- Explain the role of research, strategy, and planning in the public relations field.
- Apply public relations theory to real life examples.
- Demonstrate an understanding of influences on the practice of PR.

Description: With this assignment you will interview a Public Relations professional. Try finding a PR practitioner that is working in a field of interest to you. Let me know if you need help with this part. You will be responsible for arranging and conducting an interview that covers a list of assigned questions (below), as well as asking at least **three** questions of your own. You will turn in: a transcript of the interview; 2-4 page practitioner profile; an additional 1-2 pages that explains how two topics discussed in class can be helpful in this practitioner's work. These profiles will be discussed in class.

Required Questions:

1. Describe an average day on the job – what are your major responsibilities?
2. Tell me about your workload - how many projects do you work on in an average day?
3. How often are you in contact with the media?
4. What industries do you have contact with?
5. What are the most important "tools of the trade"?
6. What is the most challenging part of your job?
7. What is your favorite part of your job?
8. In your opinion, what are the three most important skills practitioners need?

Examples of additional questions:

How often do you do something other than PR (advertising, marketing, sales)?

Can you provide an example of a crisis and walk me through how you handled it?

Rubric:

Content: Presents interview information accurately and succinctly.	50
Application of Course Concepts: Clearly applies 2 topics from class to the practitioner's work in a way that demonstrates an understanding of the concepts and of the field.	30
Professional Standards: This piece should be good enough that you would include it in a portfolio that you would show to a potential employer. Make sure it is tightly written, edited, and proofread before turning it in.	10
Creative Additional Questions: Additional interview questions are original, demonstrate an understanding of the course material, and are specific to PR	10

