

PATH TO PR

Guiding Gauchos to Greatness!



What is PR?

Public Relations is about influencing, engaging and building a relationship with key stakeholders across a myriad of platforms in order to shape and frame the public perception of an organization. It is known as the "deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics." - Institute of Public Relations, USA

What People Think We Do



What We Actually Do



FEATURED ARTICLES

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Meet a PR Professional: Natalie Hernandez

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Writ107P: Writing for Public Relations

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Why "Time's Up" & #MeToo Matter in PR

LETTER FROM THE PRESIDENT

Dear UCSB Students,

Another school year is quickly wrapping up as we are approaching the final quarter of the year! We have endured quite a lot these past several months with unexpected natural disasters and a shortened Winter quarter. Nevertheless, the UCSB community has always remained resilient and adaptive no matter what comes our way.

It is truly inspiring to witness students helping each other out and staying so positive in light of tough times. Whenever I am attending a UCSB event or walking on campus, I always feel so honored to be amongst such a compassionate and talented group of individuals. Not to mention how focused and dedicated everybody is about their academics.

It is with these qualities that we look forward to the launch of our new platform - *Path to PR!* We acknowledge that many students have an interest in the public relations industry. Therefore, we launched Path to PR to inform and educate students with a plethora of in-demand content topics, insight from industry professionals, and so much more.

In this newsletter, you will find a profile of UCSB alum, Natalie Hernandez, who is genuinely passionate about work for a good cause. Additionally, the newsletter includes courses and internships to prepare you for success in the field, current events related to PR, and some insight on what it's truly like to work in PR.

Public relations is a dynamic industry, with rapidly evolving business practices and the chance for an individual to make a difference. For the Gauchos, my hope is that *Path to PR* can be a helpful resource guiding you all towards success and greatness in public relations.

Sincerely,

Sarah Shepard
President, *Path to PR*



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WHAT CAN YOU DO IN PR?

By Maggie Saffarian

One of our loyal subscribers, Sun Bak, said "*Path to PR* helped me find my way after graduation when I was completely lost. Now I'm working for Adobe as a Public Relations Manager and I can't thank them enough!"

Are you like Sun and find yourself lost and wondering what you can do in the field of PR!? If so, you're at the right place and will be successful like Sun in no time.

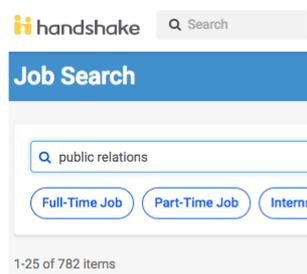
But first, what is Public Relations? - According to the Public Relations Society of America, public relations is defined as what "helps an organization and its publics adapt mutually to each other."

Paths in PR - According to *PayScale.com* in 2017, the median salaries for public-related careers is between \$40,000 and \$60,000.

- Public relations specialist - \$45,368
- Public relations manager - **\$61,575**
- Social media manager - \$47,472
- Event coordinator - \$39,809
- Marketing assistant - \$36,179
- Marketing coordinator - \$41,340
- Marketing manager - **\$62,650**
- Account executive - **\$50,294**



How do I find my path? - At the University of California, Santa Barbara, resources like Career Services and Handshake can help you find what you're looking for in PR. With just a simple search of the keywords, "public relations" in Handshake's search bar, 782 opportunities pop up at your disposal. That's A LOT.



Why YOU should pursue PR- There's plenty of opportunities and jobs available in the PR field that are becoming easier to find through services like Handshake and Career Services. So start your research, and you'll be PR ready before you know it!

Did You Know?

Positions as a public relations specialist are expected to grow from 240,700 to 255,600 in the next 4 years. That's a growth of 6% between now and 2022!



Natalie with one of the children that Vitamin Angels has helped

MEET A PR PROFESSIONAL: Natalie Hernandez

By Tyler Thayer

We can all agree that Public Relations has a pretty bad reputation. People who work in the field are seen as "spin-doctors" whose jobs revolve around manufacturing stories and deceiving the public. But how does that reputation hold up when you tell someone that you do PR for a nonprofit that works to reduce malnutrition in women and children of third-world countries? It doesn't - PR can be a genuine, truthful, and rewarding career.

It's certainly a rewarding career for Natalie Hernandez, the Media and Events Coordinator for an organization called Vitamin Angels. Her work is hardly malicious or deceptive. She searches for the inspirational stories of the work her team has done and puts it into a format that reporters for local newspapers and websites can easily understand and turn into a story for the public to read.

However, just providing an interesting and heartwarming story isn't enough to get reporters to choose her releases to publicize. Natalie explains, "My job is also to network and form relationships with the media outlets so that they want to choose my stories." This process means a lot of emails and phone correspondence, and plenty of follow up emails to remind potential reporters that she has a story out.

Natalie's career is the perfect example of how Public Relations is more than just controlling the image of a celebrity. Her job informs the public of what Vitamin Angels stands for, and therefore, has a direct impact on the amount of money that is donated and on the organization's ability to do the beneficial work that they do.

A DAY IN THE LIFE OF A PR PROFESSIONAL

By Mikayla Alaniz

One of the first concerns of students interested in Public Relations is what a typical day in the office is like. We had the pleasure of interviewing Sarah Mitus, a UCSB alum and Public Relations Specialist in San Francisco, CA. Get a glimpse into a day in the life of Sarah, a true PR Professional!

7:15am – First alarm goes off!

7:40am – I finally jump out of bed and into the shower. I have to leave by 8:30am to make it to work on time at the PR/Marketing Agency I work for in downtown San Francisco.

8:30am – Sit on the bus either reading a book on my kindle, or catching up on articles I bookmarked the day before. Staying up to date with the news is so important in Public Relations.

9 – 9:15am – Sit at my desk and go through emails. I try to be good about not checking work email until I'm in the office. Sometimes it's a good thing, sometimes it's a bad thing! Email communication is a huge part of my job.

10:00am – My first client meeting of the day is every Monday at 10am. It's sort of tough to get started and be prepared every Monday, but I've gotten used to it at this point and it gets me right into what my priorities are for the week. While I do a lot of prep on Friday afternoon, every Monday I have to be ready to speak to the client's social media channels and any big updates on the channels themselves.

10:30am – The second client meeting quickly begins, going off on status items for the week. Sometimes we've got a launch coming up, sometimes a blog post is in process, or sometimes we're just checking things off the list!

12:00pm – Have a quick snack while finishing up the last details on the next week's editorial calendar for the social channels I manage. The person who reviews my calendars is a busy project manager, so he's scheduled time to review my content on Monday afternoons. This is one deadline I always have to make!



SARAH MITUS, PR PROFESSIONAL

1:00pm – Really dig in on my to-do list for this week. Sometimes that's a news release, sometimes it's reaching out to people to be influencers or create images for us. There's always a lot of variety in the PR world!

3:00pm – In need of a break! Either will grab coffee from the kitchen with a coworker, or sometimes will get up to sit in a different place in the office. A change of scenery really helps me focus.

5:00pm – Last call of the day, trying to coordinate with a random team in India on a problem their having in the Facebook ads manager. Communication is key.

5:30pm – Run out the door to try to make a 6PM BodyPump class at 24 Hour Fitness –success! I was never a regular weight lifter, but I seriously love this class. It's nice to get up and move around after a long day in the office.



PR is a vast field with varying experiences from agency to agency worldwide. We are thrilled to present you with a fun and inspiring look into Sarah's typical work day. To learn more, you can contact Sarah at sarah@publicrelationsagency.com, or keep up with her blog: www.herpursuitofsunshine.com/

DID YOU KNOW?

PR is the first career choice for many Communications majors.

PREPARING FOR PR AT UCSB

By Tejna Patel

Interested in PR but unsure of how to prepare yourself? There are a variety of courses offered at UCSB to help prepare YOU for a career in Public Relations.

This article will highlight some of those courses including:

- **Writing 107P - Writing for PR**
- **Writing 107J - Journalism Writing**
- **Comm 166 – Marketing Communication**
- **Comm 117 – Persuasion**
- **Marketing Professional Certificate Program**
- **Journalism Professional Certificate Program**

What do these classes entail? Here is a brief overview of each course listed above:

Writing for PR – Includes the analysis and practice of writing in the field of public relations with a focus on the news release, web copy, brochures, media kits, and newsletters.

Journalism Writing – Analysis and practice of news writing for print and broadcast with focus on inverted pyramid style, interview techniques, background research, editing, writing to deadline, and ethical issues.

Marketing Communication - Foundational principles of marketing theory and related communication strategy. Focus on consumer behavior, marketing research, and strategies for promoting products, services, and ideas.

Persuasion - Analysis and synthesis of current persuasion theory to understand how messages influence attitudes and behaviors. Topics covered include: theories for altering attitudes and behaviors, the persuasion process, and the use of persuasion in applied contexts.

Marketing Certificate – For those who wish to pursue a career in marketing, marketing management, market research, retailing, sales management, and global management as well as students planning to pursue a career that requires development of marketing skills.

Journalism Certificate – This is intended for students and community professionals from all disciplines interested in careers in journalism or other kinds of professional writing and individuals wishing to study specific subjects without pursuing the certificate.

AM I RIGHT FOR PR?

By Tejna Patel

According to Nora Drake, Director of Communications for UCSB's College of Letters & Science, “You can come from any background and be good be at PR.” Some qualities that can help you get ahead in PR include:

- Good verbal and written communication skills
- Ability to multi-task and manage time effectively
- Good organizational skills
- An interest in all forms of media
- Flexibility



WRITING 107P: WRITING FOR PUBLIC RELATIONS

By: Kellie Ward & Maggie Saffarian

SANTA BARBARA, C.A., March 13th, 2018- At the University of California, Santa Barbara, students are drawn to Writing 107P: Writing for Public Relations, a popular introductory course about all things PR-related. In this class, students learn how to write memos and news releases, as well as how to create a brochure and a newsletter. In addition to that, students are required to conduct an informational interview with a professional within the PR field in order to gain a better understanding of what the PR profession is really like.

According to a recent Winter 2018 quarter survey of the class, 21 out of 25 students admitted that they had some interest in the PR profession prior to taking the class. During the last week of class, the students were surveyed once more, and 19 out of the 25 students admitted to still remain interested in PR. Despite the fact that some students don't want to further their education in the PR world, all but 1 student in the class said they'd recommend this class to anyone interested in Public Relations or anything in the Communications field.

After reflecting on the course, students said they learned how to work collaboratively and how to write concisely. They also claim to have gained organizational skills, interview skills, communication skills, and time management skills.

3rd-year Communications major, Jane Smith, was interviewed by both Kellie Ward and Maggie Saffarian on March 7, 2018, regarding her opinions and insight about Writing 107P. She stated that this class helped her solidify her desire to pursue a career in PR. She said, "This class has sparked a fire in me to pursue a career in PR. I am eager to further my knowledge and skills within this field."

She also mentioned that before the quarter ended, she had already found a PR internship in Santa Barbara and used the materials she created within the class to strengthen her portfolio and interview. In conclusion, Smith highly recommends this class to anyone interested in pursuing a career in the Communications realm.

"THIS CLASS HAS SPARKED A FIRE IN ME TO PURSUE A CAREER IN PR. I AM EAGER TO FURTHER MY KNOWLEDGE AND SKILLS WITHIN THIS FIELD."

- Jane Smith, 3rd Year Communications Major at UCSB



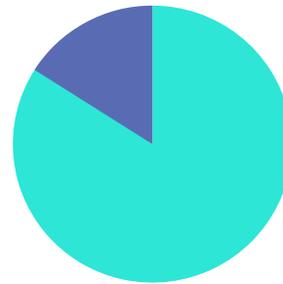
Brochure samples of students in Writing 107P



"DO YOU HAVE AN INTEREST IN THE PR PROFESSION?"
(BEFORE AND AFTER WRITING 107P CLASS)

No PR Interest

16%

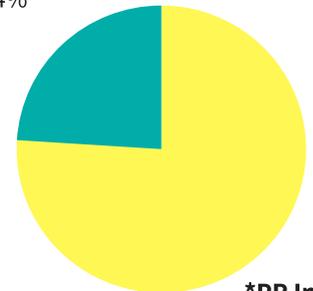


PR Interest

84%

***No PR Interest**

24%



***PR Interest**

76%

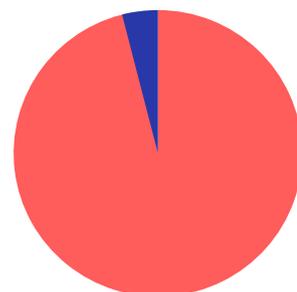
"WOULD YOU RECOMMEND THIS CLASS TO SOMEONE ELSE?"



Jane Smith photographed in the middle with classmates from Writing 107P

Do Not Recommend

4%



Recommend

96%

GRAPHS AND PHOTOGRAPHS BY MAGGIE SAFFARIAN

WHY TIME'S UP & #METOO MATTER IN PR

By Jennifer Lin

SANTA BARBARA, C.A., March 11th, 2018 - The world celebrated *International Women's Day* on March 8, but one could easily argue that it is the year of women instead. Women all over the world are outraged by the power imbalance and discrimination they encounter in their daily lives, both personally and professionally. With the groundbreaking

anti-sexual harassment and women's empowerment movements – #MeToo

and Time's Up – the public conversation and consciousness about women's issues have elevated. This is important in the field of public relations because of how pervasive the theme has become across so many industries.

What Is The #MeToo Movement? - The #MeToo Movement started by Tarana Burke after she had a conversation with a 13 year-old girl who confided to her that she had been sexually assaulted by her mother's boyfriend. Burke wished she had told her, "me too." In 2006, Burke co-founded Just Be, Inc., an organization that supports victims of sexual assault and harassment.

The movement gained traction after allegations of sexual misconduct by Hollywood producer Harvey Weinstein began dominating the headlines. #MeToo has become more than just a hashtag, it is, as Burke says, "the start of a larger conversation and a space for community healing for all."

What Is The Time's Up Movement? - On January 1, 2018, Hollywood celebrities like Reese Witherspoon, Nicole Kidman, and Natalie Portman founded Time's Up in response to the Weinstein effect and #MeToo. The launch was accompanied by a letter of solidarity from 700,000 Latina farmworkers who suffered sexual harassment and abuse in the workplace too.

Time's Up also provides legal support to those who have experienced sexual harassment, assault, or abuse in the workplace. "The clock has run out on inequality in the workplace. It's time to do something about it," written in their letter of solidarity.

Article continues on page 08...



EMERGING TRENDS IN PUBLIC RELATIONS

As of 2014, PR professionals filled roughly 240,000 jobs. That number is expected to increase by 6% by 2024, meaning it's estimated that there could be closer to 255,000 PR jobs just 7 years from now.

The most PR professionals are in California, Washington D.C., Texas, Illinois, New York, Georgia, North Carolina, Pennsylvania, Florida, Virginia, Ohio and Massachusetts.

Washington D.C. is the top-paying district for PR.

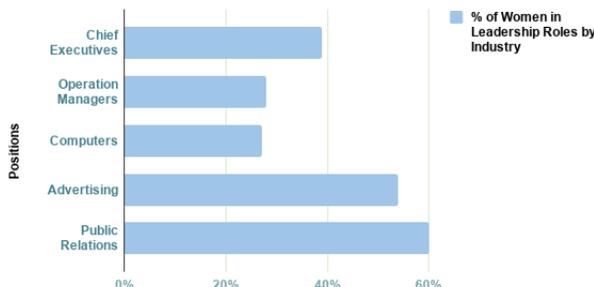
In 2017, the median annual income across all U.S. occupations is around \$45,000. The median annual income for a PR specialist is around \$67,000, which means public relations professionals earn 45% more than the median income.

The field with the highest percentage women in leadership positions is public relations.

The number of brands that consider a content strategy effective in raising revenue increased from 74% in 2016 to 83% in 2017.

The industry that makes up the highest percentage of PR pros (22%) are in the religious, grant-making, civic and similar organizations. Coming in at 21%, are professional, scientific and technical services.

Percentage of Women in Leadership Roles by Industry



PR VS. MARKETING

 MARKETING	 PUBLIC RELATIONS
 FOCUS PRODUCTS & SERVICES	 FOCUS RELATIONSHIPS & PUBLIC IMAGE
 CREATES SOCIAL MEDIA & MARKETING CAMPAIGNS	 BUILDS RELATIONSHIPS WITH MEDIA OUTLETS
 DESIGNS LOGOS & COLLATERAL ITEMS	 PITCHES STORIES / UPCOMING EVENTS TO NEWSPAPERS, BLOGS & NEWS OUTLETS
 PAID MEDIA TO REACH CONSUMERS	 EARNED MEDIA (PRESS RELEASES) TO REACH CONSUMERS
PAID MEDIA COSTS MONEY BUT IS CONTROLLED BY THE MARKETING DEPARTMENT	EARNED MEDIA IS FREE BUT THEN YOU ARE AT THE MERCY OF THE GROUP PUBLISHING THE ARTICLE

STUDENT GROUPS TO GET INVOLVED IN

By Tyler Thayer

Getting involved with student groups is an important and fun part of any college experience! At UCSB, we're lucky to have a variety of campus groups to choose from. The following are the student groups that would be most applicable to learning about careers in Public Relations:

- Communication Association
- American Marketing Association

Both of these clubs offer workshops, internship mixers, guest speaker seminars, and networking opportunities to help students learn more about potential careers. And while the American Marketing Association focuses on Marketing opportunities, their VP, Karen Hirt, said that "many of the workshops are still extremely applicable to students looking to work in Public Relations." In addition, many of the internships and jobs that they promote have PR duties, and would therefore be a great way to gain extensive experience in different aspects of the field.

SO WHAT'S THE DIFFERENCE?

By Kellie Ward

Public Relations is about selling the company or brand through positively managing the communication channels between a company and its stakeholders. Whereas the goals for marketing teams are to reach consumers and make them think, believe or do some kind of sales focused action. Essentially it is about selling the product or service. Overall, marketing activities are trying to achieve direct revenue, while PR is trying to drive a positive reputation through an effective PR strategy.

Marketing aims to reach current and potential customers, whereas public relations is all about maintaining positive relationships with anyone who has an interest in the organization or brand. This covers a broader audience across customers and media, to employees and shareholders.

Messages delivered through PR channels such as articles, conference speakers or reputable bloggers are subconsciously regarded by consumers as more legitimate than those presented through marketing tactics. Generally, people can clearly recognize that advertising and marketing are driven by a company's desire to increase sales. However, articles that have a well-known journalist's name on them, or presentations by someone classified as an industry expert are more likely to be received by the consumer as a credible source.

Marketing is a relatively short-term activity, whereas PR reaps its benefits over a longer period of time. While marketing seeks to drive instant, tangible sales success, the benefits of a PR program can be viewed as a long-term investment that a company would recognize for future achievements.

Contact Information



www.facebook.com/UCSBMarketing

ucsbama.wordpress.com/



www.facebook.com/UCSBCommAssoc

ucsbosl.orgsync.com/org/communicationassociation/Home

HELPFUL HINTS

By Tyler Thayer

When you're deciding your career path in your early 20s, there's bound to be some uncertainty. So if you're questioning whether you are on the right path towards a compiled some helpful tips for aspiring PR undergraduates.



“PR IS A MIX OF JOURNALISM, PSYCHOLOGY, AND LAWYERING – IT’S AN EVER-CHANGING AND ALWAYS INTERESTING LANDSCAPE.”
- Ronn Torossian, Founder & CEO of 5W PR



Continuation of "Why Time's Up & #MeToo Matter in PR" from page 06

Why It Matters in PR

The Survey - A survey conducted by PRCA and Women in PR asked nearly 300 respondents, with ¾ of them being women, about sexual harassment in the PR workplace.

When asked if they've ever experienced sexual harassment while working in PR, 76% answered "Yes" with colleagues telling lewd jokes or sharing sexual anecdotes. 53% reported that coworkers made sexual comments about their appearance. 45% said the people they worked with have starred in a sexually suggestive or offensive manner.

When asked about when their most recent experience took place, 26% reported that it happened in the last year. Only 15% told the survey they had never experienced any form of sexual harassment at work.

The Gender Pay Gap Is Real - Women currently make 80 cents to a man's dollar, despite making up more than half of the population and constituting 60% of college graduates in the U.S. Even in the chosen field of public relations, which women dominate (61%), men earn a lot more and hold more leadership positions. According to PRWeek's 2017 Salary Survey, male PR executives earn approximately \$120,000 per year compared to \$84,000 a year for women.

Negative Stereotypes of Women - Not only are women making less money, they are perceived as "bossy," "aggressive" or "intimidating." Women in high ranking positions are viewed as unlikable because the idea of a powerful woman runs counter to people's expectations of what is feminine.

When it comes to sexual harassment and gender inequality, the PR industry is no different to any other. The #MeToo and Time's Up movements have driven home the acknowledge that these issues are societal issues and must be addressed. #MeToo and Time's Up have shown that when regular people share their stories, when individuals get together to fight these injustices, we – as a society – can break the glass ceiling and move forward.

TERMINOLOGY IN PR

By Tejna Patel

You've just been hired into a public relations firm and are starting out fresh in the industry, congrats! What should you know? Worry not, at Path to PR we want to make sure you are prepared for all things-PR. We've included some PR vocabulary for you to become familiar with before you start your new and exciting job!

Hard News: Current, relevant, serious news or events; could include a product launch, data findings or something that ties into current events. For a hard news story, timeliness is especially important!

Soft News: These news stories tend to have less of a timely relevance and cover more general company or industry news.

Press Release: A document outlining new information from a company, usually about hard news and supplemented with a quote from a company spokesperson. These can be put on a company website and used in media outreach.

Boilerplate: A brief company summary that appears at the bottom of a press release; includes information like when / where your company was founded, description of what you do/ mission statement.

Fact sheet: A one or two-page document containing quick facts about a company and/or its top executives; may be used to provide background information, mission statements, important biographies, fast facts, logo etc.

Briefing: Television, radio, phone or in-person interviews with reporters that allow the spokesperson to go into greater detail about his/her company or a specific announcement

Under Embargo: Pitching “classified” information to journalists under the premise that nothing will be reported until a specified date and time!



MASTERING THE ART OF NETWORKING

By Tyler Thayer

The concept of “networking” is bound to have come up sometime in your college career, but few students have been formally taught how or when to do it. So here’s a “networking” crash course to prepare you for your next internship fair!

Plan Ahead - Everyone has been asked the dreaded question “tell me about yourself”, so why not prepare an answer ahead of time? Start with something personal about yourself, and lead into your talents, strengths, and skill sets. Be professional, but also, be yourself. Whoever you’re talking to wants to know more about you than just the contents of your resume!

Be Human - People are imperfect, so don’t stress about being 100% professional. While you are expected to be composed, you aren’t expected to be a robot in a suit. Forbes Magazine recommends “not to forget that the person you’re talking to is a human too”, so ask them about their day or their interests. Getting them to talk about themselves can also take the stress off of yourself to keep the conversation going.

LISTEN! - Don’t just hear people, truly listen to what they are saying. We are often so focused on planning what we are going to say next that we don’t pay much attention to what our conversational partner is talking about. But absorbing what the other person is saying is especially important when networking because we as students have a lot to gain from working professionals.

Keep these tips in mind next time you’re in a situation to network!

Now you're one step closer to becoming a PR Pro!

WHAT DO PR PROFESSIONALS DO?

By Tejna Patel

What is the essence of PR and should you pursue a career in this industry? Below is a quick overview of what exactly it is that PR professionals do. They:

- Tell the story of a brand/company
- Manage crisis situations and “shape the debate”
- Get inside the minds of consumers and research
- Form relationships with the media
- Write, write, write!
- Plan events
- Talk to the media
- Find advocates
- Educate themselves
- Tell the truth!

The Bureau of Labor Statistics projects employment for public relations specialists will grow 9 percent between 2016 and 2026. During that time period, 23,300 new jobs will be available in PR, with only a 1.4% unemployment rate!



PR JOBS & INTERNSHIPS IN GOLETA & SANTA BARBARA

Position	Company/ App Due Date
PR/Marketing Intern	Blast, Santa Barbara Due Date: April 17
Marketing Assistant	UCSB Department of Recreation Due Date: May 1
Communications Intern	SurfMedia, Santa Barbara Due Date: April 17
Public Relations/Events Coordinator	UCSB Housing Services Due Date: June 10
Public Relations Intern	Open Line, Santa Barbara Due Date: March 31
Public Relations Management Trainee	Enterprise, Goleta Due Date: April 1
Public Outreach Intern	Blenders, Goleta Due Date: April 30
Leadership Intern	Dialed PR, Santa Barbara Due Date: April 17

Created by Tyler Thayer

Did You Know?

Top hiring for PR is on the East Coast.

Advertisement sponsored by UCSB American Marketing Association
"The only marketing student organization on campus"

LinkedIn
PHOTOBOOTH
AND WORKSHOP

PRESENTED BY THE UCSB AMA
IN
ESB 1001

Free LinkedIn head shots!
Business Casual dress recommended.
This Wednesday 6:30 PM!

PATH TO PR

Guiding Gauchos to Greatness!

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