I. **Introduction:** Every time I think about “the meeting” my family and I had with the local community center regarding my brother who’d beaten up the bully it strikes a nerve. From that moment on everyone around our community had him labeled as a bad boy. No matter what he did he was always “the trouble maker”. I knew my brother was not the type who ran around looking for mischief. As a matter of fact he was merely defending our youngest brother who was actually the one being bullied on a regular basis while at school. Yet the “hero” my brother, was now the bad guy. From that experience I knew how important it was for my family to prove to the community that they had it all wrong and my brother was not the monster they’d made him out to be. **Thesis:** This evening I will share basic information about my passion for clarifying someone or something in a career as a Public Relations Manager. **Mapping:** First I will discuss the educational requirements regarding this profession, then I’ll share the job opportunities and salaries, and finishing up with the current outlook on jobs in the PR field.

II. **Body**

1.) Educational Requirements

   A) To get a jumpstart in this field at the highs school level it is advisable for one to write for the school newspaper, spread the word about the school play, sporting event, and prom in addition to running for school office. Running for school office gives one the opportunity to enhance their speaking and writing skills through speech and assists in developing confidence when dealing with the public.

   B) Employers are seeking applicants that have at least a bachelor’s or master’s degree in public relations or journalism with a broad liberal arts background. The requirements depend on the type of job one hopes to obtain.

   C) The curriculum of an applicant in this field should include courses in advertising, business administration, public affairs, political science, creative and technical writing and should not surprise anyone to know that courses in public speaking is vital.
**Transition:** The employment opportunities in this field vary depending on which industry is chosen.

2) **Job Opportunities**

   A) There are various jobs in the public relations manager field. Your decision to apply will depend on the size of the firm, the type of industry, location as well as your education and experience.

   B) According to an article found on the Bureau of Labor Statistics website, most public relations managers are employed in service-providing industries, such as professional, scientific, and technical services, finance and insurance, health care and social assistance, and educational service.

   C) The article at SAT collegeboard.com says that right now one is most likely to find a job in the business to business industry which basically means businesses that provide services to other business. This industry by far is the one mostly likely have multiple opportunities for advancement due to its size.

**Transition:** The opportunity to work for a somewhat large firm that genuinely cares about people and earn a sizable income doing what comes naturally would be a perfect match for me.

3) **Salaries**

   A) As previously stated job opportunities depend vastly on the size of firm, type of industry and location, salary levels are determined by this as well. In addition to the amount of responsibility of the position your education, experience and other elements will ultimately decide your salary.

   B) According to information found on the SAT collegeboard.com website, the median annual earnings in May 2004 for PR managers were $83,490.

**Transition:** The salary alone may entice one to seek job opportunities in this field however because this career does not require a Master’s Degree employment is and will continue to be competitive.

4) **Outlook**

   A) Public relations field amongst other careers is expected to increase faster than the average for all occupations through the
year 2014 according to information found on the SAT collegeboard.com website.

B) According to an article found on the Bureau of Labor Statistics website, this profession may require long work hours, including evenings and weekends. In 2004 PR managers worked more than 40 hours a week and sometimes under extreme pressure.

C) If you are someone who cannot affectively work under pressure or high stressed situations perhaps this field isn’t for you. Consider you may be required to “put out a fire” without a moments notice.

Transition: I’ve briefly shared what it would take for someone to obtain a career as a Public Relations Manager as well as what avenues are available for one to explore. One important factor for this career is that your word is you credibility and “one of your most important assets.”

III. Conclusion: Many of my friends, family and co-workers often say that I should be doing something involving public speaking on television. For the most part I have to agree however, for me it is more important to preserve the character of a person than it is to dispute over riches or be in the public eye while doing so. Choosing a career as a public relations manager I will have the freedom to work for the people and let the people work for me. It’s about giving what you have. Now what can I do for you?

Bibliography:

Occupational Outlook Handbook; (OOH), 2006-07 Edition
http://www.bls.gov/oco/ocos086.htm

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