

Among the various opportunities available in the field of public relations, my interest lies in working on a creative team for a PR firm or agency. My desire to work in this industry stems from various activities in my journalism classes, a love for art and creativity, a desire to interact with people and personal research in quest of internships. The varieties of projects that are handled by PR agencies present different challenges and require creativity. I want to be part of a creative staff that takes on those challenges.

In order to accomplish the task of working on a creative team for a PR agency, I must appeal to the agency's creative director as well as the company's corporate officers. I plan to begin working for an agency in the northwestern United States upon finishing graduate school. I expect to enter the job field as a member of a creative team, developing strategies and ad campaigns for our company's clients. According to the Bureau of Labor Statistics, there were approximately 157,050 public relation specialists practicing in 2003. The average starting salary for PR specialists that year was \$48,590.

I have established a number of goals in route to securing a position with a PR agency in the next few years. The actual pay rate of the position I am seeking will vary pending on the company I work for. I want to begin my experience in a PR agency handling press releases, crisis management, public affairs and ad campaigns for a wide range of clients, while earning \$30,000- \$45,000 a year. Ultimately, I plan to move up the corporate ladder to the position of creative director. According to the Bureau of Labor Statistics, employment for creative directors should increase by 10 to 20 percent by 2012.

One of my goals is to graduate from Utah State University in May 2006 with a bachelor's degree in Journalism and an emphasis in Public Relations. I will have a minor in Sociology as well. Following graduation, I plan to move on to graduate school to increase both my experience and my competitive edge in the PR field by earning a master's degree in Communications. I anticipate finishing graduate school in May 2008.

Another of my goals is to familiarize myself with 10 different Public Relations firms or agencies through research and contacts by the end of the spring 2005 semester. By accomplishing this goal, I will be able to see the results of my impact objectives;

- I will obtain an internship with a Public Relations agency this summer.
- I will build a network of at least 25 potential employment and/or interns to whom I will send each a copy of my resume at the time I graduate from USU.
- Five out of the 25 contacts will result in interviews and possible jobs.

As I set my mind to accomplishing these goals, and see them fulfilled, I expect to be of great benefit to the agency and industry I work for by sharing creative ideas, establishing positive relationships with clients, media, investors and employees and contributing my experience to the company.