



## Do you like...

- ✓ to talk you way out of trouble?
- ✓ reading People Magazine or US Weekly
- ✓ to talk in front of crowd?
- ✓ to journal events?
- ✓ to be involved with the latest celebrity stories?

## What is Public Relations?

Images don't happen by themselves. Before celebrities step out on the red carpet at Academy Awards time, every detail ~ clothes,

accessories, makeup, and hair ~ is carefully crafted. But image management isn't reserved for Hollywood stars. It's a tool used by every political figure, government agency, or business you can think of. If you'd like to be the person pulling the strings behind the scenes, a major in public relations (PR) may be just the ticket.

[www.CollegeBoard.com](http://www.CollegeBoard.com)



## Possible Career Paths

### ADVERTISING MANAGER

draw on market research to target the right audience; advertising managers are in charge of creating and placing ads.

### MARKETING MANAGER

design billboards, advertisements, magazine covers, or editorials.

### PUBLIC RELATIONS MANAGER

design a public image for celebrities or a game plan behind every product that is sold.

### PUBLIC RELATIONS SPECIALISTS

put a positive spin on a client's less-than-admirable activities or also spread the word when they've done something good.

### WRITERS

create articles and nonfiction books, newsletters for nonprofits, annual reports for big companies, and scripts for TV and radio

## Schools for Public Relations Degrees

College of the Ozarks, Drury University, Harding University, John Brown University, Lee University, Missouri State University, Oklahoma Christian University, Our Lady of the Lake University, Sam Houston State University, Southern Methodist University, University of Louisiana, University of Texas

## Jobs in the Military

### PUBLIC AFFAIRS AND MEDIA RELATIONS OFFICERS

keep the public informed about the military, and answer questions from the news media, members of Congress, private citizens, and service personnel.



Find your TRUE talent... ask your counselor about taking the

# ASVAB CEP

and discover your hidden strengths!