PUBLIC RELATIONS: TYPES OF POSITIONS

There are many aspects of public relations that may interest and appeal to you. Most public relations positions involve one or more of the following functions: event programming, cultivating relationships, writing and editing, managing information, producing, speaking, researching and evaluating. The following is a sample of some of the potential departments within public relations:

- **Research:**
  - Determining attitudes and behaviors of the public and analyzing the causes for these attitudes and behaviors in order to plan, implement and measure activities to influence or change them.

- **Media Relations:**
  - Relating with communications media in seeking publicity or responding to their interest in an organization.

- **Employee/Member Relations:**
  - Responding to concerns as well as informing and motivating an organization’s employees/members, its retirees and their families.

- **Community Relations:**
  - Continuous, planned and active participation with and within a community to maintain and enhance its environment to the benefit of both an organization and the community.

- **Public Affairs:**
  - Developing effective involvement in public policy, and helping an organization adapt to public expectations; a term also used by military services and some government agencies to describe their public relations activities.

- **Government Affairs:**
  - Relating directly with legislatures and regulatory agencies on behalf of an organization, usually as a central element of a public affairs program; often called “lobbying”.

- **Issues Management:**
  - Identifying and addressing issues of public interest in which an organization is, or should be, concerned.

- **Financial Relations:**
  - Creating and maintaining investor confidence and building positive relationships with the financial community; also called investor or shareholder relations.

- **Industry Relations:**
  - Relating with trade associations and other firms in an organization’s industry.

- **Development/Fund Raising:**
  - Demonstrating the need for and encouraging an organization’s members, friends, supporters and others to voluntarily contribute to support the cause.

- **Multicultural Affairs:**
  - Relating with individuals and groups in minorities.

- **Special Events:**
  - Stimulating an interest in a person, product or organization by means of a focused “happening,” also, activities designed to enable an organization to listen to and interact with its customers and the public.

- **Marketing Communications:**
  - Combination of activities designed to sell a product, service or idea, including advertising, collateral materials, publicity, promotion, packaging, point-of-sale display, trade shows and special events.