

BETSY PLANK'S BAKER'S DOZEN

for public relations students

1. Make sure that you are grounded in the liberal arts.

2. Minor in business.

Whatever institution with which you are associated, remember that it is a business, disciplined by business objectives.

3. Get practical experience.

As much as you can - internships, student agencies, for pay or by volunteering.

4. Write. Write. Write.

Writing - in all its dimensions - is and always will be the sine qua non of public relations practice.

5. When you're seeking that first entry level job, consider it to be one of the most challenging public relations assignments you'll ever face.

- Research your market.
- Execute it.
- Develop a plan.
- Evaluate it.

6. Prepare for interviews.

7. Leave a trail of thank-you notes.

Certainly at the beginning, but throughout your career, too.

8. Build a network of contacts.

Most certainly join PRSA and its chapter in the area in which you plan to practice.

9. Your best opportunity may be in the faster growing sector of the **economy** - the medium or small firm. Second, remember that the non-profit field usually gives you more initial **opportunity to practice the full range of your craft.**

10. Seek out and cultivate a mentor.

AND WHEN YOU'RE LAUNCHED ON THAT CAREER...

11. Get out there and **learn your client's business first-hand.** Build your insider contacts up, down and sideways.

12.

Pay your dues.

Mentor other young professionals. Return to your alma mater and be a role model to the next generation of public relations students.

13. Be an eternal student!

When it's practiced at its best, public relations is a lifelong adventure in learning.



THE PLANK CENTER
FOR LEADERSHIP IN PUBLIC RELATIONS

STUDENT RESOURCES

The Plank Center for Leadership in Public Relations is the leading international resource for practitioners, educators, and students who are passionate about advancing their careers and the public relations profession. Along with its pillars of leadership, mentorship, and diversity and inclusion, The Center seeks to bridge the gap between education and practice through its research, programs and initiatives, and assist organizations in adopting best-in-class practices.

The Center has a variety of free resources for public relations students, educators and professionals, including...



Interviews with PR Leaders and Legends

More than 25 interviews with successful PR leaders remind us to keep learning, dreaming and leading.



Webinars

With more than 10 webinars online and on-demand, the time to discover and explore relevant topics is now. Favorites include "Getting a Job in PR" and "Hidden Figures in PR."



Platform Magazine

Industry professionals stress the importance of writing skills. Pitch your article or blog post to Platform Magazine. It's the perfect way to advance your writing skills and add published work to your resume.



Research

Focused on leadership, mentorship, and diversity and inclusion, 35 completed studies explore the truths of the PR industry through a global lens.



Legacies from Legends Series

The heroes of our profession have inked personal messages of counsel, wisdom and experience for countless generations of PR pros.

Download the link: bit.ly/PlankLegends



THE PLANK CENTER
FOR LEADERSHIP IN PUBLIC RELATIONS

[PLANKCENTER.UA.EDU](https://plankcenter.ua.edu)



[@PLANKCENTERPR](https://twitter.com/PlankCenterPR)