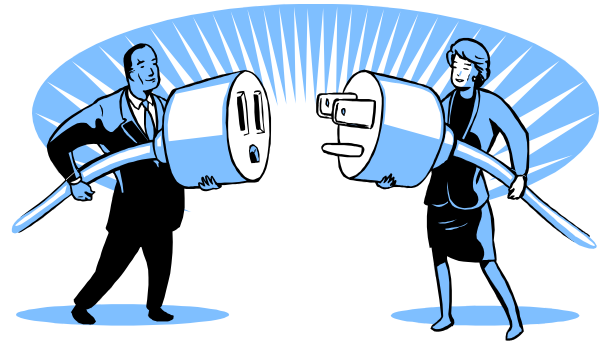


## Pointers for Entry Level Public Relations Practitioners

By Mindy Ferrentino Wolfle



- Network, network, network.
- Join a professional organization that specializes in public relations, marketing and communications.
- Become involved in the professional organization by joining committees.
- Listen and learn everything you can from the members of the organization who have been in the field and can serve as your mentors.
- Network, network, network.
- Seek out and accept an internship, even if it doesn't pay. Any experience you get in the field will not only benefit you in a way that your education can't, but it adds credibility to your resume.
- Start out with the premise that you know nothing and want to learn everything. Cockiness will get you nowhere. Don't expect to start out on the top rung or with a salary that will buy you a co-op and a fabulous car.
- Network, network, network.
- Take initiative. Make yourself valuable, as an intern or as an entry level employee. Many jobs involve much more than just public relations. A person who is skilled in graphic design, can write (and you'd be surprised how many college graduates lack good writing skills) and is open to stuffing envelopes, stands a much better chance of getting ahead.
- Ditch the tongue stud; hide the abundance of tattoos, unless you're working in a very hip environment. Play it safe on interviews by toning down your appearance if you consider yourself the hippest person in the room. Look around you and see what the standard is for your new place of employment. Hip won't earn you points in a conservative environment like a law firm, bank or other professional firm.
- Be open to working as a PR professional in any type of business or organization. Consider a not-for-profit organization where the pay might not be great but the personal rewards can be abundant.
- Oh, and did I mention, network, network, network.

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