

Agency Public Relations

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Overview

Agency PR is the practice of multimedia techniques that are focused on maintaining communication and engagement with clients and their various needs. Public relations professionals in the agency sector are swiss army knives when it comes to PR. Their ability to do a variety of tasks for several clients at the same time is unmatched in the public relations sphere.¹ The agency sector requires a heightened awareness and discipline in project management. Clients will reach out to PR agencies to handle all of their public relations needs. This is very common for small and large businesses alike who would like to outsource their PR endeavors to an agency that has very specific and qualified expertise. Corporate PR professionals, although similar, represent one company or organization and become experts on the organization. Organizations that do not want to outsource their PR will tend to have in-house, or corporate, public relations departments. While corporate PR will be focusing on one campaign, an agency can be prioritizing more than five different accounts at a time.

“In agency PR, you also must become an expert in your clients’ business—but it’s not just one business; it’s multiple industries. On a regular day, for example, you may read up on news in health, spirits, higher education, and wealth management.”

- Pia Reinhold

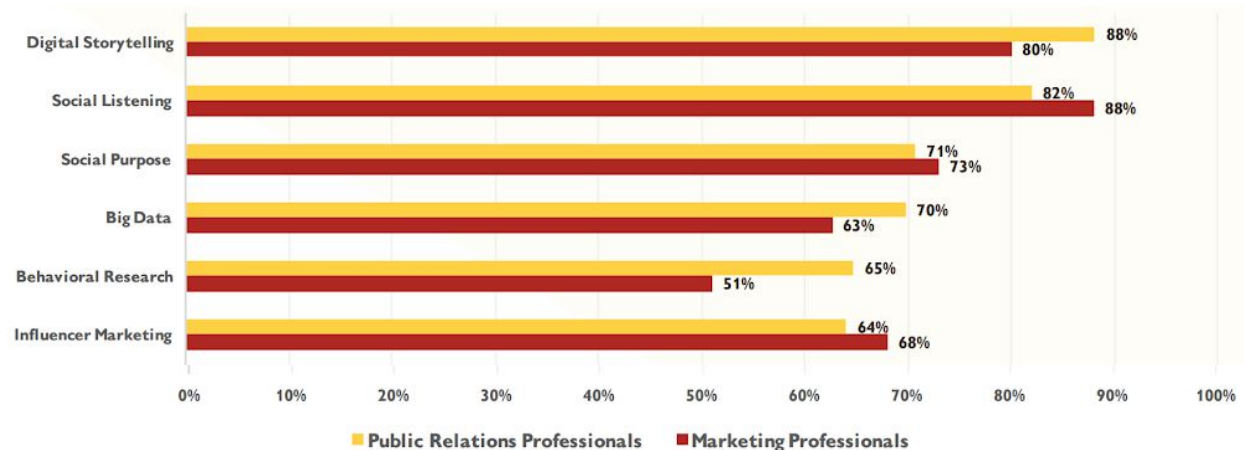
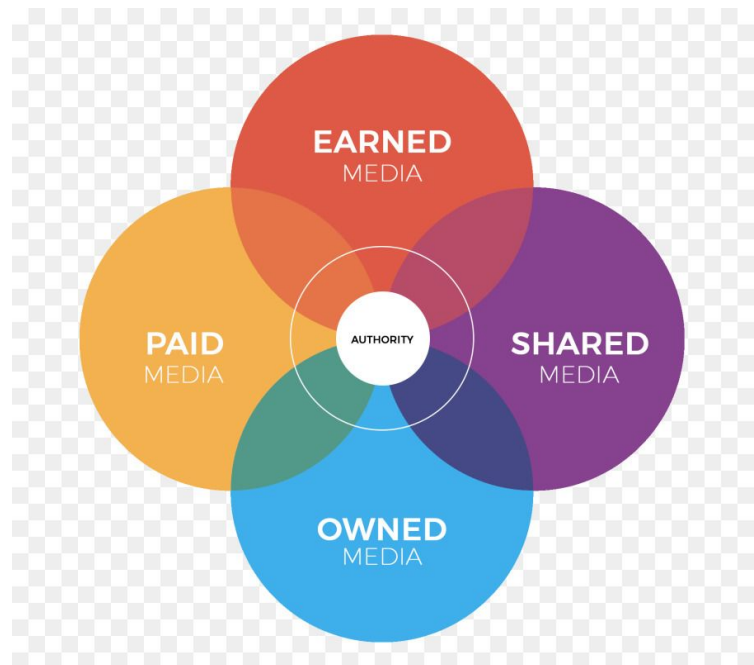
Industry

The Public Relations industry in its entirety is very closely connected at its core. “Public Relations is a form of both artistic and scientific communication that centers itself around ethics, storytelling, credibility, and mutually beneficial relationships.”² These

¹ Reinhold, P. (2016, December 13). Corporate vs. Agency PR. Retrieved September 14, 2018, from <https://commongroundpr.com/corporate-vs-agency-pr/>

² Martin, B. (2018, May 3). Defining PR Paper. Retrieved September 14, 2018.

values and goals are carried through by media relations, entertainment, non-profit, crisis, corporate, and agency professionals. Today the public relations industry is constantly changing and expanding. What it is today may differ largely from what it is tomorrow. The graphic to the right³ displays and helps visualize what public relations professionals of all sectors do. It has grown from simply earned media to all kinds of media. Public relations savvy experts have mastered each of these and know how to communicate and connect in a very diverse set of avenues. Agency PR has specifically mastered this art of utilizing all means of media exposure to accomplish clientele objectives. As PR grows, the industry is expanding to new kinds of media as well.⁴



³ Earned media Advertising Mass media Marketing Public Relations - graph - Unlimited Download. Kisspng.com. (n.d.). Retrieved from <https://www.kisspng.com/png-earned-media-advertising-mass-media-marketing-publ-994148/>

⁴ USC Annenberg Global Communications Report

Personal Appeal

As a rising public relations professional, the agency sector is very interesting to me. I am on this earth to influence people for Christ and point them to him. This does not only apply to my personal life but also my professional life. Public relations has a very heavy influence on the public eye and perception. It is often culture-creating. I am drawn towards this because I know that I can make a difference. A lot of times PR or other professions can act with few or loose ethics. Bringing a strong moral construct and holding it firm in an industry where standards can vary is something that I want to do.