

**Advertisers** play a role in shaping the ads that shape our culture. The work they do will be determined partly by the type of agency and role within it. Advertising generally consists of the following departments: **Account Management** is the clients' primary contact. They juggle a number of projects, and ensure that they come in on time, on budget, and on strategic target. In **Account Planning**, individuals try to understand consumer behavior and use that knowledge to devise strategies for clients. **Media** decides where to place ads, and in which medium (radio, television, print, or Web) when, and for how long. **Production** involves physical creation of the ads, either in-house or outsourced. If you're a **Creative**, you'll be responsible for turning strategies into concepts that can be made into finished ads.

An organization's reputation, profitability, and even its continued existence can depend on the degree to which its targeted "publics" support its goals and policies. **Public Relations Specialists** serve as advocates for businesses, nonprofit associations, universities, hospitals, and other organizations, and build and maintain positive relationships with the public. They handle organizational functions such as media, community, consumer, and governmental relations; political campaigns; interest-group representation; conflict mediation; or employee and investor relations. Public relations specialists also arrange and conduct programs to keep up contact between organization representatives and the public. For example, they set up speaking engagements and often prepare speeches for company officials. These specialists represent employers at community projects; make film, slide, or other visual presentations at meetings and school assemblies; and plan conventions. In addition, they are responsible for preparing annual reports and writing proposals for various projects.

### **Salary Information:**

- Advertising Sales Agent, Assistant Media Planner, Product Promoter  
\$39,470 Median Salary Wage (U.S. Bureau of Labor Statistics, 2007)
- Public Relations Specialist  
\$33,830 Entry Level Salary (Finger Lakes Region, NYS Department of Labor, 2007)  
[\*Salary varies based on education/advanced degree, work-experience & setting/location.]

### **Additional Information:**

- Advertising Educational Foundation: [www.aef.com](http://www.aef.com)
- Advertising & Public Relations: [www.careers-in-marketing.com/ad.htm](http://www.careers-in-marketing.com/ad.htm)
- Council of Public Relations Firms: [www.prfirms.org/career](http://www.prfirms.org/career)
- Public Relations Student Society of America: [www.prssa.org](http://www.prssa.org)

