

WHERE ARE THE WOMEN in management?

It is a dog-eat-dog world out there, and men dominate nearly every field imaginable. Apart from a handful of occupations, this statement rings true. However, one of the few exceptions is public relations. As we have journeyed into our PR courses in Grady, it is apparent that men are scarce in PR.

As of 1990, 80 percent of students enrolled as public relations majors in U.S. universities were female. In all honesty, you could probably enumerate the number of male PR students at UGA by counting on your fingers, but have women finally broken the glass ceiling? Can we put our hands up in the air and scream victory?

Before women shout success, there are still some alarming disparities between men and women in PR. Recent studies say that female PR practitioners still earn substantially less than their male counterparts. According to a 2004 *PRWeek* salary survey, women in PR in the United States earn an average \$22,487 less than men do.

Moreover, while women are not the minority in terms of numbers, they are still the minority in terms of influence. In managerial positions, men still dominate in number despite the fact that women make up more than 80 percent of PR practitioners.

Many can argue that the salary disparities associated with gender are present in every field; however the fact that such a huge difference exists in an industry dominated by women is alarming. What can we do to combat these disparities? In the end, we have to understand our industry. Whether you are a man or a woman, there are still obstacles in the way of success. After we acknowledge this fact, we can start to combat the gender inequality present in the field of public relations.



Women earn an annual average of
\$22,487
less than their male co-workers.



– Written By: Debbie Ebalobo,
junior from the Philippines



FOCUS on Today &

Tomorrow Takes Care of Itself

It's an ongoing career focus:

How do I get to the next level? Fortunately, the answer on how to do this is pretty straightforward for those who have recently graduated: Excel at your current position and the next level opportunity will appear. In other words, you'll earn it. Here are a few tips on how to prepare for that process and pitfalls to be careful of, e.g. what managers don't like.

Focus on the position you have.

Focus on the position you have. It's important to excel at your current position before asking for new projects or considering the next level. People who manage teams respect and value those who keep their eye on the "current" ball before asking for more. When you excel at your current tasks, your manager will typically present new opportunities to you and will proactively look for opportunities for you to grow. Do feel free to ask for new, more challenging projects, just be sure you're doing all of your current work exceptionally well and on time. I recommend waiting approximately six months before asking for new tasks; it shows you have patience. More on this below....

Review job descriptions.

Review job descriptions. A wonderful way to prepare for the next level position is to review a copy of your current job description (which you should have a copy of given you accepted the position), as well as the position you are striving to reach. Look for the differences in projects and skill level, and seek work that supports learning those skills.

Make your goals known.

This is tricky – establish goals too early and you can appear overly eager without understanding the need to put in your time and learn your current position. I recommend waiting at least six months before discussing it with your manager. With entry level positions, most managers are aware that team members are eager to move up, so they tend to address expectations head-on. Yet, it's important to couch your thoughts with the understanding that you know you still have a lot to learn, that you're pleased with your opportunities and want to continue learning and contributing at the highest level possible. Every manager can respect and appreciate that.

Put in the extra time.

Remember that you have a current position you've been hired to complete. If you ask for additional projects, they are truly "additional" and you'll likely need to put in extra time to learn and complete those projects. Most importantly, never let quality or deadlines slip on existing work assignments in order to complete the "next level" work. This shows poor judgment and indicates that you aren't ready for the additional opportunities.

Show leadership in other ways.

At Porter Novelli, we have a number of office committees that give everyone a chance to learn new skills and express areas of interest outside of their day-to-day client work – everything from Learning & Development to COMET (Committee on Making our Environment Terrific) to community service and

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Alumni profile

Katie Greene, Grady Grad 2008



What year did you graduate from Grady and what was your major?

I graduated in May 2008 with an A.B.J. in PR, a minor in Spanish and a certificate in New Media.

Where is your job located? New York, NY

What is your current job?

I am an Assistant Account Executive in the Digital Media practice with Cohn & Wolfe, a global top-10 PR agency. The Digital team helps clients develop communication strategies using digital and social media tools.

What part of your job do you enjoy the most?

I enjoy the daily variety that comes with working in a large agency – there's always something new to work on!

(Focus on Today Continued from page 2.)

agency visibility. Although these types of projects may seem trivial at face value, they will stretch different parts of your brain and managers will inherently notice your participation and leadership on these committees. It's a wonderful way to work with different people; i.e. Porter Novelli technology and healthcare practice members work side-by-side on these committees. And, you'll probably enjoy getting to know new people and even people you work with in different ways. It's really fun!

There are many things to consider when working toward the next level, and each situation is different. These are just a few tips, but I've always believed that you should do what feels right, seek advice if needed, and in the end, do the best you can. Good luck!



– Written By: Kim Sammons,
Vice President at Porter Novelli Atlanta

What other positions have you held before your current job and where were they located?

This was my first job out of college, but I held several internships in the Atlanta/Athens area while in college.

My first was with Gwinnett County Government as the PR Intern in the Health and Human Services Division. For two summers, I helped plan an annual silent auction which raised more than \$40,000 benefitting senior services.

I also held an intern position with Melissa Libby & Associates, an Atlanta-based boutique PR specializing in restaurants and hospitality.

Finally, I was the communications intern with Athens-Clarke County Leisure Services where I helped with event planning, the county newsletter and Web site.

Where you a member of PRSSA?

I was a member of PRSSA and was involved in Creative Consultants. I was on the client team for J House Media, where I helped develop their new media kit. PRSSA was a wonderful source, not only for meeting industry professionals but also my fellow peers who are now valued colleagues.

What was your favorite Grady class and why?

I loved so many of them! I enjoyed both graphic communications classes I took under Dr. Jones and Mr. Willett. I really enjoyed having so much freedom to be creative and having finished products for my portfolio.

My senior campaigns class under Dr. Sweetser really helped prepare me for what life is like in a real agency. Being able to work with Edelman to host the Edelman Digital Bootcamp was challenging but extremely beneficial.

Finally, I wouldn't have my job now if it weren't for my experience in New Media. Dr. Shamp's classes were always interesting and relevant for any career path.

What do you believe is the most important thing that a student should learn from Grady?

Personally, what I took with me from Grady was not only relevant information learned in classes, but personal friendships with my peers and instructors. With so many talented communicators in one place, their professionalism and passion for this field is contagious, you just have to be open to receiving it!

What do you miss most about UGA?

I miss the college life in general! Starting class at 11 a.m. and finishing by 2 p.m. was pretty fantastic. I miss the academic atmosphere, and of course gamedays! I miss UGA's beautiful campus and fun nights with college friends. Enjoy every moment because it's all gone in a flash!

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What is the one thing you wish you knew before entering the “real world?”

I wish I knew more about personal money management, investments, 401K and all that jazz. It’s tough getting started financially, and having knowledge about all of that definitely helps.

With the current economic recession in mind, what advice would you give to seniors graduating in May and entering the job field?

Finding a job is never easy, but the market is especially terrible right now. Don’t let that be a reason to stop trying. Apply for positions and network just as much, if not more, as you would if the market was great.

It’s important to get your name out there, and eventually it will all get better. You want your name to be at the top of the stack when companies begin hiring again.

When you were younger, what did you want to be when you grew up?

I wanted to be several things, including an archeologist, a teacher and the next Whitney Houston. Thank goodness I didn’t follow that one!

What is your favorite television show? Why?

I love “The Office” because it cracks me up and also because I’m in love with Jim!

Name one thing most people don’t know about you.

I was in marching band a total of eight years in high school and college. I played the flute and piccolo and loved every second of being in those hot, yet ever-so-attractive band uniforms!

What are your goals for the future regarding your career?

My plans include staying in New York for a couple more years and advancing in my agency. I’d love to get some international experience by working in Spain or elsewhere in Europe. I’ve always had an interest in living in Washington, D.C. as well, so we’ll see what happens!



– Written By: Stacey Thomas
senior from Stafford, Va.

THE ECONOMY

turning bad news into good opportunities

The foundation of the economy all depends on its ability to generate jobs. Right now, we are seeing this more than ever. As a college student, I am noticing my peers around me who are in constant conversation about anxieties they have when it comes to graduation and moving into the “real world.”

No one wants to face the fact that it may be close to impossible for them to not only find a job but keep one.

I am hit with an overwhelming sense of worry when thinking about finding a job in PR because of the sheer competitiveness of the field, now escalated by the perceived lack of opportunity.

I believe some people are worried because they have not found encouragement from the government, and there is a fear of the unknown that people have difficulty grasping. Given that Americans’ perceptions of the job market are worse than they have been in decades, what encouragement do we have?

Night after night, we hear that we should expect it to get worse before it gets better, but I do believe it will

get better, especially when the government begins to use its efforts to broaden the economy by stimulating job growth and preserving those jobs.

As a college student approaching graduation, I agree with Cory Stewart’s PRSSA blog post when he said the key to finding a job is always to keep your options open to any and all types of jobs and not limit ourselves to strictly public relations.

This approach will allow us to gain as much experience as possible and provide a foundation for future job opportunities.

Most importantly, I think we need to embrace this ever-increasing competitiveness and use it as a tool to market ourselves on a more personal level.

Using these tips, I am confident that as hard-working students in a competitive field, we will all be able to benefit from our past experiences and land a job or internship after graduation!



– Written By: Caroline Smith,
junior from Jonesboro, Ga.

AGENCY TOUR REVIEW

Cookerly Public Relations

Intimidation—this is what I felt as I glanced up at the towering building of silver blue, reflective glass in the middle of bustling Buckhead. As a third year PR student with no experience in professional public relations, I found myself passing through the revolving door—equally intimidated by the marble floors—heading to Suite 510—Cookerly Public Relations.

Upon entering the office, it seemed like just a workspace; a beautifully decorated and contemporary workspace. And then the smiling faces greeted us. And the office came alive. Immediately we were introduced to the entire agency, including the president herself, Carol Cookerly. Right away it was obvious that these were people who love what they do.

As our tour guides Ada Hatzios and Suzy Bowen, both former Grady graduates, led us through the office, I noticed something: everyone was writing in some way or another. Whether they were in their offices or cubicles, each person was hard at work.

As we observed and met with each staff member, it was apparent that working in an agency is a lot of hard work. Cookerly works with many clients, and each individual staff member often handles five or six clients at the same time. While I was initially frightened at the work load, I still noticed everyone was happy! I wondered how these hard-working people, who on many occasions put in overtime, could possibly appear so genuinely happy at work?

After getting to know the jovial staff, I learned a number of things about agency PR. Everyone agreed that no two days are like. You never know what you will encounter or what challenges you might face. But every day, you learn something new.

I believe these traits are the reasons Cookerly is an exciting, cohesive team of PR professionals. Whether or not agency life is specifically for me, I hope whatever area of PR I find myself in, I am as happy as the group in Suite 510.

— Written By: Amanda Herrington,
junior from Stone Mountain, Ga.



On Saturday mornings Scott Mooney plays mommy for his three young daughters, getting them dressed, cooking their breakfasts and chasing them to the car. Saturday, March 29 will be much of the same routine, except the girls will be watching their mother, Christy, run her first half marathon she's been training for every Saturday for four months.

Christy Mooney trains for the 2009 ING Georgia Half Marathon through an

organization called Teams In Training (TNT) which helps volunteers prepare for high endurance races benefiting the Leukemia & Lymphoma Society and their search for a cure to blood cancer. Most program participants are either victims or friends and family of cancer victims.

"My father, Calvin Vick, is now five years in remission after being diagnosed with multiple myeloma in August of 2003. He courageously went through two stem cell transplants and two rounds of chemo to send the cancer into remission," Mooney said. She said her father's courage inspired her to raise \$2,000 that will go to help cancer victims like Vick.

"He is an incredible man, even before the cancer, and I thought this would be a great way to show him how proud I am of him, as well as to raise funds for others

fighting blood cancers," Mooney said. The fundraising in the Georgia chapter of TNT has been remarkably successful. In just two years, runners like Mooney have raised more than \$680,000 at the ING Georgia Marathon & Half Marathon.

This year on its 20th anniversary, TNT Georgia Chapter set a goal of \$290,000 in order to reach the millionth dollar raised for blood cancer. All the money raised this year will help fund crucial research and provide financial assistance to patients and their families.



— Written By: Sara Fon,
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New Leader Spotlight: Julia Rowe

This year's PR Director, Julia Rowe, is E-board's only junior.

The speech communication major became involved with PRSSA in 2007, joining the Publications Committee and working for the Creative Consultants MS Walk Campaign.

She has also been involved with her sorority, Pi Beta Phi, as public relations chair and special events assistant.

While not on the UGA campus, Julia's PR involvement has mostly been concentrated in Virginia and her home state of West Virginia.

She has interned for Sen. John D. Rockefeller, IV writing press releases and submissions for the Congressional Record. She also interned with Charles Ryan Associates, Communications and Marketing Firm and served as a counselor at Camp Alleghany in West Virginia.



Upcoming Events

March 17 • Lecture: Media & the Environment
(Ecology Auditorium – 4:00 p.m.)

March 19–22 • Robert Osborne's Classic Film Festival
Media & the Environment (Classic Center)

March 24 • Panel Discussion: Women in Leadership
(Tate Reception Hall – 4:00 - 5:00 p.m.)

March 25 • Government & Nonprofit Career Fair
(Classic Center – 10:00 - 3:00 p.m.)

March 27 • Grady Day (Journalism Room 205 – 3:00 - 4:30 p.m.)