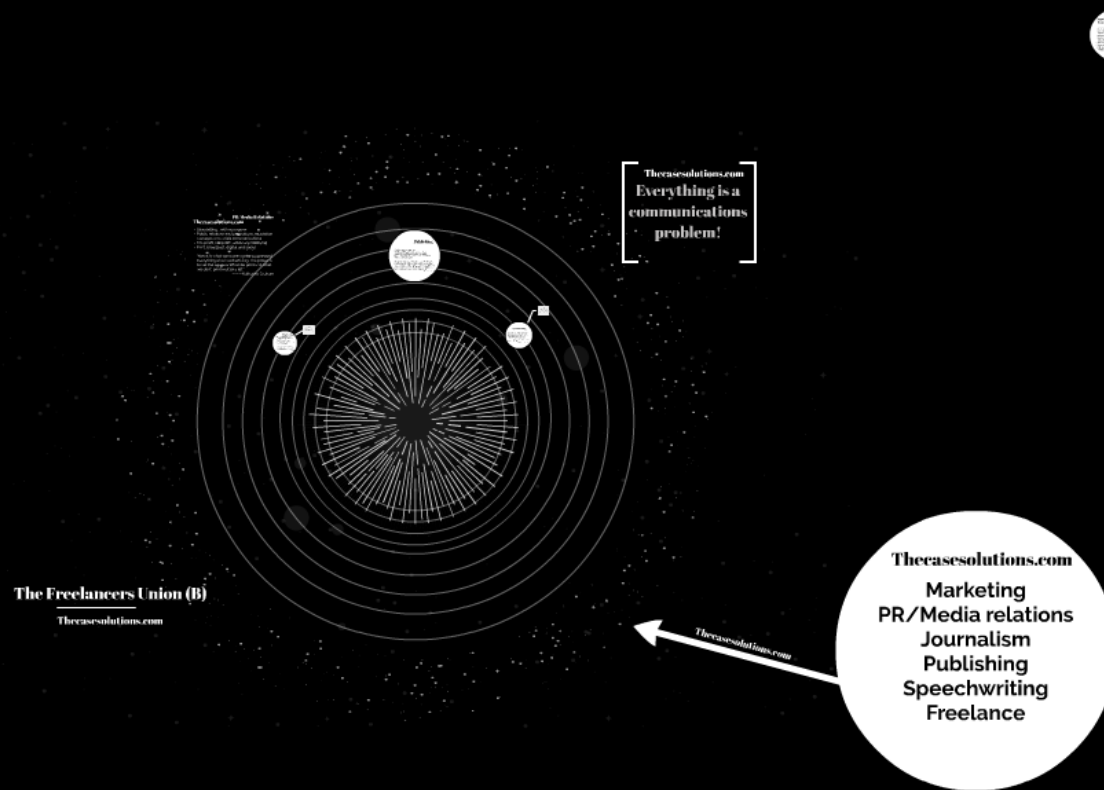


- What is a communications problem?
 - What level of help are they looking for?
 - How do I know if I have a communications problem?
 - How do I know if I have a communications problem?
 - All have other questions here, especially around the 1st question



Contacts:

- Jim Reische: jfreische@gmail.com
- Or talk to Career Services for help connecting with alums in the industry

Thank you!

he Freelancers Union (B)

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- What *is* communications?
- What kind of jobs are there? What skills are in demand?
- How do I learn more? And how do I start a search?
- All your other questions (and, hopefully, some of my answers)

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**Everything is a
communications
problem!**



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**Marketing
PR/Media relations
Journalism
Publishing
Speechwriting
Freelance**



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Marketing

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- Matching message to media to market
- Products, services, causes
- Print, broadcast, digital and social
- In-house or agency

"If you wish to persuade me, you must think my thoughts, feel my feelings, and speak my words."

———Cicero

PR/Media Relations

Thecasesolutions.com

- Storytelling... with a purpose
- Public relations and promotions, reputation management, crisis communications
- For-profit, nonprofit, advocacy/lobbying
- Print, broadcast, digital and social

“News is what someone wants suppressed. Everything else is advertising. The power is to set the agenda. What we print and what we don't print matter a lot.”

———Katharine Graham

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Journalism

- For-profit or nonprofit
- News/beat reporting, features, opinion, analysis
- Also design/layout, copyediting, advertising
- General interest, specialty, industry-specific
- Print, broadcast, digital and social

"A good newspaper, I suppose, is a nation talking to itself."
———Arthur Miller