

Public Relations: A Bird's Eye View

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Types of Public Relations

- Travel
- Corporate
- Agency
- Health
- Government & Lobbying
- Entertainment
- Finance

Men
27.2
%

Male vs Female

Women
72.8%

Source:
<https://muckrack.com/blog/2020/02/03/pr-statistics>

\$68.3 Billion Industry Worldwide

Source:
<https://www.statista.com/statistics/645836/public-relations-pr-revenue/>

Median Salary: \$100,000

PR Professional's salary has increased almost 10% in the last 5 years

Source: <https://www.swordandthescript.com/2020/04/pr-salary-survey-2020/>



Strategies & Tactics

- Business events
- Community relations
- Corporate and social responsibility
- Crisis management
- Employee relations
- Media relations
- Social media

Source: <https://blog.hubspot.com/marketing/public-relations>

270,000+ Jobs in the U.S.



Source: <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>