

Marissa Reale
Homework 7

1100 W. Montgomery Avenue
Philadelphia, PA 19122

Philadelphia Business Journal
400 Market St
Philadelphia, PA 19106

Dear Philadelphia Business Journal:

I am writing in response to the profile featured on Sally Smith and her public relations firm published on Wednesday, March 22. Smith stated, "You don't need a degree in journalism or public relations to work in the field. I have a B.A. in English and worked my way up from a secretary's job."

As a current Strategic Communication major with a concentration in public relations student, I disagree with Smith's statements. The public relations field requires a unique skillset. It is inaccurate to broadly diminish the value of a public relations or communications industry degree as unnecessary to work in the field. Smith's career path is rare. Few people can actually attain a successful public relations career without proper schooling.

In my classroom experiences, professors teach industry skills which go beyond information offered in any communications book. Entering the public relations field without training can result in many unfixable mistakes. Without understanding the importance and emphasis placed on public relations practitioners and journalists' relations, any small mistake can result in ending a working relationship forever.

The public relations field also requires an understanding of unique writing skills, knowledge and industry communication writing styles. Smith's writing styles learned through B.A. in English is very different than public relations writing. Industry writing must be clear, concise and clean. Public relations writing cannot be mastered overnight. Press releases, media alerts, media kits and pitches are just a few of the communication vehicles that are required in the field and not taught in just any school degree.

Smith's quote is misleading and offensive to public relations students and professionals with a communications field degree. Please contact me at mreale@temple.edu if you would like to discuss my opinions on this profile further.

Thank you,

Marissa Reale