

Missouri Career Mentor video transcript



Alisha Johnson

Assistant Public Relations Manager
Hughes

My name is Alisha Johnson, and I am an assistant public relations manager with an advertising and public relations agency. I have a degree in broadcast journalism and sociology.

My path

I went to school for broadcast journalism at the University of Missouri – Columbia. While working at school, I worked at a T.V. station as an anchor and reporter, and producer. After working at the T.V. station for awhile I decided to do an internship with the Boys and Girls Club. I did public relations in that internship, and after graduating I decided to get an internship with an international public relations agency. From there I was able to get a job with a public relations agency that was a little bit smaller, and that is how I ended up where I am today.

Daily Responsibilities

My biggest responsibility at work is writing. I write press releases, I write features for different magazines and newspapers. I also do event promotions. Daily, I write press releases and media advisories to send out to news stations. And I also do editorial planning and media relations.

Skills to Be Successful

The most important skill required for my job is writing skills. Outside of that, it is important to be creative, take a lot of initiative, and have good time management skills.

Joys & Challenges

The best thing about my job is that I get to have a lot of variety. I work with such a large amount of clients, that I get to touch on each of those clients every single day. On the other side of that, I do have to make sure that I manage my time because I am working with so many different clients. Another thing that I face is “writer’s block,” because I do a lot of writing.

High School Classes

Well I was very lucky in high school to have a T.V. station, so I took a film and video class. That class allowed me to do news writing, research for stories and actually do some on-air camera work. On the other side of that I was able to learn production and video editing. I also took a creative writing class that gave me a broad range of writing experience that I really enjoyed.

Early Influences

I had actually a very well-rounded high school experience. I had two older sisters who were involved in so many different activities, athletic and academic. Seeing their involvement helped me to have an idea

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of some things that I would like to do. So I was able to participate in a lot of athletic activities, as well as some academic and social activities in high school. Doing all those things really helped me to build social and leadership skills.

My Advice

If you are interested in a career like mine, I would definitely say build your writing skills as much as possible. You can do this by joining your school newspaper or yearbook committee. Make sure you save your writing samples and check your progress as much as possible. And when it is time to select a college, make sure you look for one that has a strong journalism and marketing communications program.

My advice would be to find out what you love doing. Once you figure out what you love, then you can worry about how to make money. A lot of people worry about salary first and then they end up not liking their jobs. I would also say to find someone who does the career that you think you want to do. Get to know them and talk to them about what kind of things you can do to make sure you get where you want to go.

Memorable Moment

One of the most interesting days that I have had recently was when we had a news conference scheduled for a big client of ours. I called and had several T.V. stations scheduled to be there. Then at the last minute, right before the event, they all called me and told me that a group of pilots was protesting at the airport and we wouldn't be able to have the coverage that we thought we would have. I got to the news conference expecting the worst. Then at the last minute we had three T.V. stations show up and two newspapers. So we ended up getting great coverage for our client.