

Journalism/Public Relations Advisory

Notes

April 2021

Palomar's Journalism and Communications Department hosted Zoom meetings with professionals from the journalism and public relations fields the week of April 19-22, 2021. We were joined by students and faculty, who asked questions about working in journalism and public relations. The questions included education, technology and skills.

[Here are transcripts of the questions and answers.](#)

April 19, 2021 - 10 a.m.

Dana Littlefield, Public Safety Editor at the San Diego Union-Tribune

I am a San Diego native and I'm not one of those people who knew, you know from the moment they exited the womb that they wanted to be a journalist. And I knew I was a fairly decent writer from a very young age, very young, actually, it was the thing in school that I liked to do the most. But I wasn't really sure you knew that that would be my career. Until probably when I was in college. I didn't really get any real journalism experience until I got to college and as was mentioned, I wasn't actually started off as a sociology major. A little later than it should have dawned on me I realized, you know this isn't exactly where my passion lies, you know I like literature, I like books, I like reading I like writing. And so I switched rather late in my college career, so to speak, to become an American literature major and it was then that I was. How about journalism, that seems like a good idea, and so, because I didn't have a journalism background in college, I decided to apply to graduate school and in between the summer in between. My undergraduate and starting graduate school I had applied for an internship so I worked at the Los Angeles business journal. I didn't do a whole lot of writing. It was the 90s, the late 90s so it's passing out faxes. I went to Florida. I did my master's degree there and I interned at the Gainesville Sun and that's where I got most of my experience doing actual real journalism. I didn't even really get that in my graduate program because it was mostly based in theory. So, like many of us, I learned that in the newsroom and that's not a knock on journalism education at all.

Emmanuel Barrera: yeah good morning hi, can you please describe the typical day at the office

Dana Littlefield: Typically my day usually starts with reading emails in the morning, of course I look at the homepage of our website to see you know what stories I haven't read yet. Then there's a 9am meeting. And so what we're typically doing is laying out what we know is likely to happen during the day. I try to let the rest of the editors know what my team has going on long term because we collaborate, for example, for that homicide story will need the assistance. And will need to collaborate with our graphics team so to pull that data into

something that's visual and interesting for our readers to consume So these are the kinds of things that happened in the morning. Then the rest of the day proceeds I to send out a budget, so a list of stories that I believe are going to land Adrian likes that budget to land right around noon I usually I try my best to get that to him as close to noon as possible.

I spend the day working with the reporters to make sure that we have reached out to all the sources that we need to reach out to for a particular story.

We don't have a dedicated staff that works on you know, adding stories and moving stories around on our homepage on our website. So there's that and then I start, you know, editing the longer stories for the paper, depending on how many we have and try to get those done not try to get those done by deadline. And then i'm meeting again with the editors at 4pm in the afternoon to talk about what might be coming up the next day so it's kind of a constant um you know.

Giovanni Vallido: hi um I was wondering what are some skills that you have that you feel are essential to your job.

Dana Littlefield: Well, writing skills of course and that may seem obvious. But there are different types. In broadcast journalism, but they are writers too they must learn to write this it's not just about you know always speaking off the cuff. And the writing might be a little bit different you know there's a different writing style when it comes to writing for broadcast versus writing for print. Understanding the difference is imperative and being able to modify your style accordingly, you know, again, the risk of sounding like an old lady, you know back in my day.

And I think that that is an asset for each of you being able to be flexible and to toggle back and forth between those styles and understand what type of writing is necessary for each medium, I think that will only serve well.

Jacob Koehler: So I was just wondering what do you think the future of journalism looks like.

Dana Littlefield: Well, this is the answer that my bosses probably don't want me to give. But i'm a person who doesn't really care how you get the news in terms of the medium, let me be more clear, you know if you're reading the story online versus the actual physical newspaper I don't care as long as you're reading, you know as long as you're getting the information.

So again, you know that's not the answer my bosses would likely give and, and this is also more proof why I am not on the business side Okay, you know that's not my deal, but that said.

I do believe, at some point, you know and people who know a lot more about the business side than I do agree that we will get to a point sometime in the future, where the actual paper product will go away. So understanding that I think that there is such opportunity for telling stories in new exciting and interesting ways.

Dana Littlefield: Journalists in the future need to pay special attention to take the time to teach our audience again, not in a condescending way things that we don't. But persuading them, urging them to find and develop the tools they need to make the choices as to whom they trust because it's not enough, in my opinion, to say you know I like X reporter I like X.

April 19, 2021 - 11 a.m.

Newspaper Reporter Jonathan Wosen

Jonathan Wosen: So I've been at the Union Tribune for roughly a year, almost exactly a year and some relatively new to journalism myself and still kind of navigating that transition.

You know I'm somebody who can probably tell I spent a lot of time and research in science actually wanted to be a scientist, since as far back as I can remember one, it could be anything and was really interested in biology and asking questions about how the human body works.

I latched on to biology pretty early on and stuck with that through undergrad and through my PhD at Stanford. So you know, for me, I guess the transition started a couple of years in the Grad school, I was you know working in the lab and a thesis project. Doing experiments and I found that I really liked writing about science, I really like talking about it and reading about it but. The actual experiments were right and exciting, for me, and they weren't bad fulfilling. You know it all felt really tedious and kind of small. I started looking for more small opportunities like. Students run science podcasts on campus or blogs or summer internships and so yeah I can try to get experiences, they felt more real in a way, so I spent summer 2017 I was in Boston writing for Stat news which at the time was a pretty relatively new health and science focused. Publication based out of Boston got to interview all these people in the world of biotech and pharma the FDA and actually interviewed Anthony Fauci. I jumped into this science communication program at UC Santa Cruz and basically about a year did a bunch of internships and was taking classes on the basics of.

Giovanni Vallido: Yes, um my question was what's a normal day in the Office for you like work.

jonathan.wosen@suniontribune.com: yeah well I've hardly ever been in the office, so my office looks a lot like oh you're seeing actually usually I worked at the kitchen table it's not the best setup but. So, yeah typical day I would probably up checking emails around 7:30 ish kind of early riser so we have an 8am meeting that I'm part of along with a few other reporters who routinely cover the pandemic meet to figure out what's the direction of the day, going to be in terms of the daily coronavirus story so yeah I'll be in that meeting from eight to nine, and you know we'll figure out we sort of divvy up the work depending on what's happening and who's beat it falls into and maybe the story.

Then you quickly reach out to sources, praying they'll get back to me on deadline and.

As information comes in, you know, some people get back to you as soon as another is sort of putting the pieces of the story. It starts as early as eight if I'm you know writing a story that can go until you know six or a little bit later Monday through Friday can be a little busy with the

Adam Correa: Hi Jonathan my name Adam and I'm the blog editor slash sports assistant editor at the telescope and my question is what skills do you have that are essential to your current job.

jonathan.wosen@sduniontribune.com: yeah um well couple things I think you know attention to detail, you have to have that to be you know good reporter that's also comes from the science training so yeah I think you have to have attention to detail, you know curiosity. Here you have to have a Willingness to be fair and at least you know to reach out to people and give them a chance to you know be heard. I think another thing that it translates from science to journalism is now those are both two disciplines or practices are kind of fundamentally interested in finding out the truth about penguins and how things work. And exact focus is going to be different you're studying some disease or Oregon or sell versus trying to figure out how the city works with government or health care, but yeah I think that that's coming come in handy so yeah I think attention to detail being willing to you know work hard, and you know be persistent and patient when you have to those are all things that have been helpful helpful.

Adam Correa: My next question is what technology related skills, do you need to be successful at your job.

jonathan.wosen@sduniontribune.com: yeah well I wish I had more but I think you need data visualization and data analysis skills. I can get data from the county or get data from other places and kind of come up with a rough idea of how we want to present that but then. But I think those would be a nice, you know skill set and i've spent a little bit of time learning how to work in our, for example, but haven't had a chance to apply that to Any stories just yet, so I think you know those would be good skills, I guess what I found so far is that really the you know basic skills that it takes to be a good reporter don't have too much to do with. Technology or anything sophisticated it's a yes it's hard work it's having your sources that you trust and the trust you and will actually. Now pick up the phone when you call them on short notice, so yeah I think i've kind of been a little surprised, but just in my own experience, I found that those basic things usually get me through the day or get me through my last any story.

Jamie Martinez: And my question is what kind of degree, do you think your newspaper looks for when hiring entry level positions.

jonathan.wosen@sduniontribune.com: Oh it's a good question. I don't know, I don't think that they weren't looking for somebody with a PhD in immunology. I think there's probably a little. You know stood out to them and not in a bad way just unusual. You know I think probably just you know well, if I remember the job description right for the position I applied for I think they're looking for somebody with a you know at least a bachelor's and you know journalism or some writing communication related field. But I guess maybe the point here is yeah when I saw the posting for this job for this position, I saw they were looking for somebody with. A bachelor's, at least in journalism, I think it was like five years yeah five years of working experience preferred. I didn't have either one of those things right, I had a really specific degree in immunology I had done several internships, but I hadn't been working as a journalist. For all that time, so you know I, and I applied anywhere, just because I thought it was short and I really wanted to be here, so I wouldn't get too hung up on it.

You know what these outlets or publications say that they want or or think that they want I would you know if you feel like you have certain skills and experiences you bring to the table that would make you, you know valuable in that position just tell your story, so I would just say tell your story with whatever experience you have and sometimes they can you know surprise people and sometimes it's nice to not necessarily have the exact same type of background and training, but other folks attitude, so I wouldn't get too hung up on, you know the degree

Wendy Nelson: Right thanks I think your background is really interesting Jonathan and I know you know long time ago, when I went to journalism school most journalists were. Most people that that worked in journalism had a degree in journalism and most journalism programs were sort of the broad liberal arts based you need to learn know a little bit about everything to be a good journalist and i'm just wondering with your background, do you think that's changing do you think more news organizations are looking for folks that have actual degrees in other areas, you know, maybe even work experience in those areas before they do you know start working in journalism, how would a student sort of combine those things you know, in terms of getting jobs in the future.

jonathan.wosen@suniontribune.com: it's hard for me to say you know from my vantage point I guess I don't necessarily see that there is a you know wave of people coming into the industry that tend to have some specialized skills. Experience relevant to their be that that might be true, but I don't know it's hard for me to see that or say that that's the case, I mean I do sort of see that. You know, generally, the people who cover certain beats are really interested in those things, and maybe they are really interested in them, because they had some you know personal connection, so we have people who cover the military that have a military background, for example. And you know, at least in my small world of science journalism, you know where I was before I came to the paper. You know I do know there's a you know, a branch of science journalists who have some scientific training, whether that's at the level, you know I have it, or that they majored in biology or chemistry in college and then went off in journalism direction, but I think there are still also a whole lot of people who were trained as journalists and are just really good at covering science, I think a lot of the top people you know still fit that description and and always will, so I guess what I am seeing within my own world is that.

You know, for a long time, historically and beliefs in science. The gold standard you think everybody was trying to get with some tenure track Professor ship somewhere right and that's a there are only so many of those things, there are more and more people with scientific degrees that are coming in the news graduate programs all the time, so you know in that world, I think that people are getting more open minded more interested in other paths.

You know you'll and if that's happening in other fields and may see more people who happened to be good writers and communicators. You know, going into journalism, so I don't know if it's a broad shift, but I see a little bit of that happening yeah I see more people in science, who are curious about science writing science journalism

Morgan: What would you look for an intern to help you with your job?

jonathan.wosen@suniontribune.com: I guess somebody who was comfortable with data would be nice just because I mentioned that's one area of expertise.yeah so I guess I have it, to some degree, but you know someone who's comfortable searching for you know data and analyzing it.

You know, one area I don't know if it's necessarily for an intern or something I want to underscore, get better at understanding, a little better.You know the business side of biotech you know, like my particular beat I'm still sort of learning the business side of. How this functions as an industry, you know the flow of venture capital and funding rounds and sort of getting a sense of what trends in biotech are real or not real at this point. But that that might just be more something you know internally so yeah for an intern and I guess I don't know if it's a great answer, but you know, I think. You know, someone who, to some degree, has their own questions, and you know things they're curious about. Even if you're not working on the exact same story, maybe there's a little niche of topics that they're willing to look into. I think it's mainly just being really curious and willing to let you know what you need to learn.

Emmanuel Barrera: Can you ask the next one hi yeah hi, thank you for coming on my question is what advice did you receive when you started your career.

jonathan.wosen@suniontribune.com: Oh it's a good question um yeah I definitely had some you know I had I was like you had some people who were your mentors pretty early on, really, you know. To that mini mini course at Stanford on like science writing and media people who you know taught that class yeah. took me under their wing a little bit and shared some different opportunities. I think that advice you know, take the most exciting, most important, most interesting thing and make that into your story.

Nick Ng: So one question for you is what do you think the future of journalism is going to be like, given how quickly, things have changed in the last 20 years.

jonathan.wosen@suniontribune.com: I don't know. It's been shrinking for some time and, at least within the traditional you know print world and expect that to probably continue, you know I think internally at the paper we've talked about having certain goals and milestones to continue to move into you know, this being primarily a digital paper. I think we'll probably see more places like Stat, for example, which was online from the beginning when it started back in 2015 I want to say and and it's focused. There will be more freelancing and as a subset of journalism and the pros and cons that come with that in terms of flexibility and setting your own hours versus stability and there are ways to make that work.

But there's definitely going to be a need and people will still need information about what's going on in their neighborhood. You know what local politicians are up to date with and what's going on with local schools, so you know that information will be needed, people need information to live our lives, whether folks are willing to pay for it and whether they're going to get that information through some of the traditional outlets in the long term future, I think, because it's open question.

Giovanni Vallido: yeah I had another question, it was about um, what do you think makes the difference between let's say an average dirt journalists versus a great journalists.

jonathan.wosen@sduniontribune.com: You know one thing is the quality of your sources. You know, having a deep understanding of a particular subject and also having really good sources are things that make you a good reporter and obviously just you know being really persistent and willing to you know chipping away your story and look at it from multiple angles and keep try and get a hold of that person you won't get back to you on those are those are important things to so yeah.

Hayley Lawson: hi sorry um my question is is there anything that journalism schools aren't teaching that you think that they should be.

jonathan.wosen@sduniontribune.com: I wish I had a little more time to pick up some multimedia skills and I think like I mentioned, you know kind of you know coding and those are things where it was hard to sit down and learn them unless you have a good chunk of time and a good reason to like if you're working on a story and it's necessary to do that sort of thing but but yeah I think those those I wish I had a little bit more of those skills, I don't know how prominently they feature in journalism schools.

April 20, 2021 - 10 a.m.

Celine Zeinoun, marketing and social media specialist

Celine Zeinoun: And so, our objective was to basically try to make some positive social change and trying to change the narrative. Our objective was to drive positive social change through fresh relevant content. And to deliver a fresh relevant content so obviously the conversation was happening on social media, so we needed to be part of it.

Celine Zeinoun: So we started with four touch points content media social media and conversion content, obviously we needed relevant content we needed to make sure that we are creating awareness that we are.

Celine Zeinoun: Media was obviously designing and implementing the right connection channels, we needed to be where they were where they were having the conversation whether its traditional or non traditional media.

Celine Zeinoun: and social media obviously because that's where nowadays our online community is you want to bridge between communities and their positive causes and.

Celine Zeinoun: We want it to all be seen you know, have a conversation with them and create an online family.

Celine Zeinoun: The last one is conversion and that's obviously very important because you know, once you open yourself up to social media you open yourself up to a huge amounts of data. And and alternatively clockwise we wanted to also monitor the conversation we want it to mind for data and then might map that data, so we can become.

Celine Zeinoun: Have peer to peer influence and then, once this audience is starting to interact with themselves, and we are monitoring the interaction we're steering the conversation.

Celine Zeinoun: We wanted to ultimately have something called information amplification with which then leads to grass root amplification and in grass grass roots, our approach in shifting public opinion.

Celine Zeinoun: And because I mean the conversations were happening in the hundreds of thousands online and we were monitoring everything and we were doing reports, day and night.

Celine Zeinoun: trying to figure out, you know what's the common thread, what are the subjects that are being discussed. It it has a series of videos and posts, and it was also on instagram and YouTube and it just talked about all these you know people in the Arab world that contributed to science, the knowledge certain facts that fight against the narrative of terrorists and because they pretty much.

Celine Zeinoun: Ultimately it's our duty to be informed, to seek the truth to question the information we are continuously bombarded with on a daily basis and to think for ourselves. We all have the right to to have faith and and to live life, the way we deserve to live it, but we also have a duty to respect one's way of life and treat each other, the way we wish to be treated.

Celine Zeinoun: You know, but our objective was to promote a positive message and that's the thing that's the power of the Internet is that you can behind hide behind the screen and nobody really knows who you really are and what your intentions are. We also included the documentaries, of having

a lot of fun news outlets basically speak about them also you know a lot of those works were featured in universities.

Celine Zeinoun: Now I mean I wore many hats, I was account manager project director executive producer. The person who rushed to get coffee for everyone, the meeting. I mean I just you know we were a startup mode and even though every single person that wasn't part of the team had extensive experience in their fields and work with multinational companies but. So, so you know I mean, so we pretty much reached him through a mobile phone and that's that you know that that's the way we went about it.

April 21, 2021 Hope Reilly, Director of Public Affairs & Chief Social Media Strategist at Southwest Strategies & President of San Diego Chapter of PRSA

Wendy Nelson: What do you predict will happen in the next five years, or you know what are some of the biggest challenges that PR is sort of facing right now.

Hope Reilly: Even like media relations to some extent because one people are getting their news from Facebook and so it's like, why do you need someone to do your media relations, if I can just I can post on my Facebook page and to I think just in general people assume that.

Hope Reilly: socialization of the news is actually a reason to double down on PR.

Hope Reilly: and not to lessen it because you need to work that much harder to make sure that the truth is coming through it's so easy for somebody to go sideways.

Hope Reilly: Or to something that isn't news to be interpreted as news and need to be corrected and address head on, from the beginning.

Hope Reilly: But that's not always the case, and then I think that the real upswing in focus on video and multimedia content.

Hope Reilly: has created sort of a new space and channel for us as communicators and that's really going to be something that we're going to be looking for more and more ways to tap into and whenever that happens it's always that we need to find cheaper quicker, more effective, more resource.

Wendy Nelson: So um this question is, how would you recommend someone studying in the communications PR field to establish themselves were to apply to evolve themselves.

Hope Reilly: yeah, so I would say that internships are really great opportunity to get your foot in the door and get a sense of.

Hope Reilly: What you might be interested in, I mean PR is a big world and so like I figured out pretty quickly that I wasn't interested necessarily in like restaurant hospitality hotel kind of PR have a lot of people really prefer that to the kind of stuff that I do.

Hope Reilly: I really enjoyed like more of the political infrastructure development side of the world

Hope Reilly: there's also like a huge higher education, public relations industry that is thriving and then there's also opportunities to.

Hope Reilly: To focus more on specific skill sets within PR and so I think you know, starting with an internship opportunity where you hopefully it'll get to get your feet wet on a lot of different things.

Hope Reilly: Is your opportunity to get a sense of what interests you most and then that can help you to think through more where you where you might want to land for your first opportunity.

Wendy Nelson: Where being a specialist in something maybe having a a minor or you know, a double major where you, you have this real knowledge about I don't know it could be the environment or sustainability and then also.

Wendy Nelson: You know, have these skills, the skill set in journalism or PR does, that is, that happening at all within the public relations fields.

Hope Reilly: It doesn't happen, and I think i've seen it to varying degrees of success it really depends on on you and where your passion lies.

Hope Reilly: If you have one area that you're really passionate about I think it's always great to explore it and then to see how you can leverage both sides of your brain, so to speak, they're.

Hope Reilly: into what you pursue and I think those opportunities are naturally going to open themselves up because.

Hope Reilly: Like your example about the environment is great right there's so many organizations, now that are focused on environmental advocacy environmental improvements and they all need PR so you know there's lots of opportunities in that sense.

Hope Reilly: If you're like me and you can't possibly ever choose what you're interested in, and I have this problem all the time, where like every time we get a new plan with I want to work on that and.

Hope Reilly: Our President is like you're literally like I don't understand how you couldn't do any more work and i'm like well I can't.

Hope Reilly: Developing a thing, and this is what I always tell my new hires like how something that becomes your thing, and everyone knows you're known for that, and they should come to you for that, because that is a huge advancement opportunity.

Erin Hiro: When do you have a follow up on an internship so I have students, I know that want to go into PR and they asked me how to get there i'm a journalism professor, so I don't really know that much about that so.

Hope Reilly: If you're not seeing stuff right this minute don't be deterred but PRS a generally, we do have a job board and we do get a lot of interest about.

Hope Reilly: postings usually around this time and that's why i'm saying don't be deterred.

Hope Reilly: But I think generally PR is a is a really good place to start there's also a national PRS a job board that if you're not necessarily like.

Erin Hiro: And what skills did your intern have that made you want to hire I think you said her.

Hope Reilly: yeah we really look for interns that are willing to jump in on a variety of different projects and issues area that have really good attention to detail and are really interested in developing their writing.

Erin Hiro: So with journalism clips like let's say they work for the campus newspaper are those something that you would want to see.

Erin Hiro: And what kind of other clips do PR interns have are they video clips are they what other things do you look for in a portfolio for a PR person.

Hope Reilly: So we don't require portfolios for interns or for entry level hires um and generally for anyone above that we asked, we asked them to writing test, so we don't do the full portfolio.

Hope Reilly: Because one of the things, especially the Agency side is that a lot of your work is proprietary and so it's hard to find things that can publicly be shared and we don't want anyone to be limited because of that.

Hope Reilly: um so we always try to focus on that, but I think it's always nice when you can link to those kinds of things in your resume, to the extent that you have things that you're.

Hope Reilly: you're proud of that you want to share, and I think you know I definitely do check those out for sure when i'm looking at a new candidate.

Erin Hiro: And you look at their social media as well.

Erin Hiro: So what can cautions do now to get their social media ready to get a job in PR Hope Reilly: So I think developing a robust linkedin is great, I always am impressed when I see a younger person that has like multiple recommendations on there.

Hope Reilly: That has listed out their experience i've seen somebody even like list out some of like the most influential classes that they took and I think that's really interesting because it gives me some insights into.

Hope Reilly: Like what what like tickles my fancy what interests them what what gets them excited and that gives me something that I can work with in terms of thinking through what kind of role they could take on with my team.

Hope Reilly: And I think those are all really, really useful and then also just how they.

Hope Reilly: always refer to as me form, how they share, about themselves and like what things they find that are proud of and passionate about, because I think that also gives you a lot of insights into kind of how someone's mind works and what their what their angling to get towards.

Erin Hiro: I have one more question, I know that we have some questions on the chat so I have some students say to me do I need a four year degree for PR Do I need a masters.

Hope Reilly: So we do require four year degree for an entry level position, we do not require masters and our leadership team, I think, less than half have a master's.

Hope Reilly: You know, I think it depends on in terms of PR i've seen a lot of times we'll one if you studied communications undergraduate I think a lot of people don't end up going on to the Masters just because.

Hope Reilly: For a lot of people that can be a continuation of the program that you took in college to a to a pretty decent degree and then i've seen it also where.

Hope Reilly: The master's degree tends to come in either one someone graduated during a terrible job market and decided to try to differentiate themselves, which is obviously always a good idea or.

Hope Reilly: when somebody decided to change paths and wanted to get that communications background.

Hope Reilly: In the PR field, there is also the accreditation and PR which is run through PSA and that oftentimes will be pursued in place of a master's degree.

Hope Reilly: Because it's a similar kind of distinction that he gives you the three letters after your name and all that good stuff so i've definitely seen people go that route as well.

Hope Reilly: You know i'll share I haven't gone either route, I have a bachelor's degree and have never felt like i've been at limited by that.

Hope Reilly: Just because I PR isn't demanding field, and it would be challenging, I think, to pursue a master's degree, while working full time and i've never wanted to take a break from working so.

Wendy Nelson: yeah Okay, so we have have you faced any problems being a woman in your field, and is it a continuing problem or has it changed over the years,

Hope Reilly: So I think that's a great question, I think that in the majority of PR fields it's actually predominantly female, in fact, on the PRS a board of directors, I think we only have two males right now out of 19 people.

Hope Reilly: i've done construction outreach throughout my career in terms of supporting infrastructure improvements, and that is definitely more male dominated.

Hope Reilly: um but it became very clear to me quickly that as long as you establish yourself as a um you know competent credible and trustworthy person that people are generally pretty open and willing to listen to you and I would say that for sure the perception of women in the workplace has transitioned immensely in the last 10 years I think it's it's you know night and day.

Hope Reilly: I had worried about having a child and can be back into the workplace, I am not the kind of person that wanted to be a stay at home mom.

Hope Reilly: which makes it hard to fit in in the my mom group, but I was like like itching to get back to work after about four weeks after my daughter was born like.

Hope Reilly: going out of my mind just sitting at home, I was like texting people from my office being like i'd read the news and then i'd like Monday morning quarterback.

Hope Reilly: Why did you do that, that was a terrible soundbite what the heck is going on there, what do you need me to write something Let me read what's going in there, like they had to be a coat you need to stop reading the news like.

Hope Reilly: Like it's it's good to take a break everyone, like everyone green it's going to be fine.

Hope Reilly: And so you know that's kind of in my mentality, but I didn't know what it'd be like to go back to work with a child right and like if people will see it differently.

Hope Reilly: And I was really, really immensely pleased to see how understanding and

Hope Reilly: Just totally ambivalent people were to it like it didn't change a perception or any role, people were understanding, like the couple of times I had to run out because my daughter, you know what sector had something happened, or something.

Hope Reilly: And it just was a really, really warm experience my office even was had enough confidence in me to promote me just a few months after I came back from maternity leave, which I felt like.

Hope Reilly: was a huge step and something that I definitely had heard wouldn't happen from the moms that came before me right that you know that you could be at a disadvantage, you know you may not be considered for advancement and so.

Hope Reilly: That gave me a huge amount of confidence that you know, I was in the right place, and also that the field is changing.

Wendy Nelson: Okay there's another question in the chat, how do you go about finding relevant contacts and sources when working with a client what tools do you use to find effective content for your campaigns.

Hope Reilly: It starts to everything, so I always tell my staff that your best ideas come from the less.

Hope Reilly: The least expected places and it's really true um I was watching dolphin tale with my daughter, the other day and had a great idea for a new social media son for client movie dolphin tale yeah well yeah so like you just never know where you're going to get something.

Hope Reilly: So I just tell my my folks to read and watch and absorb as much as humanly possible.

Hope Reilly: social media is overwhelming and exhausting sometimes and i'll be the first to say it, and we spend a lot of our professional time on it.

Hope Reilly: So spending more time on it in your personal life, especially following like work related accounts can be tiring, but I think it really is a place where you get so many different ideas and You know imitation is the highest form of flattery and I don't think there's any like bad about you know, seeing somebody do something, effective and figuring out a way to use it on your side.

Hope Reilly: You know, for your project as long as it's not like your direct competition than it looks a little questionable.

Hope Reilly: But so a lot of it comes from seeing what other people are doing.

Hope Reilly: And just kind of seeing thinking about your life outside the box, I really encourage like creative thinking and to think about like unusual applications of practical things so that we can just find new ways to get things done.

Wendy Nelson: list here of questions and I think you've given some great advice, but you know was there any advice that you received when you were starting out that really helped you and your career.

Hope Reilly: um, so this is going to be controversial, I think, but I was told early on, say yes to everything at first, and I think that that really did resonate and really helped me.

Hope Reilly: And it was not in the sense of like dude like take on so much you're working 90 hours a week or which happens, but not that often so you know it all balances out, but it was just show that you're willing and then.

Hope Reilly: Take all the opportunities, so you can get the experience and find what you really love and what you're really passionate about.

Hope Reilly: um you know don't judge something just based on what you hear and just pass on it, because you may regret it just say yes, and then you can say no later, and I think that's really worked out just immensely well for me.

Keyana Simone: What would you say is great about PR and the opportunities that people have when they work in PR.

Hope Reilly: yeah definitely and i've definitely encountered exactly what you're talking about and i'm actually also registered lobbyist as part of my role, so I get that on.

It you know I mean there's anything that people have the worst perception up I think it's probably that so.

Hope Reilly: um they if you've noticed they never depict lobbyists well and TV it's actually my biggest frustration is like a lobbyist is always the bad guy has anyone knows that but that's a different story for a different day.

Hope Reilly: You know I mean, especially in the kind of PR that I do, which is so public serving in terms of improving our basic infrastructure and kind of the universal human rights to like water and. Electricity and you know Internet connection and things like that it just is such a great it's exhilarating opportunity to be able to tell that story and be the missing link that takes a lot of these projects from conception to reality.