Executive Summary

When I began my internship in May, I thought I knew what Community Relations was, but as I began to delve deeper and deeper into the field, I started to understand the infinite depths and complexities of the field.

I took this internship because I was interested in the communications between the public and an incredibly large corporation. But what I discovered was that community relations were much more for a company as large as Vulcan. Apart from just working with the press, I helped with the research of a great deal of different issues, and worked with the charity work of the Vulcan Foundation.

The research I was responsible for drew me into politics, environmentalism, economics, and a variety of media. None of these things did I expect to deal with when I went into the office on the first day. Besides the work I did in the office, the Vulcan staff took me to several sites where Vulcan does work. They also encouraged me to take my own trips to work with their contacts in order to further Vulcan’s public relations work.

This internship showed what public relations in the real world is like. Rather then simply spin and reactionary measures, the work the office performed leaned more towards the side of preparation, protection, and publicity. While this business is not as glamorous as it is depicted by Hollywood, it does instead offer greater challenges and opportunities.