

This summer I had the amazing opportunity to work with public relations agency Nadine Johnson & Associates, Inc. in New York City. Nadine Johnson has gained the reputation of being the premier public relations agency dealing in lifestyle brands, including restaurants, boutique hotels, fine artists, night clubs, Dom Perignon champagne, and various New York landmarks and venues such as Pier 57 in Chelsea and the Sculpture Center in Queens. Nadine Johnson & Associates are paid to gain maximum exposure of their clients by working with the media to increase awareness of their clients with the public. This can be done through magazine editorials, newspaper and online reviews, events, Twitter, Instagram, and Facebook, in order to eventually increase the revenue of the client. My responsibilities with the agency included keeping track of basic press obtained for the clients I was assigned to. I was given the clients Pier 57, the Joule Hotel in Dallas, the Sunset Tower Hotel in Los Angeles, the King and Grove hotels, and the Hotel Chelsea in New York. This also included any associated spas, restaurants, bars, and shops with the hotels. I also assisted in any way I could with the other publicists, which consisted of scanning articles for them or basic research for client projects. I updated the excel sheets that track press to keep the whole process organized and created "clips", which are documents that include the name, date, images, and text of the press we received.

There are several skills I noticed over the summer that are essential for good publicists to have. I noticed one must be organized, manage their time wisely, work under pressure, and be able to communicate their ideas clearly to the client; they must be a "people person" and work at pleasing their client given difficult demands. A knowledge in photoshop and excel are great, but being a good writer is crucial.

Publicists often write monthly reports to send to their clients of the total amount of press received for the month, and they also write press releases to send to many publications. Over the summer I had the opportunity to develop some of these skills. I think my attention to detail was a skill that was much improved during the summer. This especially was tested when it came to assisting with a special event that showcased our new office space. The office interns (there were only two) were in charge of set up, the guest list, catering, music, working the door, etc. Nadine has high standards and many influential writers were invited so everything had to go off without a hitch. Luckily, being aware of minute details such as refilling empty glasses, keeping the rooms tidy, or even how loud the music was being played made all the difference in the success of the night. Being attentive is important, but as I said, communication is too. I tend to be more shy and reserved, but asking questions and speaking up were skills I realized I needed to develop. In the beginning of the internship there was a lot of lingo I did not understand like "media blast" or "OP", "EP", or even "DP". I came to learn that speaking up and being inquisitive helped acclimate me faster to the office and also helped me get to know my fellow coworkers, who then often acted as mentors to me. Communication was especially crucial when it came to executing a July 4<sup>th</sup> party for our client Pier 57. I was assigned to the door and had to work with my mentors inside about how to handle large entourages, people trying to sneak in, or people who said they were invited but not show on the guest list; it was a challenging night! As far as accomplishments, I think being a successful intern at a PR agency essentially means making yourself available to help in any way you can, doing tasks without complaint or even being asked, and being

timely in doing so. I think I accomplished these things well, as my mentors commented on how I completed my tasks quickly and without mistake.

I learned among many things that a career in public relations could be very plausible for me in the future, even with Nadine Johnson and Associates. As I was not able to handle clients directly, I experienced that the internship could be slow paced at times. I found myself asking for more tasks to work on, and I wondered if I was even being helpful to the agency. However, a coworker told me that showing up each day with a good attitude and putting in the hours was what makes a good PR intern, not necessarily if you feel you are making huge differences in how the agency functions as a whole. A high point for me came at the end of the summer when I spoke to the director of the agency on the final day of my internship. I did not have many interactions with her over the summer since I was just an intern, but she said she appreciated all the work I did for her and that she looks forward to hearing from and seeing me again soon. It erased any concern that I had about not being noticed or feeling like I was doing a good job. I feel even more confident now that I want to work in public relations and applying for a position at Nadine Johnson will absolutely be in my future plans. I'm grateful for the knowledge and skill set I have learned from my mentors at Nadine Johnson & Associates, and will carry it with me wherever I find a job after graduation this spring from Sewanee.