|  |  |
| --- | --- |
| To: | Professor Sara Cutting |
| From: | Halie Rogers |
| Date: | October 19, 2015 |
| Subject: | Linked Project Proposal |
|  |  |

**Background information that will identify the topic:**

The public relations industry is most familiarized with its fast-paced, trendsetter ways. As aspiring public relations professional, from the classroom to the Internet and social platforms it is safe to say that there are many ongoing challenged within the PR industry. Before the 21st century PR was implemented for brands in an entirely different way. There was no social media, Internet influence and pressure for brands to keep up the trends, technology and the social atmosphere. Information, technology and consumer behavior was overall slower during this time.

Nowadays, PR professionals constantly have to keep up with all the new social tactics, social media campaigns, hashtags, trends and brand reputation. There are new ways to the PR world and even from now to the near future of PR, there is now an understanding of non-stop learning, adapting and communicating to the World in the best ways. With the society we live in today, there is a new app, iPhone, viral video, or trend that consumers and brands are using to keep up with the fast-paced industry. With how fast media travels and how fast new practices appear, PR professionals, like myself, need to be on their A-game, 24/7.

**Purpose of the research:**

With the challenges this industry faces now, to the new challenges that are coming already in full swing for the future, PR professionals need to be aware of what is coming, prepare for it and know how to tackle it head on. The challenge of PR is dealing with the constant change and speed of the World today, knowing what they are, preparing for them, adapting to them, and most importantly being able to do what is best for the client on the spot.

The best solution to these challenges is to keep to date with everything going on in every aspect of the World as much as you can. So that when a crisis comes swinging into your company’s court, you are more than ready to protect, engage and promote the brand in the best way possible.

**The scope of the research:**

The research thus far has been on PR blogs, websites and other tools that have given insight on the key challenges PR has to tackle right now, in the future and on an every-day basis.

*Some of these challenges consist of:*

* The death of traditional journalism
* Transparency
* Real-time crisis monitoring
* Measurement of data
* Hyper-tailored, personalized information

These are only a select few challenges that the PR industry is currently facing and will be facing in the future as times change within the social ideas, trends and technology the World is expanding on.

**A plan for the collection of data:**

Tentatively, the plan is to tap into more recent journals, blogs and articles on PR practices and challenges today. I plan to discuss the matter with a few of my professors to see their take on the challenges and ask of their opinions and recommendations on how to best handle this in the real, PR World.

PRSA, Public Relations Society of America has several tools that are very helpful and up to date on topics such as this. I plan to use the website to find journals, articles, news updates and more on the challenges PR faces. Get the Latest Intelligence. (n.d.). Retrieved October 12, 2016, from <http://www.prsa.org/>.

The Holmes Report is a great place to find articles on the PR World that are very relevant and beneficial to someone in this industry. The site offers non-stop content for best and worst PR practices, ideas, educational tools and more to offer PR professionals. The Winds Of Change: 10 Challenges Defining The Future Of PR. (2014, April 11). Retrieved October 15, 2016, from <http://www.holmesreport.com/latest/article/the-winds-of-change-10-challenges-defining-the-future-of-pr>. This source will allow me to see current trends and practices going on in the industry.

A variety of blogs concerning PR are very resourceful when discussing this topic. I found an article on Cyber Alert that found the challenges PR professionals are dealing with today and how they should see long-term challenges.

Comcowich, W. (2014, April 14). 10 Challenges Facing Public Relations Right Now [Web log post]. Retrieved October 12, 2016, from http://www.cyberalert.com/blog/index.php/10-challenges-facing-public-relations-right-now/ Researching in blogs such as this one will provide personal and professional experiences and advice on current ideas and trends of the PR industry.

**Data Analysis:**

After conducting research on the topic of handling the challenges in today’s World of PR versus the future, I found that these are challenges that are going to almost always going to be a problem. Times have changed and with the way people now communicate with one another as well as technology, business practices, etc. PR professionals need to adapt to the changes and always be on top of news.

**Estimated time schedule:**

I plan to keep up to date once to times a week on the blogs, websites and other various tools I find to make notes on and find more relevant sources to implement to the final paper. We have a few weeks left to conduct research and I plan to do all the media monitoring of articles I can.