

SMART TALK: PR ESSENTIALS ALL PROS SHOULD KNOW

Are you prepared for the real world of public relations?

In Smart Talk, PR veteran and multicultural marketing expert Melissa Vela-Williamson shares how public relations really works. She provides experience-based insight that bridges the gap between classroom and career, showing you how to avoid detrimental mistakes and excel from Day One.

Book Description

In public relations, missteps are easy but redemption can be difficult. Smart Talk is a candid guide to navigating the evolving PR industry and forging your own path toward an impactful, purposeful career.

You'll learn about developing beneficial relationships, creating integrated communication strategies, planning targeted campaigns, and advising clients in their diversity and inclusion efforts with chapters like:

- What PR Really Is
- Start Smart with PR Etiquette
- Media Relations Do's and Don'ts
- Planning Like a Pro
- Use Tailoring to Serve Multicultural Needs
- Understanding Integrated Marketing Communication
- Building Your PR Toolkit

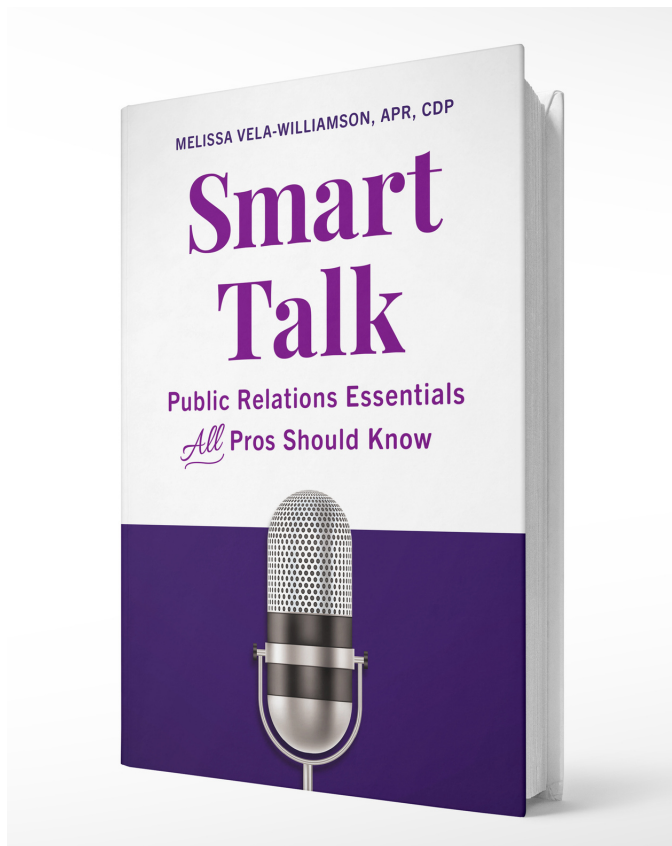
Plus you'll learn relevant advice from Melissa and 10 diverse pros in the "Pass the Mic" sections at the end of each chapter.

Book Details

Publication Date: **October 25, 2022**

Price: \$ 8.99 - 28.99 US

Format: eBook, Paperback, Hardcover



About the Author

Melissa Vela-Williamson is an accredited, internationally-recognized public relations expert, national columnist, and podcast host. With nearly two decades of multicultural and integrated communications experience, Melissa serves as a consultant, trainer, and account director at her boutique firm, MVW Communications. She has directed communication efforts for more than 90 organizations, including Kampgrounds of America, H-E-B, Alamo Colleges District, Girl Scouts of Southwest Texas, and Texas State University. With unique experience in internal communications and DEI, Melissa leverages her PR expertise and acumen as a certified diversity professional to create social good.



Speaking Requests

✉ Melissa@SmartTalkSeries.com