

GEORGIA WHYTE

PUBLIC RELATIONS, RMIT

Senior School Subjects

- Year 11: Literature, English Language, Psychology, Management, Religion and Society, Drama Units 3+4 Early Advancement
- Year 12: Legal Studies, Literature, English Language, Psychology and Media.



Why did you choose these subjects? I was good at them and generally interested in what I'd learn from them.

What resources did you use to choose subjects? I spoke to my teachers, family and the College Career Adviser but the most important resource will be your brain. Think about what you enjoy, what you're good at and what isn't going to annoy you. You have to study it for 24 months, then potentially another 3+ years if you go to university, so it's important that you're interested in a subject.

My biggest piece of advice is don't choose a subject just because a course requires it. If you don't like the subject but it's a prerequisite, chances are you'll also hate the course and won't want to pursue a career in that field. So consider subjects you're interested in as this will also help you plan what you want to do post-school.

What was your course like? My course was incredibly hands on and industry focused. I studied the Bachelor of Communications (Public Relations) at RMIT and we had to do internships at real businesses, pitch campaigns to real clients and manage real issues. We were constantly working in groups and pitching to panels of people. We also wrote a lot of strategies and scripts and made lots of educational and promotional films. My major was in Literature and Philosophy so that involved a lot of talking and writing.

What did you love about your course? I loved that we were 18 year olds telling companies what to do. Our teachers trusted us enough to make decisions for major companies and we'd often present ideas to people who had been in the industry for years. I love people, and I constantly had to manage them, write to them and work with them, so that was amazing.

How did the subjects at school prepare you for your course? Every one of my subjects helped me.

- **Literature and English language** prepared me for all the reading and writing I'd have to do.
- **Media** helped me make good films and know how to dissect a text.
- **Psychology** helped me understand the way people work and how to and influence them to do things.
- **Drama** made me confident when pitching and doing public speaking and
- **Legal Studies** prepared me for the legal subjects we did in my course.

What advice can you offer students considering studying the course? Make sure you're a good writer but also consider whether you like people and knowing how they work. If you like writing but struggle to relate to others, don't study public relations. It's also not just creating events or promoting something, it's a psychology and requires a lot of self confidence and respect. Hate those English orals, group assignments or explaining things to people? Then I wouldn't apply for public relations.

What are you doing now in your graduate position? I work as the Marketing and Communications Coordinator for a creative hub in Yarraville. We have theatres, dance studios, yoga rooms, rehearsal studios, recording studios, creative offices, film and television studios, photography studios, function rooms and a café and bar. I tell everyone that they exist, manage a team of designers, write all the newsletters, get creatives to partner with us, manage all the social media, train staff how to interact with customers, take bookings, plan workshops for the staff and write all the external and internal content you read.

What do you love about your job? Every day is different and my manager also trusts me with what I'm doing. I am constantly talking to people and figuring out how to make the space better and get more people involved. I get to type at a computer but also show people around our venue and have meetings with people who want to do cool things at our studios.

Give students an example of a 'day in the life' of your job? I arrive at work and the guy in the café updates me on all the people who have come in before I arrived. I then check my emails that consist of dancers, artists, actors, musicians and other people asking whether they can use one of our studios. Another will be about whether our posters are ready for print, if I want my company to be a part of a festival or if I could please send through all the promotional content required for a performance.

Next I check our social media platforms and reply to any comments and schedule the next week's posts. Someone will then walk in and enquire about running a film shoot, so I'll take them on a tour of the space and organise their booking. Then I'll have a meeting with a lady who wants to write a story about our company and I'll speak to her about it is what we do.

A staff member will then walk past and ask how to turn the projector on and I'll show them so we can play the video I've compiled. I head back to my computer and write a strategy around how we'll get more people to rent our offices or how our staff should answer phone calls and book clients. Then we'll have a beer or food tasting and I'll decide whether that company's brand suits our bar.

The design team then spots me and asks whether I like the new fliers they've made. They show me the new website they're creating and I tell them what does or doesn't work. We then discuss what the new posters should look like and book a street artist to come and paint the front of our building.

I head back to my office and upload new content to the website, book bands in for our weekly performances and write a media release about an event we have coming up. Then I go home, feeling happy with the work I do.

Why should students consider studying Public Relations? You have the power to influence people and make people aware of an issue or field you're passionate about. Not many people will realise, but you'll be the person determining what people think about a company, person, place, or even an issue. You get to be creative and you'll always work on innovative projects and ideas. If you like influencing your friends to do things and thinking strategically, I'd study PR.

Course information: Bachelor of Communication (Public Relations), RMIT, <http://bit.ly/29HGX8K>