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# PROWL PUBLIC RELATIONS

PROWL PUBLIC RELATIONS IS TEMPLE UNIVERSITY'S FIRST AND ONLY STUDENT-RUN PR FIRM. OUR MISSION IS THREEFOLD: TO PROVIDE CLIENTS WITH COMPREHENSIVE PR SERVICES AND SOLUTIONS, TO OFFER PRSSA MEMBERS OPPORTUNITIES TO APPLY THEIR KNOWLEDGE AND GAIN EXPERIENCE BEYOND THE CLASSROOM, AND TO BUILD CREDIBILITY WHILE FORMING LASTING STUDENT-CLIENT RELATIONSHIPS.

MONDAY, DECEMBER 15, 2008

## Freelance PR Part 1

In my never-ending quest to find out what I *really* want to do with my life, I came across a new avenue of public relations-- Freelancing.

After interning at an agency this past semester, I realized that perhaps agency work isn't quite the route I want to take upon graduating from college next year. I realized that I love to write, and often prefer working solo. I reached out through our Twitter to find other PR practitioners out there who have done some freelance work. Luckily, many people responded!

**This is the first post in what will be a series of posts featuring different PR freelancers.**

This week, I interviewed Robin Bernstein of Write Time Communications, a company that provides PR services to clients on a freelancing basis.

Ms. Bernstein would describe freelance PR as, "providing public relations services (writing, publicity, event planning, etc) to an organization or individual (the client) on a contract basis."

She mentions that freelancers are paid by the project, by the hour, or via a monthly retainer.

Bernstein also notes that many PR freelancers prefer to be called "independents" because the term freelancer sometimes refers to people who freelance, in addition to having a full-time job. For Bernstein, being an independent is a full-time and permanent job.

After holding positions at Ogilvy PR and Edelman, she opened Write



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