

RESEARCH PAPER: From Journalism to Public Relations: A Study of Career
Transition and Job Satisfaction

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This study examined why former journalists select careers in public relations (PR). It included comments from public relations managers on the effectiveness of former journalists working in PR positions. Twelve former journalists now working in public relations participated in in-depth interviews. In addition, 32 supervisors participated in an online survey. The research found that journalists left the profession because of poor working conditions, including long hours, stress, and lack of job security. Former journalists participating in this study demonstrated high satisfaction in their public relations careers. Public relations managers participating in the study stated that former journalists were overall effective in their “new” careers.