



HOW TO KICK START A CAREER IN PR

The Caterpillar Factory by Vyvyan Kinross offers a unique insider's account of what it takes to get ahead in today's booming PR business

'The caterpillar does all the work, but the butterfly gets all the publicity'. This quote, from American comedian George Carlin, provides the central motif for the book which is designed to help PR students and professionals ramp up their skills and fast track their careers. *The Caterpillar Factory* sets out the approach, processes and detail needed to succeed as a public relations adviser, making a sometimes complex subject accessible and employing frontline experience and examples to drive the narrative.

"Too often, books about public relations display an in-depth academic and theoretical knowledge of the subject but have little to say about applied PR and how it works in the real world. *The Caterpillar Factory* is the book I wish I had been given when I started out in the business; it would have made sense of so many aspects of the job", said Vyvyan, of his reason to write the book.

The book sets out to explain what PR consultancy really means, providing the nuts and bolts of the business model. It then shows how to go about the process of attracting and winning new business, followed by chapters that unlock the world of media relations - from how to plan and manage media campaigns and pitch effective news releases to using features to broaden coverage and preparing clients to face testing media interviews.

The Caterpillar Factory offers a perspective on the science of applied social psychology that drives PR, techniques to launch new products, a structure for writing winning proposals and rules on writing style. Along the way, it provides insights into to origins of PR, through portraits of the industry pioneers, 'engineers of consent' like Edward L Bernays and Ivy Ledbetter Lee. The book is designed to be a valuable addition to the technical knowledge and skills base of all PR students.

VYVYAN KINROSS has been in PR consultancy for 30 years. In 1987, he co-founded his own successful agency and grew it into a top 50 PR firm. He started silverFox PR & Communications Training to help industry professionals develop their knowledge and skills in the PR business. Vyvyan is an approved trainer of the Public Relations Consultants Association PRCA, a member of the Chartered Institute of Public Relations CIPR and a member of the Faculty of the Management School London, teaching a wide variety of PR courses and qualifications.



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