

TEXAS TOWER PR

www.texas towerpr.org

www.utprssa.org

Providing students with a complete view of the PR agency experience.

CAPABILITIES

Who We Are

Texas Tower PR is a student-run public relations firm at the University of Texas at Austin, affiliated with the Alan Scott chapter of PRSSA. Texas Tower PR sets a goal of providing clients with quality public relations and consultation while giving students the opportunity to run their own agency and manage their own accounts. Each account is assigned an account executive to meet your publicity needs. The structure and size of our agency allows Texas Tower to maintain focus on the individual needs of each client. The account executive is responsible for most of the contact and planning between Texas Tower PR and the client. While each account has an executive, every account will participate in brainstorming and receive feedback from the entire firm.

When We Meet

Texas Tower PR formally meets every other Tuesday at 6:30 p.m. in the CMA building; however, individual account teams often meet independently during the off weeks, as does the executive board of Texas Tower PR. Meetings are subject to cancellation dependent on business. Clients are not obligated to come to meetings, but the invitation is always open to anyone interested in coming to a meeting to present your organization as a potential client or to help with any publicity we are currently working on for your client. Texas Tower works as a team with the client to ensure we are portraying the message that best fits your needs.

What We Do

Texas Tower works with various non-profit organizations. Texas Tower's capabilities include:

- Writing media materials such as press releases, pitches and media alerts
- Developing fliers and brochures
- Coordinating/organizing special events and promotions
- Developing public relations plans
- Creating media kits

****Depending on the amount of business, work on client requests may be limited****

What We DO NOT Do

Texas Tower PR is providing you with free public relations, but any costs that we incur, such as printing or copying fees will be billed directly to you. This is discussed in the client contract, which you will receive before work is started. Texas Tower PR's purpose is to provide University of Texas at Austin students with hands-on public relations experience; therefore we do not distribute, print or provide publicity for initiatives or materials that we did not create.

Because Texas Tower PR is an independent, student-run firm, the University of Texas, the Department of Advertising, or any of its faculty or any faculty representative at the University of Texas at Austin is not responsible for work performed by the firm. This includes the firm's faculty and professional PRSSA chapter advisors. All arrangements exist between Texas Tower PR and its clients.

Contact Information

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