Business & Public Opinion
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Faculty Advisor: Professor Sharon Ullman • Field Supervisor: Julia Shreiber ’18, Associate

Field Site: Ceisler Media

Ceisler Media
- A public relations and issue advocacy firm in center city Philadelphia.
- Helps corporate, small-business, non-profit, and government agency clients navigate communications campaigns.

Examples of Ceisler Media’s Clients

- Philadelphia Children’s Alliance
- Comcast
- Walmart
- Coca-Cola
- Mastery Charter Schools

Praxis: Business & Public Opinion
- Investigated the relationships between businesses, media organizations, and public opinion.
- Examined how they influence one another and which communication avenues are most effective.

Projects

Finding the Narrative
Research online articles, social media, and news broadcasts.

Identifying the Right Person
Develop media lists to help clients effectively target journalists.

Challenges

Developing Judgment
Learn to decipher what the client needs to know.

Fast-Paced Environment
PR projects require quick turnaround.

Surprises

PR & Media Relationship
Both work together to find stories and inform the public.

Method
Public relations experts know which method of communication is the most impactful for their client.

Social Responsibility
Discussed whether it was ethically responsible to conduct the communications campaigns of organizations whose mission you disagree with.

Communication
Analyzed different media organizations in Philadelphia and evaluated each organization’s reach/impact.

Implementation
Walked through how Ceisler Media’s organizational structure allows them to effectively execute communications campaigns.

Course Takeaways

Advocacy
Many businesses pen op-eds to promote their agendas and missions.

Lobby Government Officials
Businesses reach out to elected officials to protect their interests.