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## **2020 Ones to Watch: Nicole Joy Hales, Vice President, Client Services at PRfirst**

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Nicole Joy Hales  
PRfirst

What led you to your current profession? I have always been interested in the relationship between media and society, and have always loved to write. When the opportunity came to work in public relations, I saw it as a great combination of these two interests. I've been sustained in my career because our work in public relations is focused on helping good organizations get noticed for the positive they are contributing to our world, which is both important and rewarding.

What advice can you offer to someone who is interested in a career in your industry? Always try to make the most of opportunities to meet new people. While this is not always as easy as it sounds, it's always worthwhile to meet new people, and you never know where these relationships might take you. Specific to public relations, know what is – and what is not – newsworthy, and find a good balance between respect and persistence. And read everything you can get your hands on (true for just about any profession)!

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