



Internship one

ADELAIDE NCUBE REACHES FOR GREATER HEIGHTS AT PLATINUM PR

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Embarking on a journey in public relations can be met with various challenges. Firstly there are those around us who do not understand what PR is and therefore fail to make it their career choice, secondly there is the uncertainty of coping, and ultimately there is the challenge of finding a job. However, there are those who are set apart, who defy these odds and prove that a career in public relations is one which should be embraced with pride and enthusiasm. One of those individuals is Adelaide Ncube who won her internship at Platinum Public Relations via an on stage competition.

Ncube was one of many -a second year public relations student at the University of Johannesburg (UJ) last year. However, this changed in 2009 when owner and Director of Platinum Public Relations, Nevasha Naidoo, presented to the public relations students at UJ on the value of PR and its role in society. Part of her presentation included an on stage competition where students could come up and answer questions based on Naidoo's presentation.

The prize for the individual who answered the best was a one month internship at Platinum Public Relations including an opportunity to receive on the ground training. The stakes were high, the stage was set and the pressure mounted...Platinum staff wondered who they would mentor and UJ students wondered who would win. Ncube ended the tension as she gracefully and confidently took the stage, absorbed the questions and blew the crowd away.

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What started as a one month internship is now a full term internship position. This has given Adelaide an opportunity to work on prime global brands.

“Skills transfer and development forms part of our CSI programme and we are indeed proud to have Adelaide be part of our dynamic team. This is Platinum Public Relations firm commitment to transferring skills and developing individuals in the PR industry,” says Naidoo.

Adelaide’s love for the industry and ability to weather the storm first perfectly within Platinum Public Relations ethos and breaks misconceptions associated with the industry. Under Naidoo’s leadership and together with her colleagues, Adelaide is undoubtedly on her way to the top to prove that public relations is one of the most integral facet of business development.

In conclusion, Naidoo stated, “Empowering a person can empower a nation. Therefore people must be given an opportunity to prove their talents, skills and abilities in a conducive environment for knowledge to thrive.”

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Issued on behalf of Platinum Public Relations.