

Ana, along with fellow members of the Boston University chapter of the Public Relations Student Society of America (PRSSA), tours Boston PR agency Morrissey & Company. The agency is headed by Peter Morrissey (below), a Boston University alumnus and lecturer at the College of Communication.



Ana Pantelic

Year: Junior

Major: Public Relations, College of Communication

Minor: Business Administration and Management, School of Management

Hometown: Tallahassee, Florida

Ana, whose family is originally from the Balkan nation of Serbia, grew up truly bicultural—every few years, she and her sister moved between Florida and Serbia, attending school in each place on a rotating basis. The summer before her sophomore year at Boston University, Ana lived in the Serbian capital of Belgrade and was a public relations intern at New Moment–New Ideas, the largest advertising and public relations agency in the Balkan region.

"No matter how much you read, textbooks can never teach you as much as the practical application of ideas. I really support the College of Communication's requirement that all students complete at least one internship before they graduate. Having an internship so early in my college career definitely put me ahead of the game—by the time I was a sophomore, I'd already had experience writing press releases, working in crisis situations, and hosting press conferences. While we were learning about these things in the classroom, I had memories of real events that I could associate with the concepts we were discussing. Not only did my internship confirm that I wanted to major in public relations, it also gave me confidence that public relations is a career that will make me happy and excited to go to work every day."

