



Public Relations

+ What is public relations?

- One of the largest growing areas of communication
- No simple definition (one educator collected 500 definitions), but we can look at key elements
- People often define public relations by some of its most visible techniques --publicity, events, etc.

+ Some simple definitions

- PR stands for **P**erformance and then **R**ecognition
- Doing good and getting credit for it
- Getting good publicity for your employer
- Press agent

+ **Complex definitions 1**

- Public relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics

+ **Complex definitions 2**

- Public relations practice is the art and social science of analyzing trends, predicting their consequences, counseling organization leaders and implementing planned programs of action which serve both the organization's and the public's interest.

+ **The concepts of publics**

- Small p public relations vs. large P Public Relations
- What is a public?
 - Internal publics
 - External publics

+ Components of public relations

- Counseling
- Research
- Media relations
- Publicity
- Employee-member relations
- Community relations

+ Components of public relations

- Public affairs
- Government affairs
- Issues management
- Industry relations
- Fund raising
- Multicultural relations/Workplace diversity
- Special events

+ Public relations careers

- Career growth
- Educational preparation
 - Writing
 - Desktop publishing
 - Internet
 - Photography
 - Critical thinking
- Certificate/bachelor degree/masters degree

+ Pros and cons

- Tylenol or Odwalla
- Knott's Berry Farm
- Function as flaks
- Lack of "management" function
