The trade publication PR News developed a widely accepted early definition of public relations: “Public relations is the management function which evaluates public attitudes, identifies policies and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and patience.”
Public Relations: a challenging career with plenty of variety

- A S.F. PR account executive’s "day in the life" illustrates her job’s variety: research, writing, advising, media relations, planning...
- Nationally, 350,000 people work in the field (according to the U.S. Bureau of Labor Statistics).
- And will grow nearly 40% through 2014, according to the U.S. Bureau of Labor Statistics.
- PR is most developed in the U.S. which in 2007 had almost 7,000 PR firms with combined annual revenue of $6 billion.
- In May 2006 Money magazine ranked Public Relations Specialist 20th on its list of “50 Best Jobs” for job opportunity and potential salary.
- Globally, there are some 200 national and regional PR associations with a membership of more than 150,000.
- In the U.S. in 2005-6 about 34,000 students were majoring in PR, advertising/PR or strategic communications.
PR activities and spending are also growing in Europe and even more so in Asia, particularly China where the economy is growing at the rate of 10 percent annually.

In China, the 2008 Summer Olympics fueled dynamic PR growth.

The 2010 Shanghai World Expo is expected to do the same in China.

Global free market economies create a fertile environment for increased public relations activity.
DEFINING PUBLIC RELATIONS

- People often think of PR in terms of its most visible techniques and results: publicity in a newspaper, a TV interview with an organization’s spokesperson, or the appearance of a celebrity at a special event.

- PR is a process involving many subtle and far-reaching aspects.

- It includes research and analysis, policy formation, programming, communication, and feedback from numerous publics.
DEFINING PR (cont’d)

- Its practitioners operate on two distinct levels—as advisers to their clients or to an organization’s top management and as technicians who produce and disseminate messages in multi-media channels.

- PRSA definition—13 words: “Public relations helps an organization and its publics adapt mutually to each other.”

- Review key words on page 7: deliberate, planned, performance, public interest, two-way communication, management function.
PR as a Process

- The RACE acronym—Research, Action, Communication (execution) and Evaluation (p. 8)
- PR is a process, a series of actions, changes, or functions that bring about a result.

- A popular way to describe the process, and to remember its components, is RACE first used in “The Nature of Public Relations” by John Marston.
- Definitions of PR people as “linking agents” and “boundary spanners” who act to transfer information between two systems.
Other terms for Public Relations

- To describe the public relations function within corporations, “corporate communications” is the most common name, according to a survey of the nation’s 500 largest corporations, used by 165 companies. “Public relations” used by 64.

- Other names are “public affairs, corporate affairs, corporate relations, and corporate public affairs.

- Social service agencies, universities and government agencies like “public information” or “community relations,” names which don’t imply the persuasive nature of PR communication. The military likes “public affairs.”

- C of C used to use “College Relations” but is now “Marketing and Communications.”
Less Flattering Terms and Stereotypes

- “Sex in the City” reference, Samantha, the Kim Cattrall character, owns a PR agency—depiction on glamour, parties, “schmoozing,” no “heavy lifting” or routine functions
- And the old Michael J. Fox series, “Spin City,” as the devious and manipulative, deputy mayor/press secretary—“flak/spin doctor”
- A 1993 study found that PR was consistently equated with “manipulation of the truth to a dubious end” but a more recent study of the media’s portrayal of PR is more favorable...
### Specific PR jobs and roles

- Counseling
- Research
- Media relations
- Publicity
- Employment/member/investor relations
- Community relations
- Public affairs
- Government affairs
- Issues management
- Financial relations
- Industrial relations
- Development/fundraising
- Special events
- Marketing communications
- Multicultural relations/workplace diversity
THE RANGE OF PUBLIC RELATIONS WORK

- Corporations (private and public) 34%
- Nonprofits/Foundations 19%
- Public relations firms 17%
- Government (all levels) 10%
- Educational institutions 8%
- Independent consulting 8%
- Health care 1%
- Professional associations 1%
- Other 2%

Major areas of PR work include:
Publicists and Press Agents: What’s the Diff? (p. 12)

- Publicists deal exclusively with placement of stories in the media.
- Press agents are also specialists who concentrate on finding unusual news angles and planning events or “happenings” that attract media attention.
HOW PR DIFFERS FROM JOURNALISM, ADVERTISING, MARKETING (p. 16-20)

These are important distinctions to make and understand

- Journalism and PR differ in scope, objective, audience and channels - journalism serves the public, and PR services clients/causes
- Advertising is paid for; PR utilizes “free media” opportunities and outlets
- Marketing is concerned with customers and selling products and services; PR is concerned with building relationships and generating goodwill for the organizations
The trend is toward more comprehensive planning involving a variety of communication disciplines—PR, advertising, marketing, sales promotion, direct response—and combines these disciplines to provide clarity, consistency and maximum communication impact.
Reasons for IMC trend

- Downsizing and reengineering of organizations—many have combined departments and reduced staff dedicated to various communication disciplines...meaning one department, fewer employees, expected to do a greater variety of communication tasks
- Marketing and Communications Departments are making do with tighter budgets.
- To avoid the high cost of advertising many organizations look for alternative ways to deliver messages
- These may include: building buzz by word of mouth; targeting “influentials;” Web marketing; grassroots marketing; media relations and product publicity; and event sponsorship
Five Essential Abilities (p.25)

- Writing skills
- Research ability
- Planning expertise
- Problem-solving ability
- Business/economics competence
10 QUALITIES THAT EMPLOYERS WANT

- Good Writing
- Intelligence
- Cultural Literacy
- Know a good story when you see one
- Media Savvy
- Contacts

- Broad Communication Experience
- Specialized Experience
- Avoid Career Clichés
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On the Job Insights

- Hershey chocolate’s 100th anniversary of its popular Kisses—12-foot-high, 30,000 pound Kiss created as a “pseudoevent” and “photo op” to attract media attention (p. 3)
- Bank of America’s successful initiative to attract new Hispanic customers—PR campaign created awareness through national news releases, radio and video news releases, staged events, holiday tie ins… (p. 8)
- Awarding winning PR campaigns (p. 13)
FINALLY....

- Take the PR Personality Checklist on page 28!
- See syllabus for homework due next class from this chapter