

MIDTERM I REVIEW

LECTURE:

- DEFINITION OF PUBLIC RELATIONS
 - o A strategic communication process that builds mutually beneficial relationships between organizations and their publics on who its success or failure depends
- PUBLIC RELATIONS HISTORY
 - I. Revolutionary War (1760s+)
 - a. Samuel Adams
 - o Sold idea of independence to colonists
 - Use of activist groups (Sons of Liberty)
 - Use of Symbols (Flag, don't tread on me)
 - Use of slogans (give me liberty, or give me death)
 - Use of staged events (Boston teaparty, Boston massacre (5 deaths))
 - The role timing (get story out to people 1st)
 - The use of a sustained saturation campaign (the Federalist papers)
 - Also note the use of multiple media (newspapers, pamphlets)
 - II. Amos Kendall (1820s)
 - a. Andrew Jackson's Press Secretary/kitchen cabinet member; Jackson ran against Davy Crockett
 - b. Populous movement during this time
 - c. Literacy gaining foothold

III. Industrial Revolution (1870s, Seedbed Era)

- a. Rural to Urban movement; village life ends, pop. x2
- b. Agriculture → Industrial based economy
- c. Greater demand for information
- d. Theodore Vail (American Telephone/Telegraph-ATT)
 - o Concerned about relationships with the public
 - o Used institutional advertising (PR advertising)
 - o Surveyed customers, tried to address their concerns

IV. Late 1800s-1900s Transition

- a. First Corporate PR Dept. @ Westinghouse, 1899
 - o Battle of Currents: West AC/Edison DC
- b. 1897: American Association of Railroads uses term "PR"
- c. 1900: 1st publicity firm, Boston w/ Harvard as 1st client
- d. New Media: Cinema, 1910; Radio, 1920; TV, 1950

V. Muckrakers, 1900s+

- a. Protest, reform
- b. Journalistic expose of government/big business corruption
- c. Standard Oil co. & Rockefeller's blowing up other oil co's
- d. Ivy Lee
 - Declaration of principles emphasizes honesty and the public's right to know

- Used handouts to keep media informed of progress of negotiations during coal miner strike
- 1914 “Bloody Ludlow” & Rockefeller reputation
 - Had donate money publicly via big checks
- A FATHER OF PR

VI. World War I

- e. George Creel and The Committee on Public Information
- f. Public support for war/government involvement important
- g. Fear of media & propaganda
- h. Edward L. Bernays
 - a. Freud’s nephew; combined social science & PR
 - b. First PR Course & book: Crystallizing Public Opinion, 1923
 - c. Emphasized “public relations counselor”

VII. WWII

- i. Office of War Info, Elmer David head
- j. PR Training Ground (75-100k PIOs)
- k. Developed advertising as a PR tool
- l. Social Sciences = soldier studies
- m. Expansion & growth post-war

VIII. 1960s (social unrest, protest)

- n. Distrust of “establishment”