

Lecture Slide Notes

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- Definitions of public relations
 - Traditional: "Public relations is management of communication between an organization and its publics"
 - Commonly used: "Public relations is the use of communication to negotiate relationships among groups"
 - Commonly used: "Public relations is a communication function of management through which organizations, adapt to, alter, or maintain their environment for the purpose of achieving organization goals"
- How public relations is different from:
 - Journalism
 - Journalists gather and produce information for the public
 - They usually write for one channel (sometimes two channels), attempt to be objective, and write for a mass audience
 - They write the news stories and editorials, we provide background information they need
 - News values
 - Local/proximity
 - Timeliness
 - Urgency
 - Prominence (people or an organization)
 - Cultural proximity
 - Human interest
 - Unexpected/odd
 - Consequence
 - Conflict/controversy
 - Marketing
 - Marketing seeks to attract and satisfy customers of an organization. It deals with goods and services
 - Marketing contributes directly to the bottom line
 - Public relations builds relationships with publics. It can support marketing, but we do not use marketing measures to evaluate our success
 - Advertising

- Advertising is controlled communication. You pay for it and therefore you control the content and outcome of the message
- Public relations usually uses uncontrolled communication. When we need to get messages into controlled media, we buy ads