

**Public Relations
Introduction & History**

By: Prof. Jacob C. Farbman, M.A., APR
The College of New Jersey

Public Relations?

PR is the behavioral science that creates, maintains and evaluates TRUSTWORTHY relationships using communication to the mutual benefit of an organization and its key audiences.

Public Relations Includes:

- research and analysis
- policy formation
- planning
- feedback
- But most important: COUNSELING!

PR has two tiers

- Executive Management (counselors and planners)
- Technicians (news releases, brochures, special events, media relations, etc.)

PR is...

- Deliberate
- Planned
- Performance
- Public Interest
- Two-way Communication
- Management Function

Important Acronyms

- M-A-C
- I-A-B
- R-A-C-E

Other Key Elements

- Shannon & Weaver Communication Model
- Time - Cost - Agent

Four Communication Channels

- Print
- Electronic
- Face-to-face
- Special Event

PR's Components:

- Counseling
- Research
- Media relations
- Publicity
- Employee/member relations
- Community relations
- Public affairs
- Government affairs
- Issues management
- Investor relations
- Industry relations
- Fundraising
- Special events

PR Vs. Journalism

- Scope
- Objectives
- Audiences
- Channels

PR Vs. Advertising

- Earned media and paid media
- PR = relationships (trust)
- PR = third party credibility
- Advertising = service (money)
- Advertising = control

PR Vs. Marketing

- PR = relationships with all audiences
- Marketing = customer focused, selling products and services

PR's Four Models (History)

- Press Agency/Publicity
- Public Information
- Two-way Asymmetric
- Two-way Symmetric

Questions?
